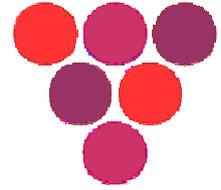




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Analysis and Valuation of Hospital Foodservice Quality: The Perugia Case Study

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The hospital catering is characterized for the necessity to satisfy the nutritional and dietetic principles, and the several therapeutic requirements of the patient. The main problem is to coordinate the production with the always various number of the requirements. On the other hand, emerging of competition forms in the sanitary field, based on the possibility of chosen of the structure cure from the customer and on the prices and tariffs system, has open new spaces for the recovery of a strategic perspective of the public sanitary companies respect private sector.

Always mainly, the hospital companies must centralize own attention so is minimal the difference between planned quality, distributed quality and perceived quality.

The present work offers, through a public opinion pull on a specific case, a first attempt to tie the satisfaction or not satisfaction of a consumer regarding the sanitary service, on the base of some qualitative variable. The innovation of this work consist of a index series created from the hospital documents and patient judgment (questionnaire) to establish a gap between planned and perceived quality.

The general objective is that one to approach, from an sectorial point of view, the field of the collective catering, focusing own attention on the sanitary segment and on its specificities.

Moreover, the case study of the local context of the hospital company (called "Santa Maria della Misericordia") of Perugia is faced with quantitative approache, to the aim to introduce a precise example of service performance. Moreover, it is tried to tie the final satisfaction of the defined variable consumers of such service to some strategic variables that could serve successively as a guide for the improvements of the business catering service.

The type of quantitative approach of the present work offers very meaningful data, cause their originality. In fact it is proceeded to a survey giving a quali-quantitative questionnaire towards a significative champion of 160 patient inside the hospital. Of such questionnaires an approach of descriptive type has been faced in order to understand the type of champion. From the document of hospital, we know the aliments quality and the value assigned. After which, it has been passed to organize a regression analysis, with log - linear models, tying the final judgment of the patients to some critical variable extrapolated from the questionnaire.

At this point, we have created a rapport between hospital aliments value and patient aliments value and the distance of both.

The result have been demonstrated extremely interesting. In fact, it has been able to create a log - linear model that alloj the judgment of satisfaction to precise variable of qualitative type.

Finally, we manage to have a distance quantitative measure about and perceived quality.

The implications are somewhat important: they permit to the hospital company, on the base of the variable considered more weak, to improve own performance in the foodservice or for an advantage in the comparisons of the customers or for a competitive advantage respect to other private and public sanitary structures.