

Measuring the Determinant and results of Beneficiaries' Satisfaction in the Public Services to Build Effective Institutional Capacities in Rural Areas in Egypt (An Applied Study on Abu Hommos Health Units as an Example for Governmental Organizations in Rural Areas in Egypt)

Basma Hassan Saad¹

ABSTRACT

Beneficiaries' satisfaction is a strategic tool for achieving efficiency and excellence in organizations that provide both goods and services. The current study attempts to measure the determinants and results of beneficiaries' satisfaction with the health service provided in the health units in Beheira Governorate. The determinants include beneficiary expectations, service quality, and service value. The results include both Beneficiary recommendations of the service and Beneficiary complaints of the service. The study was conducted on a sample of 384 beneficiaries through personal interviews and then data analyzed using Path analysis technique. The study reached the validity and quality of the study model, but with different paths and the study found that there is no significant effect of beneficiary satisfaction on both beneficiary recommendations of the service and Beneficiary complaints of the service, while the model's determinants affect them except the health service quality, where it had a negative and statistically insignificant effect on the beneficiary recommendations of the service and beneficiary complaints of the service. Finally, the study reviewed the scientific conclusions and practical applications.

Keywords: Beneficiaries' satisfaction, Public service, Effective Institutional Capacity.

INTRODUCTION AND PROBLEM OF THE STUDY

It can be said that economic development is the creation of wealth, and wealth means things of value to human beings (Shaffer, 1989), which extends to continuous improvement in the social, economic and environmental aspects, in terms of maintaining the desired environment with an effective social system that promotes cooperation, participation, unity and freedom, in addition to a vibrant, competitive and diversified economy (Christenson et al, 1989). It expands the options of individuals, provides positive attitudes towards the individual and society, increases the efficiency of community institutions, and allows higher levels of quality of life (Cavaye, 2001).

Development is a multi-stage and multidimensional process that must include all parts of society, both rural and urban, and extend to far, remote and regional parts to cover the whole society, and therefore the development of rural communities is a series of actions and decisions that will improve the state of society economically, professionally, functionally, constructively and socially through work, participation and communication, which makes society more vibrant, effective and more able to manage changes that occur using networks More robust communication, organizations with leadership abilities and skills.

Cavaye (2001) states that the development of rural communities depends on four basic internal components: first: sufficient infrastructure to support economic and social activities and support all aspects of community life, second: a healthy economy based in all its parts on starting new projects, providing investment capital, improving the efficiency of existing companies or establishing new factories or small projects, and third: Establishing policies that can support a competitive economic position, and responsible social and environmental positions for both rural and regional areas, Fourth: the process of supplying services to rural areas, which is carried out through the employment of the local economy and the entire social system, and allows the sustainability of demand for labor and achieves the satisfaction of the population with their society and the unwillingness to migrate from it and achieve the quality of life in such rural areas.

Due to the great importance of the development process, governments spend huge funds on development programs and the delivery of services to all citizens with the aim of improving the lives of those living in poverty, in addition, a large number of international organizations that provide financial assistance to different countries direct their assistance during these government programs, and despite the magnitude of this spending, it is not effective to a significant degree, due to several factors, the most important of which are

DOI: 10.21608/esm.2022.352954

¹Assistant Professor, Rural Development Department, Faculty of Agriculture, Alexandria University, Egypt

Received January 10, 2022, Accepted, March 15, 2022..

policies that do not reflect the needs and wishes of citizens, and the spread of corruption, Weak participation of citizens in the affairs of their local community and lack of citizens' vision of such spending (Olken et al, 2013).

The satisfaction of beneficiaries with public services is one of the important indicators that reflect the quality of services provided, and the extent to which public services meet the needs and expectations of their beneficiaries, and thus the efficiency and effectiveness of government institutions in order to achieve quality of life and trust in the government in addition to enhancing community participation.

Recently, most organizations in many countries have been interested in measuring the satisfaction of beneficiaries to determine the extent to which the goods and services provided by these organizations meet the needs and expectations of these beneficiaries.

The services sector is one of the most important sectors of economic activity in Egypt, as it contributes to achieving the social and economic growth of society and determining the level of social welfare, economic prosperity, and psychological satisfaction of the majority of the population.

Many research and scientific studies on government institutions in developing countries indicated that their beneficiaries suffer from some problems, and therefore the study aimed to measure the level of satisfaction of beneficiaries with public services, identify the factors affecting it, and propose the necessary recommendations to improve it to achieve the satisfaction of the beneficiaries and thus achieve the prosperity of society.

It seems clear in recent times a steady growth in the service sector, and Health Services are one of the most prominent services that constitute the focus of the citizen's attention because the citizen uses them continuously in all his various activities, which makes them affect his daily life significantly, and his satisfaction or dissatisfaction with the service provided constitutes a tangible difference at the level of the individual and society.

The Health Services sector is one of the largest service sectors that have an impact on development in any country, because of the vital service it provides related to human livelihood and this service is affected by population growth factors, and the expansion of economic and civil activities, which ultimately leads to a steady growth in demand. Which in turn exacerbates the problem of providing sufficient financial resources to produce more quality of health services. And its pricing, which is affected by the social dimension, and this is evident through the subsidized prices for most of them, which sometimes cover the costs of operation and

maintenance and other times do not, and utilities usually need more technical and financial government support. In this regard, the problem of poor government performance in the management of these facilities and the inability to provide services at the level desired by the citizen is evident.

The services sector is considered one of the most important sectors of economic activity in Egypt, as it contributes to achieving economic and social growth for society and determining the level of social welfare. It seems clear in the recent period that there has been steady growth in the services sector due to the private sector's extensive participation in the services sector and its achievement of great success and spread in various fields, including education, health, communications, sports, and others.

The health service is considered one of the most prominent services that constitute the focus of the citizen's attention, and patients' satisfaction or dissatisfaction makes a tangible difference because it affects the most precious thing any person has, which is health. In developing countries in general, public health services provided to citizens are characterized by a low level of quality and patients' dissatisfaction with them, as these countries are unable to provide appropriate health services to their citizens due to weak financial capabilities.

Since health is an inherent human right for all Egyptians. The overarching goal of national health policy is to improve the health of the population; Improving health is not only a basic goal, but it is also the way to support the reduction of poverty and achieve social and economic development in Egypt.

So, in the late 1990s, Egypt has embarked on implementing a comprehensive program to reform the health sector to build on what has been achieved from this program considering the strengths of the health system and significant progress in the years prior to the launch of this program. It was based on the social, economic, institutional, and political realities facing Egypt at that time. And the weaknesses it suffers from, in addition to the program providing a strategic and policy framework for interventions aimed at bringing about fundamental reform in the health sector over the next fifteen or twenty years.

https://www.emro.who.int/images/stories/egypt/executive_summary.arabic.pdf

Considering Egypt's endeavor to protect and promote health, and to ensure the availability of basic health services to all, the health system shall achieve, by 2030, the availability of the necessary quality health services to all citizens and ensure that Egyptians do not suffer financial hardship due to what they spend on health. Health policy in Egypt seeks to ensure the

availability of good health care services and improve their quality, so that financial barriers (such as doctors' fees or drug prices are beyond the means of individuals), or obstacles to obtaining necessary services (such as geographical barriers, informational barriers, gender-related barriers, or non-financial barriers to any other type of discrimination or stigma). At the same time, it is also working hard to establish mechanisms to protect against financial risks, so that Egyptians do not fall into financial hardship or poverty as a result of spending in exchange for obtaining health services.

Accordingly, the degree of citizen satisfaction with the health services he receives is one of the most important indicators for evaluating the service delivery system and achieving citizen satisfaction with the services and thus citizen satisfaction with his community. Hence, this study comes to measure the determinants and results of the satisfaction of the beneficiaries of the health services provided in the health units based on their profound impact on the standard of living and well-being of citizens. To achieve this, the study investigates a causal relationship model between the determinants and outcomes of beneficiary satisfaction with health services in rural areas in Egypt.

OBJECTIVES

- 1- Identify the determinants of beneficiaries' satisfaction with the health services provided by the Abu Hommos Health Units.
- 2- Determining the results of the beneficiaries' satisfaction with the health services provided by the Abu Hommos Health Units.
- 3- Reaching the nature of the relationship between the determinants and results of the beneficiaries' satisfaction with the health services provided by the Abu Hommos Health units in order to benefit from these determinants in reaching more beneficiary satisfaction with the health services provided by the Abu Hommos Health units through continuous improvement of these determinants, which achieves more success for the health units.

REVIEW OF PREVIOUS LITERATURE

This section presents some of literatures made on the Beneficiaries' Satisfaction with Public Services in various parts of the world. Conclusions which could be extracted from these literatures are presented in the end of this section.

Preko et al (2014). Businesses now focus more on how to create customers, retain, and maintain customers through quality service delivery, customer satisfaction and customer delight. The purpose of the study was to identify whether customer delight and customer

satisfaction depend on service provided by an organization. The research formulated hypothesis based on the three variables mentioned earlier. A simple random sampling was used to sample 248 customers of Elite Kingdom Investment and Consulting Company. Questionnaires were administered to the respondents to collect primary data. A reliability analysis was run to ascertain the inconsistency of the instruments used in the questionnaire. The statistical package used was SPSS version 20 to run the reliability analysis, test of normality, multivariate and univariate analyses, and Microsoft Excel was also used to generate pie and graph on personal data of respondents. The study revealed that service delivery is significant to customer satisfaction customer delight. Further findings in the study also revealed that there is a positive correlation between service delivery and satisfaction, and satisfaction and customer delight. It is therefore recommended that; the Elite Kingdom should move away from the basic understanding of customer satisfaction to delighting customers which might pave the way for repeat purchase among customers of the organization.

