

## Bassel Anwar Asaad

Email: [basselasaadhotel@gmail.com](mailto:basselasaadhotel@gmail.com)

M:00963966235490



### PERSONAL INFORMATION

Birth Date : 21-5-1976

Gender : Male

Nationality : Syrian

Residence Location : Syria, Latakia.

Marital Status : Married

Email:basselasaadhotel@gmail.com

Google scholar Email: ba3@au.edu.sy

### Teaching Experience

- **Lecturer at Al-Andalus University for Medical Sciences, (2019-2020)**  
**Course:** Medical statistics, Research Methodology for medical sciences
- **Lecturer at Faculty of Science Department of Sociology:(2017-2020)**  
**Course:** analyzing data using the SPSS program.
- **Lecturer at the Institute of Business Administration, Tishreen University (2014-2018)**  
**Course:** Business Studies, Management Basics, Financial analysis, Principles of Economics.
- **Lecturer at Faculty of Science Department of Mathematics:(2016-2019)**  
**Course:** (Master) Modeling and analyzing data.
- **Lecturer at Faculty of Science Department of Department of Plant Biology:(2013-2019)**  
**Course:** (Master of plant Biology) data analysis by SPSS.  
**Course:** data analysis by SPSS.
- **Lecturer at Faculty of Science Department of Department of Animal life science:(2017-2019)**  
**Course:** (Master of Aquatic life science) Biostatistics using SPSS.  
**Course:** (Master of Animal Classification) Biostatistics using SPSS.  
**Course:** (Master of Marine Life Science) Biostatistics using SPSS.
- **Lecturer at Faculty of Science Department of Department of Geography:(2011-2019)**  
**Course:** (Master of Geography) Modeling and analyzing data using the SPSS program.
- **Lecturer at Faculty of Science Department of Statistics:(2008-2013)**  
**Course:** Modeling and analyzing data using the SPSS program.

### PROFESSIONAL EXPERIENCE

- **General Manager of Al Qardaha Hotel - 4 stars hotel (2012-2019) (Until this Day).**
- Chairman of the Committee to examine and attract workers in tourism sector 2011.
- Director of Human Resources department, Company (National Marketing Foundations) 2008-2014

## Bassel Anwar Asaad

Email: [basselasadhotel@gmail.com](mailto:basselasadhotel@gmail.com)

M:00963966235490

- Head of Sales and Marketing department, Company (National Marketing Foundations) (2008-2014).
- Director of Marketing, Company (National Marketing and Alternative Energy Corporation), 2011.
- **Economic and financial analyst:**
  - Economic feasibility: economic Feasibility, economic feasibility analysis
  - *Studies in investment projects*
  - *Market studies and analysis (supply and demand)*
  - *Financial cost reports*
  - *Studies in the cost of human resources*
  - *Analysis of investment data*
  - *Analysis of economic indicators*
- The preparation and the completion of several economic feasibility studies for investment projects (tourist, industrial and commercial).
- Economist in the field of market studies and demand estimates and forecasting the demand for goods and services using the latest methods of global analysis.

### Research, articles, publications, seminars and conferences:

- **Articles:**
  - The importance of using artificial intelligence models in economic forecasting during a crisis period (Using the NARX model to predict demand for hospital health services), World Academics Journal of Management, **2020**.
  - Proposed Model for Estimating the Total Social Demand for Health Services in Lattakia Governorate between 2003 and 2018, Tishreen University Journal of Economic Sciences, **2020**.
  - The Impact of Covid-19 (Coronavirus Pandemic) on the Demand of Health Services in Syria (Analytical Study in Lattakia), World Academics Journal of Management , Vol 8, Issue 2, **2020**.
  - Efficiency of Using the Artificial Intelligence Model (Fuzzy Logic) in Forecasting the Demand for the Number of Tourists (An Applied Study on Tourist Demand in the Syrian Coast Using Infis Model) Tartus University Journal of Economic Sciences, **2020**.
  - Proposed model for measuring health service development indicators (A study of indicators of health service development in Syria) Damascus University Journal of Economic Sciences, **2018**.
  - Comprehensive compulsory health insurance as a strategic option in the future health development process. Damascus University Journal of Economic Sciences, **2018**.
  - Measuring the quality of health service in latakia province patient (failed study of health centers in jahble city) , [pakinsight.com](http://pakinsight.com), **International article.2017**.

