Title: Quality gap in education premarital consultation in the health centers of Shahid Beheshti University of medical sciences

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Abstract: Introduction:
Health office as a responsible organization for society health promotion which must improve the quality and continuity of health services. This study has been carried out in order to clients satisfying and reducing gap services.

Methods:
This analytic sectional study was done with the aim of the determining of service quality gap of premarital counseling program in 1389. Sampling method was based on purpose. The numbers of 1000 couples referring to urban premarital counseling centers of Shahid Beheshti University were studied. Servqual questionnaire including assurance, tangibles, reliability, responsiveness and empathy dimensions was used for data collection. SPSS V.14 software was applied for data analyzing.

Results:
Mean age of couples was 25.5 years (minimum age: 15 and maximum age: 51 years old). 65.8% of couples were women and 34.2% were men. Literacy level of couples: 10.7% under diploma, 33.4% diploma, 55.9% upper diploma. Job situation of couples: 26.8% officer, 1.8% worker, 28.5% and 42% jobless. Findings showed negative service quality gap (-1.92). The most service quality gap was seen in assurance dimension (-1.35) and then in tangibles (-0.69), reliability (-0.54), empathy (-0.27) dimensions, respectively. But this gap was not seen in responsiveness dimension (0.06). Based on T-test, there was no significant gap difference between women and men (f=0.019, p=0.8), and couples with and without history of participation in premarital counseling class (t=0.572, p=0.56). One-way ANOVA test showed that with increasing of couples’ education, negative quality gap increases significantly (p=0.000). Also Significant difference was seen between quality gap with couples’ job and premarital counseling center (p=0.000).

Conclusion:
Findings indicate the presence of quality gap in assurance, tangibles, reliability and empathy dimensions. Assurance dimension has more importance that must be notified as a preference in quality improvement programs in order to increase clients’ perceptions, more than their expectations.

Key words: Perceptions, Expectations, Quality gap, Premarital counseling.

Presentation: Poster