Karunaratne et al (2015). aimed to measure the satisfaction level of beneficiaries in selected Urban Local Authorities in Colombo district using SERVQUAL model and describe how beneficiaries perceive service quality and whether they are satisfied with services offered by local authorities. Colombo Municipal Council (CMC), Dehivala Mount Lavinia MC, Mahagaragama UC and Boralessgamuwa UC limits were selected as sampling framework. Unit of analysis is beneficiaries, and 50 beneficiaries were interviewed in each authority using seven-point Likert scaled, self-administered questionnaire. Data was analyzed as per the SERVQUAL model with help of SPSS 20.0 package. Considering all aspects by which public are satisfied related to the services provided by the local authorities in selected sample, Maharagama UC is providing expected services as it is; with a small gap - 0.02. Also, CMC's gap -0.11 indicates a better sign of their services without having a large deviation from the expected level. However, Boralessgamuwa UC is the most inefficient services providing local authority which scores a 3.00 gap. As per the gap shows, Dehiwal Mt. Levenia is also slightly weak service providing local authority. However, further research on this area is required to verify the findings and find out the reasons/causes to the dissatisfaction (gap) of the people who look for services from Local Authorities in Sri Lanka.

Musa (2016). The problem of the study is determined in monitoring, analyzing, and interpreting the effectiveness of using comprehensive quality management in improving the level of quality of educational service in media colleges and departments

in Egyptian public universities in order to reach educational outcomes capable of meeting the needs and requirements of the media labor market and the satisfaction of service beneficiaries, and in a way that bridges the gap between perceptions and expectations. Among scholars through a field study on students at media colleges and departments at Cairo universities: Ain Shams, Al-Azhar, Sohag, and Zagazig, within the framework of the service quality model. The study attempted to identify the effectiveness of using comprehensive quality management in improving the level of educational service quality in media colleges and departments in Egyptian public universities in order to reach educational outcomes that meet the satisfaction of service beneficiaries and are able to meet the needs and requirements of the media labor market, through a field study on a sample. A total of (240) female students from colleges and departments of media at the universities of Cairo, Ain Shams, Al-Azhar, Sohag, and Zagazig, within the framework of the service quality model. The study concluded with a number of results, the most prominent of which are as follows: The weakness of the curricula in media faculties and departments in Egyptian public universities, and the absence of balance between theoretical courses compared to practical ones, in addition to the failure to create new media specializations and courses that keep pace with new scientific progress, deal with advanced technologies, respond to the desires of learners and the requirements of society, and open new horizons for advanced educational programs. In all media specializations and branches, The failure of media colleges and departments in Egyptian public universities to implement comprehensive quality standards in the teaching and learning methods used, which resulted in students' dissatisfaction with them, especially since the majority of journalism departments continue to teach using traditional methods, The lack of the necessary professional requirements for the majority of faculty members in media colleges and departments in public universities, and the failure of many of them to respond to comprehensive quality data, which resulted in a low level of performance and a negative impact on qualification and training programs, while these results are inconsistent with what Hugenberg concluded, et al (2006: 415-437), from the high levels of satisfaction among media and journalism students in American universities towards the performance of faculty members and their assistants due to flexibility in discussion and dialogue, and continuous innovation in teaching methods, and ensuring that respecting the student's personality, encouraging social work, helping students make decisions, and using continuous evaluation methods, The use of continuous evaluation methods is one of the most important characteristics of a

successful university professor in light of the quality of education, The results of the study revealed a lack of training capabilities available to colleges and departments of media in Egyptian public universities, whether with regard to the human, technical, or technological aspects, in a way that is not compatible with comprehensive quality requirements. This appeared through several problems represented in: the lack of equipment available in training laboratories, as these suffer Colleges and departments, as seen by the study sample, from the lack of interest in media departments in providing the necessary equipment for the training process, the limited radio and television training units, the scarcity of printing presses, and journalism, public relations and advertising laboratories, in addition to weak professional and technical level of supervisors of practical training operations, dwindling practical training opportunities in various media institutions as a result of the lack of a mechanism for cooperation and coordination between these departments and media institutions.

Ahmed (2017). shedding light on the concept of measuring the satisfaction of clients or beneficiaries, for public services in the governmental agencies in Egypt, determining the meaning of the assessment process to measure the satisfaction of clients or beneficiaries. And Monitoring the various obstacles faced by government agencies in the process of assessment the measurement of satisfaction of clients or beneficiaries of their services as well as Evaluating of the process of measuring the satisfaction of clients or beneficiaries of the services provided by government agencies and proposing a number of recommendations that can contribute to the development of the assessment process to measure the satisfaction of clients or beneficiaries of the services of governmental agencies.

Hailu and Shifare (2019) assess the existing service delivery and customer satisfaction of selected federal ministries/organizations in Ethiopia using questionnaires from respondents (165 employees and 423 customers). The data analyzed by using both qualitative and quantitative methods of research analysis. The result shows customers of public service organizations perceived positively that they are satisfied by the overall service delivery of the organizations. However, there were service delivery differences within different sections of every selected public service organization and among each selected organization, which is statistically significant. The main challenges of public service delivery were lack of accountability, willingness to provide service as per request, sense of belongingness, inconsistencies of rules and regulations, and lack of integration problem among different government service providers. The public service organizations should introduce appropriate and realistic

accountability measures; and work together in preparation of their rules, regulations, and procedure consistently so that they would have better integration, which enable them to provide good service delivery to their customers.

Moteki, Yasutoshi. (2021) investigated the major factors determining customer satisfaction with counter services in local government offices in Japan, comparing them with the results of similar surveys conducted by the author in 2020. The study considers visitors' direct experience of counter services through an on-site survey conducted at a municipal government building, referring to (1) customer satisfaction research in various countries, especially the expectancy disconfirmation model; (2) the SERVQUAL model; and (3) subsequent methods that emphasize the customer's direct experience. SERVQUAL, as the name suggests, is a five-group scale for evaluating service quality with respect to customer satisfaction. However, in actual organizational settings, five groups of questions may be burdensome to respondents and may reduce the collection rate. The research involves conducting on-site surveys on customer satisfaction or service quality of the local government office using an original three-group questionnaire scale and tailoring the question items to a scale for Japanese local administration settings. The surveys comprise three categories of questions, referring to (1) customer satisfaction research in various countries, especially the expectancy disconfirmation model; (2) the SERVQUAL model; and (3) subsequent methods that emphasize the customer's direct experience. A total of 1,000 questionnaires were distributed over four weekdays at the City Hall. As of September 27, 2021, there were 537 respondents (response rate: 53.7%). The regression analysis indicated that the independent variables of group C (service delivery) were most influential, followed by those of groups B (human-related factors) and A (office hardware) (adjusted

R2 value: .58). Service delivery, human factors, and hardware aspects are important, in that order, to ensure customer satisfaction with the City Hall's counter services. This is consistent with the results of the author's Internet survey of users of Osaka City Government's ward offices. Focusing on the second principal component of the service delivery category (C), promptness and short waiting times do not necessarily affect customer satisfaction positively.

Shadid (2021). aimed to identify the role of the digital transformation process with its various application requirements (strategy, organizational culture, transformational leadership, human resources) in enhancing the dimensions of performance level of service provided by Traffic and Licenses Units in Cairo

Governorate. These dimensions are responsiveness, reliability, tangibility, guarantee, and sympathy. The study is mainly based on two approaches: the descriptive approach for the theoretical part and the analytical approach for the practical part. Also, a survey form is designed to collect the primary data, in this regard (861) survey forms are distributed, after collecting and examining these forms, it was found that only (831) forms are valid for the statistical analysis. Results of the study shows that there is a strong correlation between the aggregate requirements of applying the digital transformation and enhancing the performance level of service provided by Traffic Units. In addition to, presenting a proposal for steps of digital transformation in public service organizations. Finally, it is recommended to speed up the implementation of the national project for digital transformation, as it is one of the most important elements for achieving sustainable development, developing the environment of governmental work, providing electronic services, and building strong digital economy.

Abu Karsh and Hussein. (2021) analyzed the needs of citizens in the public services of the e-government and measure their acceptance to adopt e-government, especially as the e-government in Palestine is under construction. The study used the questionnaire method and collected information randomly. The study was based on several hypotheses revolving around analyzing the needs of citizens and the division of public services from the perspective of citizens and measuring the extent of acceptance of e-government and what factors directly affect the adoption of e-government. The study used two global models: The Kano model, which analyzes the perception of citizens for public services and is divided into Must-be, One-dimension), Attractive and Indifferent Services. The UTAUT model measures citizens' acceptance of the idea of e-government through key independent factors: Performance Expectancy, Effort Expectancy, Social Influence and Environment Facilitating Conditions and their impact on the dependent factor: future trends and the intention to use e-government (Behavioral intention). This relationship is measured by intermediate factors: gender, age, scientific level and residential area. Originality.

Alkrajji, and Ameen(2022). examined the effect of multidimensional constructs on citizen loyalty to e-government services. More specifically, it examines the effects of service quality, trust and satisfaction on loyalty to these services. The data were collected via a questionnaire that was completed by 780 foundation-year students in government universities in Saudi Arabia. The students who participated in the study had used a unified system provided by the Ministry of Education in Saudi Arabia for university admission. The data were analyzed using Structed equation modelling.

The key findings revealed that the factors service quality, trust in government, trust in e-government services and citizen satisfaction play a significant role in developing citizen loyalty to e-government services. Trust in government has the strongest direct effect on citizen loyalty to e-government services, and service quality has the strongest total effect on citizen loyalty. In contrast, citizen satisfaction has the least significant influence on citizen loyalty to e-government services. The study proposes a new model for citizen loyalty to e-government services that combines the service quality model and trust theory. In addition, this study is among the first to categorize trust into three factors – trust in government, trust in e-government and disposition to trust – and integrate them into a model. Furthermore, the study reveals the roles of satisfaction and service quality in developing citizen loyalty. The findings of the study fill a gap in knowledge on citizen trust in, satisfaction with and loyalty to e-government services.