## Bassel Anwar Asaad

Email: [basselasaadhotel@gmail.com](mailto:basselasaadhotel@gmail.com)

M:00963966235490

- The Efficiency of Using The Artificial Neural Network Model in Forecasting the Demand on Public Health Services ( application study in Lattakia) Damascus University Journal of Economic Sciences,2016.
- Analytical Study of Public Health Insurance Point of View Employees of Tourism Department in Lattakia, Albath University Journal of Economic Sciences,2016.
- Measuring the level of the quality of the medical services provided at the health centers in the province of Lattakia from the beneficiaries' point of view (A field study of supervision Center of AL alshamia), Tishreen University Journal of Economic Sciences,2014.
- The Study of the Healthy Development Indicators Fact in the Syrian Arab Republic between 2000-2010 Tishreen University Journal of Economic Sciences,2014.
- Tourism destination in Lattakia, Tishreen University Journal of Economic Sciences,2010.
- **International conferences:**
  - Tourism and hospitality science, India, Hyderabad ,2007.
- **Seminars, Work paper:**
  - Compulsory health insurance Program researchers Tishreen University 2017.
  - Data management and statistical analysis Using the SPSS program, Tishreen university, Center orientation and skills,2016
  - Data management and statistical analysis Using the SPSS program, Tishreen university, Center orientation and skills,2015.
  - .Study the Impact of current crisis of health services sector in Syrian Arab Republic, Tishreen university, economies college,2014.

## EDUCATION

- **University of Tishreen, Faculty of Economics, Latakia, Syria 2017**, PhD in Economics and planning *Thesis Title:* Analytical study of the Investment expenditure in health services sector to reach to a strategy for health development ( case study lattakia).
- **University of Tishreen, Faculty of Economics, Latakia, Syria 2011**, Master in Economics and planning *Thesis Title:* Tourism offer in Lattakia Governorate and ways to develop it (An analytical study )
- **University of JNTU, Faculty of Tourism and hospitality management, India, HYD 2007**, Master in Tourism and hospitality management *Thesis Title:* Development of tourism destination.
- **University of CIFEL , INDIA, 2007 Diploma in Translation (Arabic-English).**

## Bassel Anwar Asaad

Email: [basselasaadhotel@gmail.com](mailto:basselasaadhotel@gmail.com)

M:00963966235490

- **University of Tishreen, Faculty of Economics**, Latakia, Syria **2000** Diploma in Economy and Planning.
- **University of Tishreen, Faculty of Economics**, Latakia, Syria **1999** Bachelor's degree in economics

### Articles and media interviews

- Article on health development indicators / Syrian newspaper Al-Wehda 2013  
<http://wehda.alwehda.gov.sy/>
- TV interview / Ugarit channel / 2015 economic services program:  
<https://www.youtube.com/watch?v=z2QwtSSjZFs>
- interview with the Syrian Arab News Agency on the reality of hotel services 2014.
- Article on website Raseef 22 entitled: Has the global health crisis changed work forever?2020[https://raseef22.com/article/1078497?fbclid=IwAR0qJswZxgOUIfG9oO597\\_ZPMZaZy\\_x2X1dxfrxNOWnmITM1\\_1syL1xV0xE](https://raseef22.com/article/1078497?fbclid=IwAR0qJswZxgOUIfG9oO597_ZPMZaZy_x2X1dxfrxNOWnmITM1_1syL1xV0xE)
- An article on the Syrian Marketers website entitled: The Human Robot ... Electronic Slides: The Future Way of Control2020. <https://www.facebook.com/sy.marketers/>

### IT Skills

- Confident in use of various software packages: Windows, Office and others. ICDEL.
- Skilled writer and user of the statistical program "SPSS".
- ICDL, from , Scientific Information Society.

