

Factors Effecting Productivity in Hospitals from the Perspective of Managers

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Abstract: The purpose of this research is the role of each factors (management, job satisfaction, employees' motivation, pivoted customer, human power development, organization culture, technology and material) relation to productivity in hospitals. This study was a cross- sectional. Tool of data collection was a questionnaire containing 51 questions that based of goal and variables. Validity and reliability of the questionnaire were approved. Sample volume was 95 managers. Questions based Likert scale was analyzed using SPSS version 11. This study was distinguished that factors management with average 4.083, pivoted customer with average 4.067, human power development 4.044, technology and material hospital 4.028, organization culture 3.935, job satisfaction and employees 3.797 more effect has on productivity educational hospital. These factors (management, pivoted customer, human power development, technology and material hospital, organization culture, job satisfaction and employee) have the most effect on optimizing of educational hospital according to priority. So promotion each of factors directs accessible to desired level productivity is avoiding.

Key words: Factors • Productivity • Hospital • Manager

INTRODUCTION

Efficiency is a portion of input to output Efficiency measures quality of work force competence, capital and other resource of goods and services of company and associations. Production is the basis of development, progress, life and eternity of society. Efficiency is not only a factor for economical growth, but at first, it is also a school that always tries to improve the conditions. In this view, humans can improve every day activities and duties better than in the past in that the guiding basis of this view and movement is the true faith in human advance [1-4].

This finding has shown that 49.2% competence of organizations is related to customer orientation, 51.7% to optimizing of human resources and 32.6% to technology and equipment [5, 6]. Today, it is believed that different factors can influence the organizational efficiency internally and externally that sometimes can have an essential role on increasing and decreasing of efficiency by itself. If influential rates remain unknown, the organization will disappear from the competition [7, 8].

At present, there is no clear and direct information in the field of effective factors in valuable resources [9-11].

MATERIAL AND METHODS

The study is descriptive and sectional that contains all the research such as includes managers and hospital administrators. The method of information collection was by questionnaire. Content validity of questions was carried out by study and analysis of technical texts and available researches and 10% of all research was selected by random sampling for questionnaire reliability and questionnaires were completed through test and retest exams twice at 10 day interval by each of the selected people and then the data was analyzed by SPSS software and the validity of the questionnaire obtained 91% by Pearson coefficient of correlation. In addition, measures were taken to stop the attendance of participants before the test in the main stage. The data was analyzed through SPSS (version 10) software and statistical – descriptive methods such as frequency, mean, standard deviation, chi- square test and T-test.

Table 1: The percentage of mean score according to the effective factors on hospital efficiency from the view of the tested people

Criteria Factors	Very much	Much	Medium	Little	Very Little	Standard deviation±mean	Chi square	Degree of freedom	Mean level
Related with management	39.7	34.9	20.3	4.2	0.9	4.083±0.916	930.819	4	0.001
Related with job satisfaction and staff motivation	35.2	27.3	23.6	10.2	3.8	3.797±1.39	310.621	4	0.001
Related with customer orientation	32.8	44.4	20	2.1	0.6	4.067±0.816	345.958	4	0.001
Related with human sources improvement	36.3	37.6	20.3	5.8	0	4.044±0.893	103.221	4	0.001
Related with organization culture	31.4	36.7	26	6	0	3.935±0.899	123.207	4	0.001
Related with technology and equipment	35.9	39	18.6	4.8	1.6	4.028±0.941	506.047	4	0.001

Table 2: Priority of effective factors in hospital efficiency from the view of the tested people

Priority Related factor	First (%)	Two (%)	Three (%)	Four (%)	Five (%)	Six (%)
Management	59.8	19.5	5.7	9.2	-	5.7
Job satisfaction and staff motivation	23.0	48.3	11.5	4.6	10.3	2.3
Customer orientation	12.6	8.0	21.8	24.1	16.1	17.2
Human sources improvement	1.1	11.5	18.4	29.9	17.2	21.8
Organization culture	1.1	4.6	19.5	17.2	27.6	29.9
Technology and equipment	2.3	14.9	17.2	16.1	25.3	24.1

RESULTS AND DISCUSSION

The main results of this research abstracted and listed in Tables 1 and 2. In the subcategory of job satisfaction and staff motivation factors, human and suitable relations between management and staff, coordination between staff salaries with education degrees and organization position and coordination of income of staff jobs in solving their needs and their families expectations and their expectation, suitable physical conditions of workplace, variation of staff duties, independence and freedom of staff in doing work, possibility of advance promotion have dramatic influence on efficiency according to principle and logical criterion.

For the connection of related factors with customer orientation with efficiency from the view of gender, organizational position and work freedom degree of 4, mean level of 0.011 and Chi- square is equal to 12.998. Organizational position with freedom degree of 12 and mean level of 0.1 and Chi-square is equal to 18.543. There is a difference in ideas, workplace with free degree of 24, mean level 0.0001 and Chi-square is equal to 121.666. Although, there is a small clear difference, their ideas are similar to each other and do not have a meaningful relationship.

The connection of related factors with optimizing of organizational resource to efficiency from the view of genders, organizational position and work place with freedom degree of 3, mean level of 0.008 and Chi- square is equal to 11.817 and organizational position with freedom degree 9, mean level of 0.004 and Chi- square is equal to 100.14. However, there is a little clear difference

their ideas are similar and there is no mean in full relation. Between organizational positions with freedom degree of 12, mean level of 0.0001 and Chi- square is equal to 42.528 and workplace with freedom degree of 24, mean level of 0.0001 and Chi- square is equal to 78.901. There is no meaningful statistical relation.

This research proved that each of 5 related factors to the management, job satisfaction, staff motivation, customer orientation, improvement of human resources, organizational culture, technology and hospital equipment has relation with the efficiency level. In addition, the pattern of the useful factors on the increase of efficiency is almost similar in different organization but form and priority of effective factors on efficiency in the industrial, productive and service organization are different because of the characteristic of the external and internal environment. In this research, the first and second priority, respectively are in accordance with effective factors on the increase of efficiency with the research that was done in the economical association.

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