Kaada et al (2023). aimed to assess the quality of electronic services provided to customers through the e-citizen service center, and the role of the quality of e-government services in achieving customer satisfaction. The study relied on the descriptive approach. Where the primary data was collected through a questionnaire, and the study sample was represented by a group of clients of the e-Citizen Service Center in Damascus governorate, amounting to 324 items that were chosen using the soft sampling method, and the number of questionnaires valid for analysis was 300, and the study was conducted. The study reached to results Most notably, the level of quality of e-government services provided by the e-citizen service center was high from the point of view of the center's customers, and the customers are satisfied with the services provided by the center to them, in addition to the presence of a positive significant correlation between the quality of e-government services provided by the service center e-citizen of its customers and the level of customer satisfaction with these services; Where the Pearson correlation coefficient value between the quality of e-government services and customer satisfaction was 0.776.

Ferreira et al (2023). Write a Systematic Literature Review and a Bibliometric Analysis on the Patient satisfaction with healthcare provision services and the factors influencing it. the systematic review seeks to find the determinants of patient satisfaction in a global setting. The review follows the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA) approach. They conducted database search in Scopus, Web of Science, and PubMed in June 2022. Studies from 2000–2021 that followed the inclusion and exclusion criteria and that were written in English were included in the sample. They ended up with 157 articles

to review. A co-citation and bibliographic coupling analysis were employed to find the most relevant sources, authors, and documents. They divided the factors influencing patient satisfaction into criteria and explanatory variables. Medical care, communication with the patient, and patient's age are among the most critical factors for researchers. The bibliometric analysis revealed the countries, institutions, documents, authors, and sources most productive and significant in-patient satisfaction.

Barakat (2023). tested the impact of information technology on the institutional performance of General Authorities through a field study conducted on a sample of 162 Employees in a number of service General Authorities. The study reached that Information technology has contributed to improving the institutional performance of Service General Authorities, through the following: Improving the efficiency of General Authorities through, rapid information Accessibility, supporting decision-making, reducing the number of paper transactions, and improving the efficiency of resources, Improving the effectiveness of General Authorities through, building, and developing institutional capacities, increasing the Authorities' ability to achieve their goals, sustaining activities, projects, and concluding cooperation, community partnership agreements, Increase customer satisfaction and improve services quality, Increasing the ability of General Authorities to contribute to the development and achieving societal goals.

In sum, the following could be extracted and highlighted from the previously presented literature review: 1/ There is a research gap, in the Arabic studies in general and the Egyptian studies in particular are devoid of application and using beneficiaries' satisfaction models to identify the determinants and results of beneficiaries' satisfaction in a more comprehensive manner. 2/ There is limited literature specifically on beneficiaries' satisfaction with local services, studies on beneficiaries' satisfaction with public services provided by local authorities highlight the importance of understanding and improving satisfaction levels. These studies emphasize the value of feedback in shaping service quality and meeting the diverse needs of beneficiaries. 3/ Service quality is a measure of how well an organization provides service to meet beneficiaries' demands and expectations. 4/ Improving quality of service can increase an organization's profits and reputation, and it can have a direct impact on the ability to satisfy beneficiaries' needs while remaining competitive. 5/ beneficiaries' satisfaction is important because it illustrates whether your beneficiaries' base likes what you're doing. 6/ High satisfaction leads to greater beneficiaries'

retention, higher lifetime value, and a stronger brand reputation.

7/ beneficiaries' satisfaction is an essential step in the process of building beneficiaries' loyalty, creating beneficiaries' delight, and generating positive word-of-mouth. 8/ High beneficiaries' satisfaction scores are crucial for every business, as they can help you solve problems, prevent churn, and identify happy beneficiaries who can become your advocates and evangelists. 9/ Measuring beneficiaries' satisfaction can help organizations identify areas where they can improve their programs and services to better meet the needs of their beneficiaries. 10/ Measuring beneficiaries' satisfaction increase accountability and transparency when organizations measure beneficiary satisfaction, they are demonstrating their commitment to accountability and transparency which can help to build trust with beneficiaries and other stakeholders. 11/ There are a number of different ways to measure beneficiaries' satisfaction, some organizations use surveys, while others use focus groups, interviews, or other methods but, the best approach will vary depending on the organization and the specific programs and services they are trying to measure. 12/ Measuring beneficiaries' satisfaction helps organizations to identify specific strengths and weaknesses in their programs or services, enabling them to make informed decisions and enhance service delivery.

The paper in hand, addresses some of the variables considered in previous studies in the composition of the study variables and the method of assessing the beneficiaries' satisfaction. This is made taking into consideration the nature of service delivery process and beneficiaries' satisfaction in Egypt, in general, and particularly in the study area.

So, this section presents the definition public service, beneficiaries' satisfaction, and related concepts.

Agreement on what public or basic services can be a matter of great controversy, because there is no acceptable basis for classifying them. While some governments consider education and health to be basic services, some governments do not consider them as such. On the other hand, some governments consider welfare services to be basic services. Some governments do not consider them as such, and some countries consider reproductive and maternal health services as non-essential services, as in South Asia, while some countries consider them as basic and indispensable services (UNDP, 2009).

1- Public services: as defined by public administration experts, are the necessary needs to preserve human life and ensure their well-being, which must be provided for the vast majority of the people, and

commitment in the approach to providing them should be the interest of the majority of society as the primary driver of every service policy with the aim of raising the standard of living for citizens and meeting. These are public services such as health, education, cultural, security and justice services, etc. (United Nations Publication Administration Network) on <http://unpan.un.org>

Service can be defined as any act or performance that one party can achieve to another party, the essence of which is intangible, does not result in any ownership, and whose production may or may not be linked to material production. (Kotler et al, 2021)

Public services are a series of activities, procedures or processes provided by a government entity or its representative in providing the service and aim to meet the needs of customers through various service delivery channels and are based on interaction between the customer and the service provider. Each entity has a list of government services that It shall be responsible for amending, deleting, or adding any services consistent with achieving its strategic and operational objectives, in coordination with the competent authorities in accordance with the laws and procedures. It is also responsible for providing service information and presenting it on all channels according to the nature of each service (General Secretariat of the Executive Council of the Abu Dhabi Government, 2016).

Services have also been defined as "the intangible product that contains in its content work and performance that cannot be possessed materially" (Lancaster et al, 2011). Services can also be viewed as things that can be perceived by the senses and are exchangeable, provided by specific specialized companies or institutions in general. provide services or consider themselves service organizations (Gronroos, 1993).

Accordingly, public services are intangible products that aim to maximize benefit and satisfy the needs and desires of individuals in society (consumers or customers) and which are provided by the government within the scope of its authority or its representative, either directly through the public sector or indirectly through service provision organizations. Since public services may not be provided to the public or funded by the public sector for social, economic, or political reasons, in this case they are subject to service provision organizations. The most important examples of public services are education, health, environmental protection, gas, health, and firefighting, police, army, ambulance, radio, transportation, housing, communications, planning, waste management, urban planning, water, sanitation, roads, etc.

- 2- Characteristics of public services:** Public services are characterized by key characteristics that make them distinct from goods, which are (Kotler et al, 2021):
- a. Intangibility:** The origin of the service is that it is intangible, that is, it cannot be tasted, seen, smelled, heard, or felt. This is the characteristic that distinguishes the service from the commodity and repeat purchase may depend on previous experience.
 - b. Inseparability:** Inseparability means the degree of connection between the service and its provider, meaning that it is difficult to separate the service from the person who provides it. The time of producing the service is the same as the time of its consumption. The customer here is in direct contact with the service provider and gets to know him, as the one he serves. In the bank, and whoever teaches his children in school, on the contrary, in goods, the buyer of the good does not know who produced the good and how it was produced, just as the customer participates in the production of the service. Because the service cannot be provided except in the presence of the customer, that is, there is a personal connection between the customer and the service provider, both parties must play certain roles so that each party knows what the other party expects from him.
 - c. Heterogeneity:** It is difficult to find unified standards in the case of service production, despite the use of unified systems for providing the service, such as booking travel on an airplane. Although institutions have set standards to ensure that the service is provided at a high level of quality, it is difficult to judge. On the quality of the service before the customer purchases it. Providing the service depends on people who are controlled by personal standards. The service provider cannot be at the same level of activity during a full day of work, and therefore the service will be different according to his mood and psychological conditions, in addition to the customer's participation. In providing the service, the difference in customer personalities will lead to a difference in the provision of the service, in addition to the fact that the service that one customer sees as having good quality is seen by the other as being of lower quality. Personal standards are what judge whether the service is good or not. Personal standards are what judge whether the service is good or not.
 - d. Depreciation or Perishability:** The service is considered to be of a non-storable nature, due to its intangibility. Therefore, the service cannot be saved in the form of inventory, and this is what makes storage costs relatively or completely non-existent in-service institutions. The service consumes time to produce and therefore cannot be stored, which makes it difficult for service organizations.
- e. Lack of Ownership:** The characteristic of transferring ownership is a characteristic that distinguishes the good from the service. This means that the customer can use the service for a certain period without owning it, such as using a room in a hotel or a seat on an airplane, unlike a good in which the consumer has the right to own and dispose of it.
- 3- Types of public services:** Mustafa (2005) classifies public services into three categories according to the nature of the service:
- a. Pure service:** in which the organization provides a single service without it being linked to a physical product or other accompanying services such as insurance services, education, nurseries...etc. These services require the personal presence of the customer.
 - b. The service attached to a physical product:** in which the organization provides a basic service but is complemented by some products or services, such as air transportation services (airplanes), which provide a basic service of transportation, but include several products and services such as newspapers, magazines, drinks, nutrition, etc., as well as the doctor who It needs equipment to provide nursing services.
 - c. The product accompanied by several services:** in which the organization offers its products accompanied by several services, such as selling television sets and washing machines accompanied by a warranty for a certain period, or transportation. The more technologically advanced the product is, such as cars and automatic media devices, the more its sale requires attached services such as transportation, maintenance.
- 4- Quality of public services:** The term service was largely linked to the term quality, as the level of customer satisfaction with the services provided to them was measured by linking the service provided to quality. The word quality is a Latin word that means precision and perfection. The American Society for Quality and the European Foundation for Quality Management define quality as the total sum of advantages and characteristics that affect the ability of a product or service to meet specific needs. <http://asq.org>, <http://www.efqm.org>.
- Al-Dradakah et al (2002) indicated that Bradly Gale believes that quality has four levels that make it a strategic force, which are:
- a. Quality of conformity:** that is, conformity of the product quality to the previously specified characteristics and specifications.