### Languages

- Arabic** : Mother tongue
- English**: (Read, Write and speak)

الجمهورية العربية السورية  
وزارة التعليم العالي  
جامعة تشرين  
كلية الاقتصاد

الرقم : ٢٥ .....  
رقم الجلد : ٢٠ .....  
مصدقته دكتوراه

استناداً إلى قرار مجلس جامعة تشرين رقم ( ١٦٩٣ ) تاريخ ٢٢ / ٦ / ٢٠١٧ م  
منح السيد ياسر ياسين ابن انور والدته ياسر المولود في حلب عام ١٩٨٦.  
ألف وتسعمائة وستة وسبعين ..... والمتمتع بالجنسية العربية السورية .. درجة  
الدكتوراه في الاقتصاد والتخطيط اختصاص الاقتصاد والتخطيط  
قسم الاقتصاد والتخطيط بتقدير ( امتياز )  
ويعادل قدره رقماً ( ٩٢٠٠٠ ) كتابة فقط بمبادرة وتسعون بمبادرة  
موضوع الرسالة : دراسة تحليلية لمدى نفوذ الاستثمار في قطاع الخدمات الصحية  
للوصول إلى استراتيجية صحية تنموية (بمبادرة بمبادرة محافظة اللاذقية).

اللاذقية في ١٠ / ١٠ / ١٤٣٨ هـ  
منظم المصدقة : الاسم ابراهيم ياسين التوقيع ابراهيم ياسين  
مدير شؤون الطلاب : الاسم محمد سلمان التوقيع محمد سلمان

نائب رئيس جامعة تشرين  
الدكتور حازم حسن  
التوقيع حازم حسن

عميد كلية الاقتصاد  
الدكتور عبدالله  
التوقيع عبدالله

ملاحظة :- لا يعطى الطالب سوى مصدقة واحدة فإذا احتاج إلى أكثر من ذلك ، فعليه تصويرها وتصديق  
الصور من شعبة الدراسات العليا في الكلية ثم من الجهة المختصة .  
كل شطب أو حك أو تحوير في هذه المصدقة يلغىها .  
(١) نسخة الطالب

