



The Effect of Job Crafting on Patients Satisfaction: with the Role of Moderate of Quality of Health Services (Case Study: Persian Gulf Hospital in Bushehr)

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Abstract

Today, the speed of changes in the management style; It has involved all businesses. These changes; The product/service includes customer service and consumer behavior. It should be accepted that the customer guarantees the survival and growth of a business. The statistical population of the current research consists of two groups: the first group of patients receiving health services from Persian Gulf Martyrs Hospital and the second group of employees of Persian Gulf Martyrs Hospital who provide medical services to patients. The number of the statistical population of the first group is unlimited due to its large size, and the number of the statistical population of the second group is more than a thousand people, of which 304 people answered the questionnaires. Cronbach's alpha coefficient was used to check the reliability of the questionnaire and content validity was used to measure the validity of the research data collection tool. Also, in order to test the hypotheses of the research, the method of structural equations was used with the help of SmartPLS software. The results of the structural equations showed that the variable of occupational creativity on patient satisfaction and the quality of health services; And the health service quality variable has a positive and significant effect on patient satisfaction. Also, the quality variable of health services plays a positive mediating role in the relationship between occupational creativity and patient satisfaction.

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