- b. Customer satisfaction:** This is done by approaching them, understanding their desires, and trying to satisfy these desires.
- c. The value required in the competitive market:** This is through studying the market and analyzing its variables.
- d. Customer value management:** This is through the use of measurement tools and indicators to analyze the relationship between the value of the service and the customer's satisfaction with it.

As for the quality of public services, it can be said that there are several definitions for it that differ according to the needs, expectations, and judgments of customers about it. Abu- rumman and Al-Duywaji (2000) defines the quality of public services as the difference that separates the customer from the service, and the quality that he feels after using the service, or after Present it to him. While Al-Ajarmah (2005) tends to define the quality of public services through the three dimensions of services, which are:

- a. The technical dimension:** which is the application of science and technology to a specific problem.
- b. The functional dimension:** which is how the process of transferring technical quality to the customer takes place and represents the psychological and social interaction between the service provider and the customer who uses the service.
- c. Financial capabilities:** which is the place where the service is performed. Mustafa (2005) reinforces this by pointing out that the quality of public services includes the procedural dimension and the personal dimension as important dimensions in providing high-quality service, as the procedural aspect consists of the systems and procedures specified for providing the service, while the personal aspect of the service is how workers interact with their attitudes, behaviors, and verbal practices with customers.

From the above it is clear that the quality of public services is related to the degree of interaction between customers and service providers through the size of the gap between what is expected and what is perceived, and this estimate also varies according to the viewpoints of both customers and service providers.

5- Dimensions of quality of public services: Al-Khatib et al (2006) states that public services have several dimensions:

- a. Time:** which is mean how long the customer waits to get the service.
- b. Accuracy of delivery:** which is mean the customer receives the service on time.

- c. Completion:** which is mean the completion of all aspects of the service.
- d. Interaction:** which is mean that service providers deal appropriately with customers and welcome them.
- e. Consistency:** which is mean that the service specifications are consistent with the customer's needs and requests.
- f. Ease of obtaining the service:** which is mean the possibility of obtaining the service easily and conveniently.
- g. Accuracy:** which is mean that the service is completed correctly and completely.
- h. Responsiveness:** which is mean that service providers interact quickly with customers, as well as with unexpected problems and solve them quickly so that providing services to customers does not stop.
- i. Understanding:** which is mean making an effort to understand customers' needs and understanding the special needs of some customers.

While Parasuraman et al (1985) specified that service quality includes ten determinants, and that the importance of each determinant varies from one sector to another, and these determinants are:

- a. Reliability:** It means performing the service without error the first time, fulfilling obligations, correct records, correct invoices, and adhering to the specified time in performing the service.
- b. Understanding the customer:** It includes making an effort to understand the customer, his needs and desires, and giving him personal care.
- c. Tangible aspects of the service:** This includes the equipment and tools used to provide the service and the appearance of the workers.
- d. Responsiveness:** It means the desire or readiness of employees or service providers to serve customers and provide them quickly.
- e. Competence:** It means the possession of knowledge and skill by service providers or workers who deal directly with customers.
- f. Ease and speed of access to the service:** meaning facilitating customers' access to the service, whether by phone, online, or by mail, and other means that reduce the waiting period for customers to obtain the service and provide them with the appropriate time and place to obtain the service.
- g. Courtesy:** It includes respect and joviality in personal communication, in addition to the good appearance of workers or service providers.
- h. Security:** It includes security from risks and doubt and ensuring the confidentiality of customer data.
- i. Communication:** It includes informing the user about the service and its cost, continuously and in an understandable language, and helping him solve the problems that he may encounter.

- j. Credibility:** It includes integrity, trust, and concern for the customer's interest, and comes mainly from the company's name and reputation, and from the method of personal interaction with customers.

From the above it is clear that there are several steps that must be followed to achieve quality in service provision, which are:

- a. Adequate advertising of the service:** The process of advertising and promoting the service is more important than the service itself, which would increase the size of the gains achieved by the organization.
 - b. Caring for customers and attracting their attention:** Attracting customers' attention and showing interest in them increases the customers' desire to obtain the service they want, in addition to enhancing permanent customer loyalty in order to obtain the service and obtain it repeatedly.
 - c. Identifying customers' needs and creating their desire:** Creating customers' desire and determining their needs depends on the presentation, selling, and marketing skills of service providers.
 - d. Persuading the customer and answering his questions:** Persuading the customer to purchase one service over another is not a difficult matter and requires the service provider to have many skills in the art of persuasion, diplomacy, and effective dealing with customers.
 - e. Service evaluation:** The service evaluation process is one of the most important processes through which the deficiencies and aspects of excellence in the service provided are identified, and as a result, the deficiencies are corrected and the aspects of excellence in the service provided are supported, which will increase the demand for the service provided by the institution.
 - f. Ensuring the continuity of customers' dealings with the institution:** Reaching the stage of creating loyalty among customers towards the institution and the continuity of dealing with the institution and the need for it is considered the most important evidence of the institution's success in providing the service to the fullest extent and with the highest level of efficiency and effectiveness and the citizen's satisfaction with the service and most importantly of this. It is the continuity of the institution in maintaining this role, which consequently achieves the continuity of the institution.
- 6- Beneficiaries' Satisfaction:** Satisfaction, in general, is a person's feeling of psychological satisfaction, pleasure, and reassurance accompanying the achievement of goals, such as the satisfaction resulting from a person achieving one of his goals, whether in life or work, likewise, satisfaction is a

psychological state that an individual feels according to the degree of satisfaction of his needs. The higher this degree, the greater the satisfaction he has. (Abu Al-Nasr, 2015).

The term of customer satisfaction, consumer satisfaction or client satisfaction is originally a commercial term, and when it was used in the field of services, it was used in somewhat similar terms, this is: beneficiary satisfaction or citizen satisfaction.

Generally, Beneficiaries' satisfaction is a measure of how happy your customers are with your product or service, which is an ongoing process that requires continuous improvement and adaptation to meet changing customer needs and expectations by prioritizing these factors, you can enhance customer satisfaction and build long-lasting relationships with your customers. There are many definitions of customer or beneficiary satisfaction, including:

- a. The actual appearance of the degree of satisfaction of the customer or beneficiary with the experience of purchasing a commodity or the experience of benefiting the service provided to him.
 - b. A psychological state felt by the customer or beneficiaries according to the degree of satisfaction of his needs. The higher this degree, the greater the satisfaction.
 - c. A pleasant or positive situation or state resulting from an individual's evaluation of his interaction with the organization.
 - d. An emotional reaction resulting from the customer or beneficiary feeling that his interaction with the organization provides him with what he seeks or what he expects to a good degree. (Giese and Cote, 2000).
- 7- Characteristics of customer or beneficiary satisfaction:** Shaun et al (2000) sees that Customer or beneficiary satisfaction has a set of characteristics, including:
- a- Customer or beneficiary satisfaction is a psychological state, because it is a subjective experience linked to customers' expectations on the one hand and to their self-perception of the service they obtained.
 - b- Customer or beneficiary satisfaction is a relative condition and varies from one individual to another. If there are two customers who benefit from the same service with the same conditions, their opinions may be different.
 - c- Satisfaction is evolutionary, as customer satisfaction changes through the evolution of expectations, services, and perceptions.
 - d- Satisfaction is characterized by instability. The state of customer or beneficiaries' satisfaction changes from time to time and from one service to another,

others, from one service provider to another, and from one organization to another.

- e- It is not easy to achieve customer or beneficiary satisfaction, but it can be achieved with planning and innovation in services and its diversification.
- f- The ultimate goal of the organization is to make customers or beneficiaries happy, which is a higher level of customer or beneficiary satisfaction.
- g- Among the common misconceptions is the perception that customer or beneficiary satisfaction or lack thereof is linked only to the price of the commodity or service fees, but in reality, customer or beneficiary satisfaction is also closely linked to matters others, such as: the service provider's approach, service location, waiting time, service quality, after-sales service, etc.

From the above, customer or beneficiary satisfaction can be defined as a feeling of psychological satisfaction and pleasure and the reassurance that accompanies achieving the goal of his interaction with the organization in a decent and humane manner.

The Study Population and Sample:

The study is conducted in Abo Hommos center in Beheira Governorate, which is consider one of the largest centers in Beheira Governorate.

The study population consists of all audiences dealing with all health units in rural areas in Abo Hommos center. The total number of rural health units in Abo Hommos center has reached 35 health units according to data from the Health Administration in Abo Hommos in 2021 as it shown in Table (1).