أمين جامعة تشرين  
أ. صلاح  
أمين الجامعة  
٩ تموز ٢٠١٧

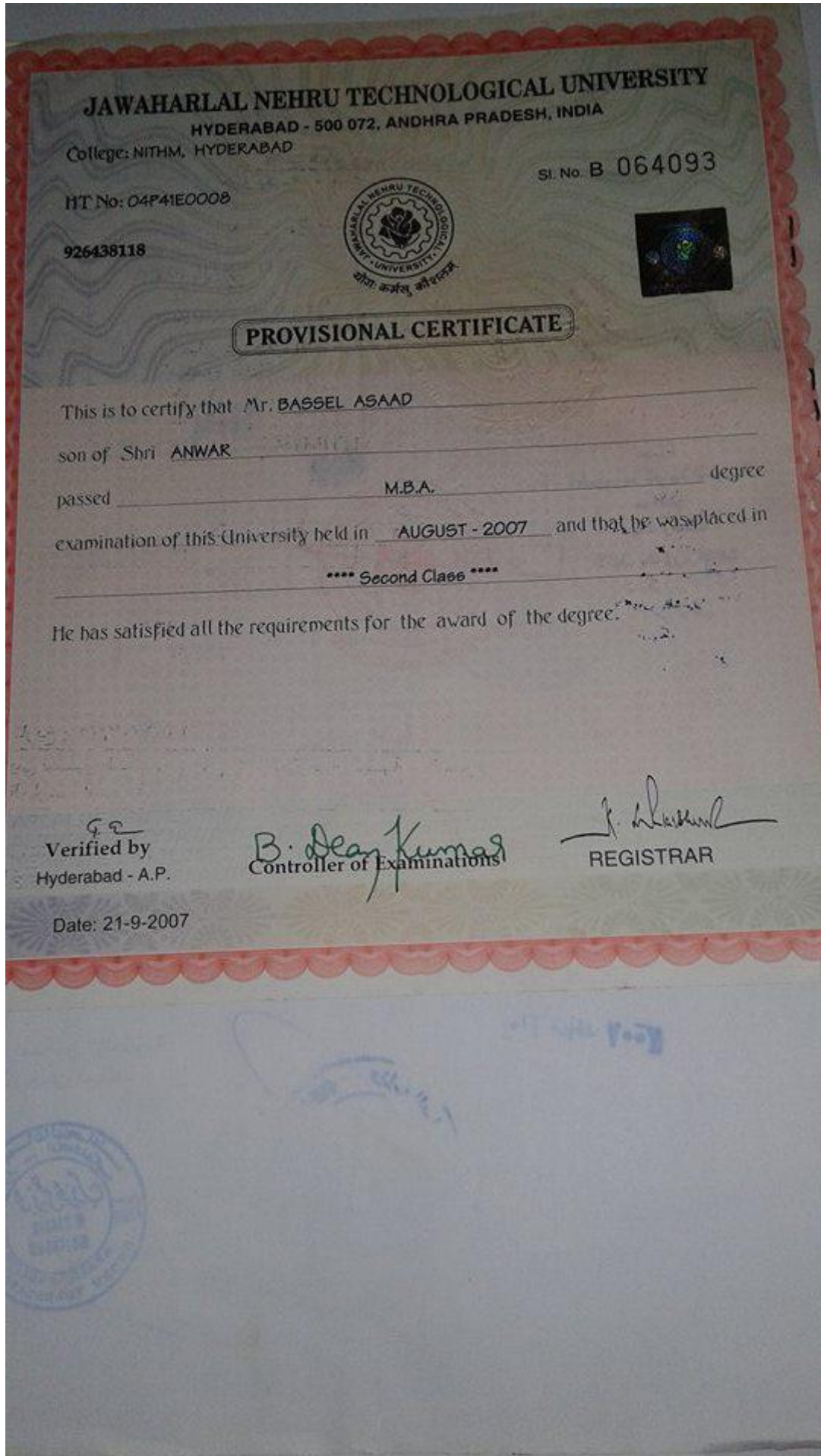
مصدق  
عميد كلية الاقتصاد  
جامعة تشرين



**Bassel Anwar Asaad**

Email: [basselasadhotel@gmail.com](mailto:basselasadhotel@gmail.com)

M:00963966235490



Bassel Anwar Asaad

Email: [basselasaadhotel@gmail.com](mailto:basselasaadhotel@gmail.com)

M:00963966235490

Central Institute of English and Foreign Languages  
Hyderabad - 500 007 (India)



PROFICIENCY COURSE IN ENGLISH

This is to certify that Bassel Asaad  
attended a Proficiency Course in English organised by the Centre for  
English Studies, School of Distance Education.

من 24 يونيو 2006 إلى 12 يوليو 2006  
مركز الدراسات اللغوية الأجنبية  
بدرعية

مؤيد وسليمان  
مدير الشؤون العامة  
المركز للدراسات  
اللغوية الأجنبي  
بدرعية

مؤيد وسليمان  
مدير الشؤون العامة  
المركز للدراسات  
اللغوية الأجنبي  
بدرعية

2006/7/12

COURSE COORDINATOR  
LAKSHMI CHANDRA  
CENTRE FOR ENGLISH STUDIES  
SCHOOL OF DISTANCE EDUCATION  
CIEFL-HYDERABAD-500 007.






**Bassel Anwar Asaad**

Email: [basselasaadhotel@gmail.com](mailto:basselasaadhotel@gmail.com)

M:00963966235490



**George Yacoub**  
Sworn Translator  
English-Arabic  
Lattakia - Syria

جرجي يعقوب  
ترجمان محلف  
باللغة الانكليزية  
اللاذقية - سورية  
شارع ابن بطوطة - مقابل قصر العدل - هاتف 2177.6 صرب 930

TO BE USED ABROAD

**SYRIAN ARAB REPUBLIC  
MINISTRY OF INTERIOR  
CIVIL AFFAIRS**

EXTRACT FROM THE RECORDS OF VITAL STATISTICS

NAME: BASSEL  
SURNAME: ASAAD  
FATHER'S NAME: ANWAR  
MOTHER'S NAME: YUSRA  
PLACE AND DATE OF BIRTH: HOMS 21/5/1976 - THE TWENTY FIRST  
OF MAY ONE THOUSAND NINE HUNDRED AND  
SEVENTY SIX