The study relied on a sample size determination table (Sekaran, 1998) to facilitate a good decision regarding the study sample. In the table, the sample size increases with increasing population size until it reaches the highest sample size of 384 individuals at the highest population size of one million individuals, which is the same as the result of the statistical equation to determine the sample size, and accordingly, the study sample is limited to 384 individuals. A sample was selected from

the units which include the largest number of audiences dealing with the health unit.

Variables Definitions and Measurements:

The study allocated with 6 variables that determine the independent and dependent, as well as direct and indirect when using path analysis.

The study relied mainly on the Likert quintuple scale (completely agree, agree, neutral, disagree, completely disagree) and the questionnaire was based on six measures consisting of 18 statements. The table below define the component of the Dependent Variable and its definition.

The study made a measurement scale to measure the total degree for Beneficiary satisfaction. The degree of measurement's reliability estimated using the Alpha Coefficient of Cronbach, with alpha value standing at 0.856, which implies acceptable reliability (Tavakol and Dennick, 2011).

Analysis and Results:

Statistical analysis begins with conducting some tests to ensure that the data is suitable for conducting statistical analysis, and Table (5) shows the matrix of means, standard deviations, and correlation coefficients.

From Table (5) finds that all model variables are above the average, where range between 2.70 and 3.47, which is indicate to the availability of the study variables. The standard deviation ranges between 0.125 and 0.439, which is indicate homogeneity of responses around the averages. The correlation coefficients between the variables of the study model were positive and statistically significant at the level of significance 0.01, except for the variable of Beneficiary Complaints of the service, which was negative and statistically significant at the level of significance is 0.01 with all variables and all correlations are less than 0.8, which indicates the presence of a linear relationship between all study variables and denies the multicollinearity.

The study model below, refer to the Structed model includes several paths. The nature of the relationship between its independent and dependent variables is as shown in Table (6).

Table 1. Rural Health Units in Abu Hommos Center

NO	Organization Name	Number of affiliated villages	Number of populations	Number of audiences
1	Qoum elqanater.	24	28045	4370
2	Balaqter Elgharbia	21	22654	4288
3	Jawad Hosny	36	36167	3372
4	Damsna.	25	24496	4109
5	Al Jaradat	12	19851	5201
6	Anwar Al-muftti.	11	13520	2232
7	Deir Ams (Kom Abo Ismail).	18	11765	3160
8	Mahallat Kil	19	14881	3450
9	Qafila.	44	30461	4507
10	Ajioun.	37	27465	6492
11	Birkat Ghattas.	16	39007	6187
12	Basentway.		26209	5502
13	Al-nakhla Al-Bahria.		31248	4090
14	Al-ziny.	21	10737	1956
15	Desones.	18	15394	3645
16	Balaqter Elsharqia.	30	23010	5851
17	Banoon.	24	16418	2008
18	Al-Ashra.	23	14936	2475
19	Ali Habib.		16396	4436
20	Madi.		10151	2105
21	Qom Taqala.	21	11335	1564
22	Al-Salehya.	8	8634	2518
23	Al- Hennawy.	32	17245	3960
24	Al-Qarawy.	4	8501	931
25	Qom Aziza.	18	10380	3171
26	Deir Ams ElBalad	12	8260	2212
27	Al-khamseen.		13629	2381
28	Khaleej Alqasab.	15	6538	1753
29	Sahaly.	20	8985	2487
30	Al-salam.		3500	1559
31	Al-Numiry.		5000	1247
32	Bridan.		7617	2210
33	Qasr Bolad		2500	1212
34	Kafr Azaz	9	6210	1743
35	Barsiq	17	5602	2404
TOTAL		552	556747	110788

Source: Information Center of the Health Administration of Abu Hommos center, Directorate of Health Affairs (2021).

Table 2. Studied Rural Health Units in Abu Hommos Center

NO	Organization Name	Number of audiences	Percentage of sample
1	Ajioun	69	17.97
2	Birkat Ghattas	77	20.05
3	Balaqter Elsharqia	23	5.99
4	Basentway	33	8.59
5	Al Jaradat	49	12.77
6	Qafila	29	7.55
7	Ali Habib	17	4.43
8	Qoum elqanater	43	11.19
9	Balaqter Elgharbia	21	5.47
10	Damsna	23	5.99
TOTAL		384	100%

Source: Prepared by the study researcher.

Table 3. Dependent Variable and Independent Variables

Pass	Dependent variable	Independent variables
1	Service Quality	Beneficiary Expectations
2	Service Value	Beneficiary expectations and quality of service
3	Beneficiary satisfaction	Beneficiary expectations and quality of service
4	Beneficiary satisfaction	Service Value
5	Beneficiary Complaints and Recommendation of the service.	Beneficiary satisfaction

Table 4. Indicators and Definition of the Dependent Variable Definition

Indicators of the Dependent Variable	Variable Definition
Service Quality (x1)	reflects the total advantages of the service provided by the health unit (service provider) that have the ability to meet the needs of the beneficiary.
Service Value (x3)	Includes the result of the comparison between the benefits that the beneficiary obtained from the health unit and the various costs (material and moral) that he presented to obtain the service.
Beneficiary expectations (x2)	Includes needs and desires for what the health unit should provide, not what the actually provides, which consists of his previous experiences and the information he obtained from relatives and friends, which reflects their experiences in dealing with the health unit.
Beneficiary satisfaction (y1)	Includes the beneficiary's internal feeling, which appears in the form of positive or negative attitudes or feelings towards the service provided.
Beneficiary Recommendation of the service (y2)	Includes the Personal tendency to publish recommendations and positive comments about the service that the beneficiary obtained.
Beneficiary Complaints of the service (y3)	Includes the Personal tendency to publish negative recommendations and comments about the service.

Table 5. Matrix of means, standard deviations, and correlation coefficients for the variables of the study model

Variables	Mean	Standard Deviation	1*	2*	3*	4*	5*	6
Service Quality	3.47	0.439	0.64					
Service Value	3.22	0.228	0.61	0.64				
Beneficiary expectations	3.31	0.137						
Beneficiary satisfaction	3.47	0.273	0.59	0.47	0.67			
Beneficiary Recommendation of the service	3.45	0.166	0.66	0.78	0.75	0.76		
Beneficiary Complaints of the service	2.70	0.125	-0.71	-0.48	-0.61	-0.64	-0.53	

* On significance level = 0.01.

Table 6. Direct and indirect relationships in the study model

Direct relationships	Indirect relationships
Beneficiary expectations and Service Quality	Beneficiary expectations and Beneficiary satisfaction
Beneficiary expectations and Service Value	Beneficiary expectations and Beneficiary Recommendation of the service
Beneficiary expectations and Beneficiary satisfaction	Beneficiary expectations and Beneficiary Complaints of the service
Service Quality and Service Value	Service Quality and Beneficiary satisfaction
Service Quality and Beneficiary satisfaction	Service Quality and Beneficiary Recommendation of the service
Service Value and Beneficiary satisfaction	Service Quality and Beneficiary Complaints of the service
Beneficiary satisfaction and Beneficiary Recommendation of the service	Beneficiary expectations and Beneficiary satisfaction
Beneficiary satisfaction and Beneficiary Complaints of the service	Beneficiary expectations and Beneficiary Recommendation of the service
	Beneficiary expectations and Beneficiary Complaints of the service
	Service Value and Beneficiary Recommendation of the service
	Service Value and Beneficiary Complaints of the service

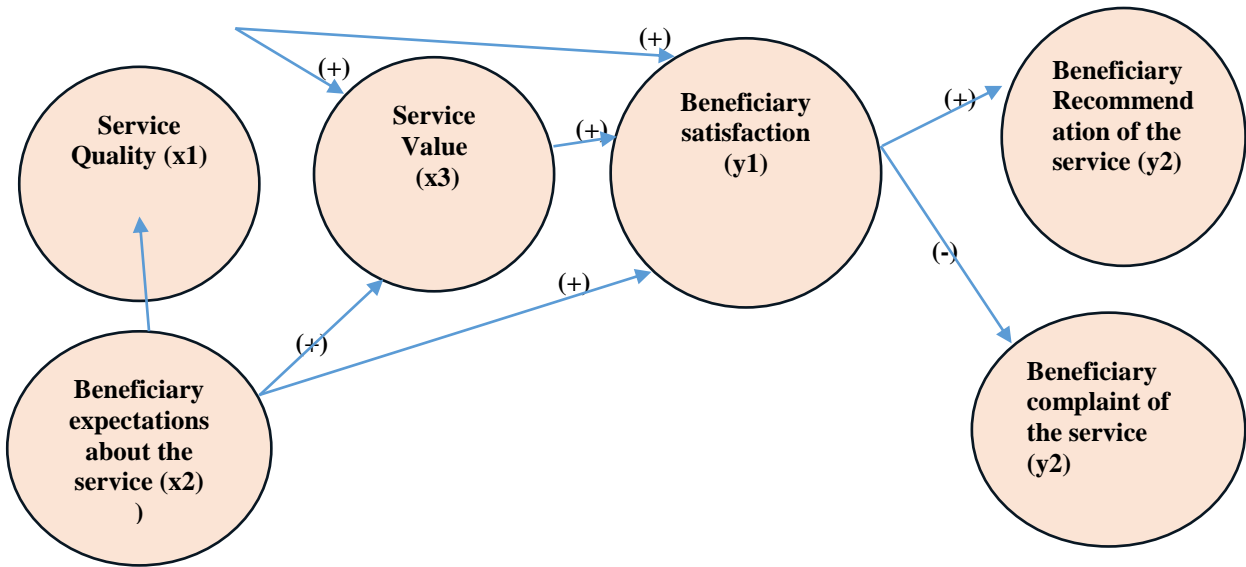


Fig. 1. The proposed model for the determinants and outcomes of Beneficiary satisfaction with the quality of health service in Rural Health Units

The study used path analysis using LISREL 10.2 to verify the presence of direct, indirect, and total effects of the model variables. Figure (2) shows the Structured model of the determinants and outcomes of beneficiaries' satisfaction, which has indicators of good match to the data under test which was obtained from a sample of 384 beneficiaries dealers with rural health units in Beheira Governorate, the numbers above the lines are the direct effect of the independent variables on the dependent variables.

Moreover, the Structured model in Figure (2) obtained good goodness of fit index, as shown in Table (7) that the path analysis model shown in Figure (2) achieved good values for the goodness of fit index, as the value of chi square is not statistically significant, and the value of the expected false sincerity index for the Structured model of the current study is lower than that of the saturated model, and the values of the indicators fell in the ideal range for each indicator or were close to the ideal value for each indicator, which indicates good fit of the model to the data under test.

From Figure (2) and Table (8) it is clear to say that there is a set of equations that reflect the path relationships in the study model. From Table (9) we can summarized the direct, and indirect and total effects for the independent variables on the dependent variables which is means that there is a strong, direct, positive, and statistically significant effect of Beneficiary expectations on Service Quality (path coefficient = 0.64 at a significance level of 0.01), which indicates that the Beneficiary's level of expectation about the quality of

service in a health unit affects its perception of the level of quality of the service provided.

Table 7. Indicators of goodness of fit of the Structured model for the study variables

Indicator	Score
Chi ² (χ^2)	1.19
Degree of Freedom (df)	1
Chi ² Significance Level	0.275
Goodness of Fit Index (GFI)	1
Adjusted Goodness Fit Index (AGFI)	0.980
Root Mean Square Error of Approximator (RMSEA)	0.022
Root Mean Square Residual (RMSR)	0.0042
Normal Fit Index (NFI)	1
Comparative Fit Index (CFI)	1

The results also indicate that there is a strong, statistically significant overall effect of Beneficiary expectations on the service value For the service provided (path coefficient = 0.61 at a significance level of 0.01) and the direct effect is 0.35 at the significance level is 0.01 and the indirect effect through the service quality is estimated at 0.26 at the significance level of 0.01 in which is an indication that the effect of the quality of the service provided on the relationship of Beneficiary expectations and service value is less. and this is because there are patients who evaluate the service based on what they are looking for (expectations) considering what they hope for him directly, ignoring what already exists.

Table 8. Path analysis results for the structured model

Affected	Influencer	Path Coefficient	Standard error of the effect estimates	T
Service Quality (x1)	Beneficiary expectations (x2)	0.64	0.039	16.41**
Service Value (x3)	Beneficiary expectations (x2)	0.35	0.048	7.26**
Beneficiary satisfaction (y1)	Beneficiary expectations (x2)	0.39	0.32	12.49**
Beneficiary Recommendation of the service (y2)	Beneficiary expectations (x2)	0.12	0.044	2.74**
Beneficiary Complaints of the service (y3)	Beneficiary expectations (x2)	0.56	0.056	9.86*
Service Quality (x1)	Service Quality (x1)	-	-	-
Service Value (x3)	Service Quality (x1)	0.41	0.048	8.42**
Beneficiary satisfaction (y1)	Service Quality (x1)	0.31	0.032	9.75**
Beneficiary Recommendation of the service (y2)	Service Quality (x1)	0.44	0.42	10.40*
Beneficiary Complaints of the service (y3)	Service Quality (x1)	0.11	0.054	1.96**
Service Quality (x1)	Service Value (x3)	-	-	-
Service Value (x3)	Service Value (x3)	-	-	-
Beneficiary satisfaction (y1)	Service Value (x3)	0.33	0.31	10.44**
Beneficiary Recommendation of the service (y2)	Service Value (x3)	0.36	0.042	8.78**
Beneficiary Complaints of the service (y3)	Service Value (x3)	0.29	0.053	5.54**
Service Quality (x1)	Beneficiary satisfaction (y1)	-	-	-
Service Value (x3)	Beneficiary satisfaction (y1)	-	-	-
Beneficiary satisfaction (y1)	Beneficiary satisfaction (y1)	-	-	-
Beneficiary Recommendation of the service (y2)	Beneficiary satisfaction (y1)	0.045	0.060	0.75
Beneficiary Complaints of the service (y3)	Beneficiary satisfaction (y1)	0.052	0.077	0.67

* Significant on 0.05.

** Significant on 0.01

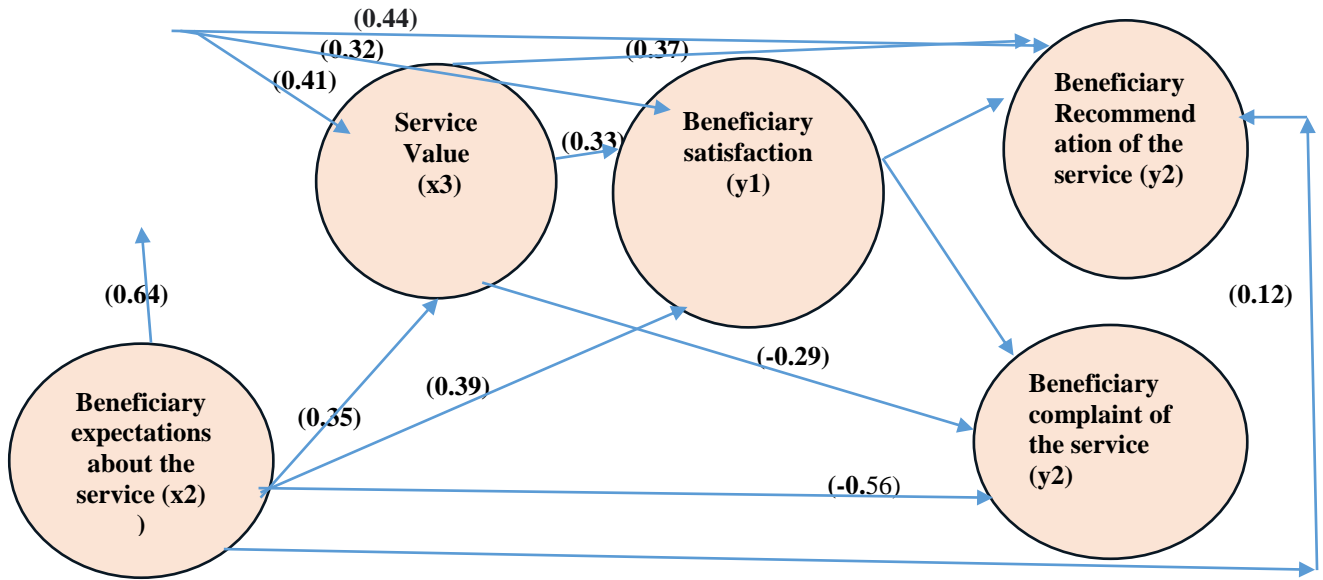


Fig. 2. The Revised Structured model of the determinants and outcomes of Beneficiary satisfaction

Significant
 Non-Significant

Table 9. The direct, indirect, and total effects included in the structured model

Affected	Influencer	Type of influence	Influence	Standard error of the effect estimates	T
Service Quality (x1)	Service Quality (x1)	Direct	-	-	-
		Indirect	-	-	-
		Total	-	-	-
	Service Value (x3)	Direct	0.41	0.05	8.42
		Indirect	-	-	-
		Total	0.41	0.05	8.42
	Beneficiary satisfaction (y1)	Direct	0.32	0.03	9.75
		Indirect	0.13	0.02	6.55
		Total	0.45	0.03	13.30
	Beneficiary Recommendation of the service (y2)	Direct	0.44	0.04	10.40
		Indirect	0.17	0.03	5.75
		Total	0.61	0.04	15.48
Beneficiary Complaints of the service (y3)	Direct	0.11	0.05	1.96	
	Indirect	-0.14	0.03	-4.17	
	Total	0.04	0.05	-0.82*	
Beneficiary expectations (x2)	Service Quality (x1)	Direct	0.64	0.04	16.41
		Indirect	-	-	-
		Total	0.64	0.04	16.41
	Service Value (x3)	Direct	0.64	0.04	16.41
		Indirect			
		Total	0.64	0.04	16.41
	Beneficiary satisfaction (y1)	Direct	0.35	0.05	7.29
		Indirect	0.26	0.03	7.49
		Total	0.61	0.04	15.20
	Beneficiary Recommendation	Direct	0.39	0.03	12.49

	of the service (y2)	Indirect	0.40	0.03	13.15
		Total	0.79	0.03	25.61
	Beneficiary Complaints of the service (y3)	Direct	0.12	0.04	2.74
		Indirect	0.54	0.04	12.15
		Total	0.66	0.04	17.26
Service Value (x3)	Service Quality (x1)	Direct	-	-	-
		Indirect	-	-	-
		Total	-	-	-
	Service Value (x3)	Direct	-	-	-
		Indirect	-	-	-
		Total	-	-	-
	Beneficiary satisfaction (y1)	Direct	0.33	0.03	10.44
		Indirect	-	-	-
		Total	0.33	0.03	10.44
	Beneficiary Recommendation of the service (y2)	Direct	0.37	0.04	8.72
		Indirect	0.01	0.02	0.75*
		Total	0.38	0.04	10.34
	Beneficiary Complaints of the service (y3)	Direct	-0.29	0.05	-5.54
		Indirect	-0.02	0.03	-0.67*
		Total	-0.31	0.05	-6.63
Beneficiary satisfaction (y1)	Service Quality (x1)	Direct	-	-	-
		Indirect	-	-	-
		Total	-	-	-
	Service Value (x3)	Direct	-	-	-
		Indirect	-	-	-
		Total	-	-	-
	Beneficiary satisfaction (y1)	Direct	-	-	-
		Indirect	-	-	-
		Total	-	-	-
	Beneficiary Recommendation of the service (y2)	Direct	0.04	0.06	0.75*
		Indirect	-	-	-
		Total	0.04	0.06	0.75*
	Beneficiary Complaints of the service (y3)	Direct	-0.05	0.08	-0.67*
		Indirect	-	-	-
		Total	-0.05	0.08	-0.67*

*Un Significant but others Significant on 0.01.

The results also indicate that there is a strong overall effect of Beneficiary expectations about service quality on Beneficiary satisfaction (Path coefficient = 0.79) and the indirect and direct effect converge (0.39, 0.40), respectively, which is indicating that Beneficiary expectations about service quality may lead directly (and without influence from service value) to Beneficiary satisfaction on the service provided with varying degrees depends on the Beneficiary's perception of the degree to which his expectations are met, and this happens mostly in the category of beneficiaries with high financial capability.

As well as there is a strong and statistically significant overall effect of the Beneficiary's expectations on the Beneficiary Recommendation of the service (Path coefficient = 0.66 at a significance level of 0.01) and the direct effect is 0.12 at a significance level of 0.01 and the indirect effect through service value, it is estimated at 0.54 at a significance level of 0.01, indicating that the effect of the service value for the relationship between Beneficiary expectations and Beneficiary Recommendation of the service is significant for the Beneficiary who asks about what he took and what he sacrificed and conclude that

what he took is greater and directed to others (relatives, friends, and others) with expressions of praise and nomination to deal with this or that health unit.

There is also a strong, negative, and statistically significant overall effect of the Beneficiary's expectations about service quality on Beneficiary Complaints of the service (path coefficient = - 0.71 at a significance level of 0.01) and the direct effect is 0.56 at a significance level of 0.01 and the indirect effect through service value is estimated at 0.15 at the significance level of 0.01, referring to the effect of the service value on the relationship between Beneficiary expectations and Beneficiary Complaints of the service is less and if the Beneficiary's expectations are bad it is enough to circulate words and expressions of alienation and reluctance to deal with the health unit with others (relatives, friends, and others). As well as the results indicates that the effect of the Beneficiary Recommendation of the service provided in a health unit is conditional on the Beneficiary receiving service value Positive, as the service he obtained exceeds his sacrifices (monetary, time, effort).

There is a direct, positive and statistically significant effect of service quality on service value (Path coefficient = 0.41 at a significance level of 0.01) where the service value reflects an estimate of the level of what he obtained from the service (service quality) versus what was sacrificed, and here a discrepancy occurs between Beneficiaries according to their perception on the level of service quality provided to them.

The results also indicates that there is an overall positive, average, statistically significant effect of service quality on Beneficiary satisfaction (Path coefficient = 0.45 at a significance level of 0.01 (and the direct effect is 0.32 at a significance level of 0.01 and the effect is not directly through perceived value, it is estimated at 0.13 at a significance level of 0.01, indicating that the direct effect of the service quality on Beneficiary satisfaction is more than its indirect effect, and this may be because there is some Beneficiaries whose priorities are determined to receive distinguished service, and then they become satisfied regardless of anything comparing what he obtained with his sacrifices (perceived value).

The results also indicate that there is a strong, statistically significant overall effect of the service quality on Beneficiary Recommendation of the service about the level of the service in a health unit (path coefficient = 0.61 at a significance level 0.01 (which includes a direct effect of 0.44 at a significance level of 0.01 and an indirect effect through service quality estimated at 0.17 at a significance level of 0.01, indicating that the direct impact of service quality on Beneficiary satisfaction is greater than its indirect effect

through service value, and this may be because there are Beneficiaries whose priorities are determined to receive a distinguished service and who is keen to spread recommendations about the service Which they received in the health unit, regardless of any special calculations comparing what he obtained with his sacrifices.

The direct effect of service quality on Beneficiary Complaints of the service was (0.11) and the in direct effect (-0.14) which is statistically significant at the significance level of 0.01, which may indicate that the increase in the quality of service provided to Beneficiaries may be accompanied by an increase in negative words from Beneficiaries. on the other hand, there are Beneficiaries who are not concerned with the quality of the service, regardless of the service value Therefore, the indirect effect through perceived value is negative and significant, excluding the effect of Beneficiary satisfaction because its effect is insignificant. Which ultimately led to the overall effect being negative (-0.04) and not statistically significant.

The results also indicate that there is a direct, statistically significant overall effect of the service value provided on Beneficiary satisfaction (path coefficient = 0.33 at a significance level of 0.01), which means that positive perceived value explains and leads to Beneficiary satisfaction.

The results also indicate that there is a direct, statistically significant overall effect of the value of the health service on each of the Beneficiary Recommendation of the service and Beneficiary Complaints of the service (path coefficient = 0.38, - 0.33 at the significance level 0.01) respectively, which means that positive perceived value would lead to positive Recommendation about the service in the health unit and reduce Beneficiary Complaints and negative expressions about it. While the indirect effect of service value is limited and statistically significant in its relationship to both the Beneficiary Recommendation of the service and Beneficiary Complaints of the service and is estimated at 0.01 - 0.02 respectively, which is indicates a limited role for Beneficiary satisfaction in the relationship of service value to Beneficiary Recommendation of the service and Beneficiary Complaints of the service, which is mean that the positivity of the service value may contribute to achieving more circulation of the recommendations and positive words and less Complaints and negative expressions about the service with achieving satisfaction for some Beneficiaries.

It is also clear from the results that there is an indirect and statistically significant positive effect of Beneficiary satisfaction on Beneficiary Recommendation of the service and negative, indirect, and statistically significant effect of Beneficiary

satisfaction on the Beneficiary Complaints of the service. Which indicates an absence of the effect of Beneficiary satisfaction on both, which contradicts its limited indirect effect on the previous result and can Justify this by the impact of the value of the service provided on the path of the relationship with both Beneficiary Recommendation of the service and Beneficiary Complaints of the service.

CONCLUSION AND RECOMMENDATIONS

According to the results of the study, we can say that the model's goodness of fit was achieved according to the generally accepted goodness of fit conditions, but with different paths than the proposed structured model for the current study, There is a positive, statistically significant relationship between the model's determinants represented by each of the beneficiary expectations about the service quality, and service value and beneficiary satisfaction on the other hand, There is a positive, statistically significant relationship between the model's determinants represented by each of the beneficiary expectations about the service quality, service value and both Beneficiary Recommendation of the service about the level of service provided in the health unit, There is a statistically significant negative relationship between the model's parameters represented by each of the beneficiary expectations about the service, service value on the one hand and Beneficiary Complaints of the service and negative words that share with others, While there is no significant relationship between service quality and Beneficiary Complaints of the service, Beneficiaries satisfaction with the health service provided in health units does not affect the Beneficiary Recommendation of the service and the Beneficiary Complaints of the service, The determinants of Beneficiary satisfaction in the model have a positive effect on both Beneficiary satisfaction and the Beneficiary Recommendation of the service and a negative impact on the Beneficiary Complaints of the service, except for service quality which does not affect the Beneficiary Complaints of the service, The relative importance of the model's determinants varies, and Beneficiary expectations for the service ranks first, followed by service quality then service quality.

According to the study results, the current study model and the variables it includes predict Beneficiary satisfaction with the health services provided and Beneficiary Recommendation of the service and Beneficiary Complaints of the service by strengthening the determinants of the model, therefore the study recommended that the administration of health unit should be trying to measure Beneficiary satisfaction with the health service they received at the health unit and learn about their level of expectations before

entering the health unit and the new level of expectations after receiving the service. And strive to constantly reach the new level of expectations by improving the quality of health service or reducing the difference Between what the Beneficiary took and what he sacrificed (perceived value). Health units should try to reduce costs and improve the level of health service quality to meet Beneficiaries expectations.to achieve positive service value which made Beneficiaries satisfaction and reached to beneficiary Recommendation of the service and reduce Beneficiary Complaints of the service and negative impact. Ensure beneficiaries problems and difficulties they faced while receiving the health service in the health unit, by preparing a form that is delivered to the Beneficiaries in the room and make a complaints box for their complains and directing them to the location of the complaints box, which it is preferable to have a box on each floor to facilitate the task of placing their problems in it because this his is unusual in the Egyptian culture in general and rural people as they are characterized by simplicity and tend to be random, while making serious promises to commit to dealing with their problems in order to avoid beneficiary Complaints of the service and support beneficiary Recommendation of the service to others and here a new level of expectations is formed and it represent in the quality of management when it is its able to eliminate these problems.

REFERENCES

- Abu Al-Nasr, Medhat Muhammad. (2015). Total Quality Management- The Japanese Kaizen strategy for developing organizations, ISBN 978-977-722-076-7, Arab Publishing and Training Group, Cairo. (in Arabic).
- Abu Karsh, Sharif M. and Hussein Bijad H. (2021). Analysis of Citizens' Satisfaction (Acceptance & Needs) with EGovernment Public Services, Arab American University, Faculty of Administrative and Financial Sciences, Palestine Economic Policy Research Institute (MAS), www.ijeais.org/ijaisr, Published in: International Journal of Academic Information Systems Research (IJAISR) ISSN: 2643-9026 Vol. 5 Issue 11, November.
- Abu Rumman, Asaad. H. and Al-Duywaji, Abu Saeed. (2000). Tourism and hotel marketing: concepts and scientific foundations, Dar Al-Hamid for Publishing and Distribution, Amman, Jordan. (in Arabic).
- Academy of Marketing Science Review
- Academy of Marketing Science Review
- Ahmed, Abdelnasser M S. (2017). Evaluating the process of measuring beneficiaries' satisfaction with public services in government institutions in the Arab Republic of Egypt, Institute for Administrative and Computer Sciences, First Settlement, New Cairo, (in Arabic), DOI: 10.21608/jsst.2017.60251.

- Al-Dradakah, Maamoun and Al-Shibli, Tariq. (2002). Quality in modern organizations, Dar Al Safaa, Amman, Central Library, Sana'a University. (in Arabic).
- Al-Khatib, Ahmed and Al-Khatib, Raddah. (2006). Total quality management educational applications, Modern World of Books, Jordan. (in Arabic).
- Alkrajji, Abdullah & Ameen, Nisreen. (2021). The impact of service quality, trust and satisfaction on young citizen loyalty towards government e-services, *Information Technology & People*. ahead-of-print. 10.1108/ITP-04-2020-0229, Vol. 35 No. 4, pp. 1239-1270, ISSN: 09593845, Publisher: Emerald Publishing Limited.
- Barakat, Khalid Mustafa. (2023). The impact of information technology on institutional performance: a field study of Egyptian public service Authorities, (in Arabic), *Faculty of Economics and Political Science Journal*, volume 24(2), pages 241-266, ISSN 2356-9166, DOI: 10.21608/jpsa.2023.295865.
- Copyright © 2002 – Academy of Marketing Science
Copyright © 2002 – Academy of Marketing Science
Directorate of Health Affairs (2020).
- Ferreira, D.C, Vieira, I.; Pedro, M.I, Caldas, P, Varela, M. (2023). Patient Satisfaction with Healthcare Services and the Techniques Used for its Assessment: A Systematic Literature Review and a Bibliometric Analysis, Published by the authors. Licensee MDPI, Basel, Switzerland, PURL Identifier: <https://doi.org/10.3390/healthcare11050639>, this article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license
- General Secretariat of the Executive Council of the Government of Abu Dhabi (2016) Guide to defining services and documenting their procedures, first edition, Abu Dhabi Government, UAE legislation.
- Giese, Joan & Cote, Joseph. (2000). Defining Consumer Satisfaction, *Academy of Marketing Science Review*, volume 2000, No. 1, PURL Identifier:
- Grönroos, Christian. (1993). A Service Quality Model and Its Marketing Implications. *European Journal of Marketing*.
- Hailu, Alemseged G. and Shifare, Hailay G. (2019). Service Delivery and Customer Satisfaction in the Public Service Sector: An Ethiopian Experience, Center for Rural Development, Addis Ababa University, Ethiopian Management Institute, Addis Ababa, Ethiopia, www.iiste.org, Published in: *Public Policy and Administration Research*, ISSN 2224-5731(Paper), ISSN 2225-0972(Online), DOI: 10.7176/PPAR Vol.9, No.9.
- Information Center of the Local Unit of Abu hommos (2020).
- Internal Trade Development Authority. (2017). Indicative data for Beheira Governorate, on <http://www.itda.gov.eg/pdf/inv/636451310533588116.pdf>.
- Kaada, Abbas R, Deeb, Kinda A. and Makhous, Dima. (2023). The Quality of E- government Services and Their Role in Achieving Customer Satisfaction Case Study of the E-citizen Service Center, Department of Business Administration, Faculty of Economics, Tishreen University, Lattakia, Syria, Published in: *Al-Baath journal*, Volume 45, Issue 6, (in Arabic).
- Karunarathne, H.M.L.P, Gunawardhana, W.H.T, Edirisinghe J. (2015). Analysis of Public Satisfaction on Services Quality of Urban Local Authorities in Sri Lanka, *Proceedings of 12th International Conference on Business Management* <http://ssrn.com/link/12th-ICBM-2015.html>, Faculty of Management Studies and Commerce University of SriJayewardenepura Gangodawilla, Nugegoda, PURL Identifier: www.icbmusjp.org, mgt.sjp.ac.lk
- Kotler, Philip, Gray Armstrong and Mark Oliver Opresnik. (2021). *Principles of Marketing*, 18E global ed. Harlow, Pearson Education Limited, UK.
- Lancaster, Geoff and Massingham Lester (2011). *Essentials of Marketing*, published in the USA and Canada by Routledge 270 Madison Ave, New York, NY 10016 Routledge is an imprint of the Taylor & Francis Group.
- Mcquitty, Shaun & Finn, Adam & Wiley, James. (2000). Systematically varying consumer satisfaction and its implications for product choice, Washington D C.: Washington State University, *Academy of Marketing Science Review*, volume 2000, No. 10, PURL Identifier: <https://www.researchgate.net/publication/228581367>.
- Moteki, Yasutoshi. (2021). Factors Determining Customer Satisfaction with Counter Services of Local Government Offices: On-Site Survey Examining Service Quality at Higashihiroshima City Hall, Japan. 10.21203/rs.3.rs-1118972/v1, PURL Identifier: <https://www.researchgate.net/publication/356669568>.
- Musa, Issa Abdel Baqi. (2016). The effectiveness of using total quality management in improving the level of educational service quality in Egyptian media colleges and departments *Egyptian Journal of Media Research*, Article 7, Volume July 2016, Issue 56, Page 387-455 XMLPDF (581.97 K), Document Type: Original article (in Arabic), Department of Journalism - Faculty of Mass Communication, Beni Suef University, DOI: 10.21608/ejsc.2016.90489.
- Mustafa, Ahmed. Sayed. (2005). *Total Quality Management and ISO 9000, a practical guide*, Al-Dar Alhandasyah Press, Egypt. (in Arabic).
- Parasuraman, A Parsu, Zeithaml, Valarie, Berry, Leonard. (1985). A Conceptual Model of Service Quality and its Implication for Future Research (SERVQUAL). *The Journal of Marketing*. 49. 41-50. 10.2307/1251430, DOI:10.2307/1251430, PURL Identifier: <https://www.researchgate.net/publication/225083670>

- Preko, A. Agbanu, S.K, Feglo, M. (2014). Service Delivery, Customer Satisfaction and Customer Delight in the Real Estate Business. Evidence from Elite Kingdom Investment and Consulting Company Ghana, Department of Marketing, University of Professional Studies, Accra, Ghana, published in: European Journal of Business and Management www.iiste.org, ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol.6, No.3, 2014 71.
- PURLIdentifier:
https://jpsa.journals.ekb.eg/article_295865.html.
- Sekaran Uma (1998) Research methods in management: An approach to building research skills. Translated by Ismail Ali Bassiouni and Abdullah Sulaiman Al-Azz, Riyadh, King Saud University (in arabic).
- Shadid, Mustafa Ali. (2021). The impact of digital transformation on the level of performance of the service provided by the application to employees of the General Traffic Department in Cairo Governorate, Journal of the College of Economics and Political Science, Article 8, Volume 22, Issue 4, Serial Number 89, Page 193-226 XMLPDF (7.29 MB), Document Type: Original article (in Arabic), Faculty of Administrative Sciences - Sadat Academy for Administrative Sciences, DOI: 10.21608/jpsa.2021.200080.
- Snedecor and Cochran (1980). Statistical Methods. Seventh Edition, ISBN 0813815606.
- Tavakol, Mohsen and Reg Dennick. Making Sense of Cronbach's Alpha (2011). International Journal of Medical Education, 2:53-55 Editorial.
- Tayseer Al-Ajarma, Tayseer. (2005). Banking marketing, Dar Al-Hamid for Publishing and Distribution, Amman, Jordan. (in Arabic).
- The American Society for Quality on http://asq.org,
- The Central agency for public Mobilization and Statistics. (2017). Results of the general population census, on The European Foundation for Quality Management on http://www.efqm.org.
- UNDP (2009) User's Guide to Measuring Gender-Sensitive Basic Service Delivery, based on World Bank 2003 and UNIFEM 2008. (in Arabic).
- United Nations Publication Administration Network on https://unpan.un.org.

الملخص العربي

قياس محددات ونتائج رضا المستفيدين في الخدمات العامة لبناء قدرات مؤسسية فعالة في المناطق الريفية في مصر (دراسة تطبيقية على وحدات أبو حمص الصحية كمثال للمنظمات الحكومية في المناطق الريفية في مصر)

بسمه حسن سعد

الدراسة ولكن بمسارات مختلفة ووجدت الدراسة أنه لا يوجد تأثير معنوي لرضا المستفيدين على كل من توصيات المستفيدين من الخدمة وشكاوى المستفيدين من الخدمة، في حين أن محددات النموذج تؤثر عليهم باستثناء جودة الخدمة الصحية، حيث كان لها تأثير سلبي وغير معتد به إحصائياً على توصيات المستفيدين من الخدمة وشكاوى المستفيدين من الخدمة.

الكلمات المفتاحية: رضا المستفيدين، الخدمة العامة، القدرة المؤسسية الفعالة.

رضا المستفيدين هو أداة استراتيجية لتحقيق الكفاءة والتميز في المنظمات التي تقدم السلع والخدمات على حد سواء. تحاول الدراسة الحالية قياس محددات ونتائج رضا المستفيدين عن الخدمة الصحية المقدمة في الوحدات الصحية بمحافظة البحيرة. وتشمل المحددات توقعات المستفيدين وجودة الخدمة وقيمة الخدمة. تشمل النتائج كلا من توصيات المستفيد من الخدمة وشكاوى المستفيدين من الخدمة. أجريت الدراسة على عينة مكونة من ٣٨٤ مستفيد من خلال المقابلات الشخصية ومن ثم تحليل البيانات باستخدام تقنية تحليل المسار. توصلت الدراسة إلى صحة وجود نموذج