RELIGION: MOSLEM  
SEX: MALE  
MARITAL STATUS: SINGLE  
REGISTRATION IN VITAL STATISTICS RECORDS: TISHREEN UNIVERSITY  
NO. 588

DATE OF REGISTRATION: 24/5/1976

EXTRACTED FROM THE CIVIL RECORD OF SYRIAN ARAB CITIZENS DULT  
CONFORMABLE TO THE ENTRIES ON DATE OF EXTERACTION.

ON 7/5/2003  
ORGANIZED BY: Signature


THE REGISTRAR OF CIVIL RECORD IN LATTAKIA  
SEAL & SIGNATURE


CERTIFICATION OF:  
DIRECTORATE OF CIVIL AFFAIRS  
IN LATTAKIA ON 7/5/2003  
SEAL & SIGNATURE


I hereby certify that the above is a true and correct English  
translation of the Arabic document hereto attached.

Lattakia, 9/5/2003  
ترجمان المحلف في اللاذقية  
مصدق على صحة توقيع وخاتم السيد جرجي يعقوب

SWORN TRANSLATOR  
GEORGE YACOB







المحضر له  
التحضير العام في اللاذقية  
أحمد حيدر الله



الجمهورية العربية السورية  
وزارة التعليم العالي  
جامعة تشرين  
كلية الاقتصاد

الرقم : ٨٧  
رقم المجلد : )

مصدقة ماجستير

استنادا الى قرار مجلس جامعة تشرين رقم ( ٢٩٤ ) تاريخ ٢٥ / ١١ / ٢٠١٠ م  
منح السيد باجل احمد ابن انور  
والدته سري المولود في صحرى عام ١٩٧٦  
ألف وتسعة دسمة وسبعين والتمتع بالجنسية العربية السورية  
درجة الماجستير في الاقتصاد اختصاص الاقتصاد والتخطيط  
قسم الاقتصاد والتخطيط بتقدير ( جيد جدا ) . موضوع الرسالة : المرض السياحي  
في محافظة اللاذقية وسبل تطويره - دراسة تحليلية .

اللاذقية في ٢٠ / ١٢ / ١٤٢١ هـ

منظم المصدقة : الاسم ابراهيم ياسين التوقيع  
مدير شؤون الطلاب : الاسم محمد سلمان التوقيع

عميد كلية الاقتصاد  
اللاذقية

نائب رئيس جامعة تشرين  
التوقيع

ملاحظة : - لا يعطى الطالب سوى مصدقة واحدة فإذا احتاج إلى أكثر من ذلك ، فعليه تصويرها وتصديق  
الصور من قسم شؤون الطلاب في الكلية . ثم من الجهة المختصة في الجامعة .  
- كل شطب أو حك أو تحوير في هذه المصدقة يلغىها . ( ١ ) نسخة الطالب

Bassel Anwar Asaad


Email: [basselasadhotel@gmail.com](mailto:basselasadhotel@gmail.com)

M:00963966235490

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY**  
KUKATPALLY, HYDERABAD - 500 072

H.T.No. 04P4120008  
1293373579

SI. No. K5 001902



**MEMORANDUM OF MARKS**


Name of the Examination : M.B.A. (TOURISM & HOSPITALITY)  
IV Semester

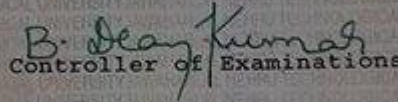
Name of the Candidate : BASSEL ASAAD

Institution : NITHM, HYDERABAD  
Month & Year of Examination : August 2007


Sl. No.	Subjects	Max Marks	Marks/Grade Secured	Result
1	PROJECT		A	PASS

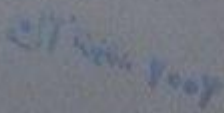
Marks Secured in words : \*\* \*\*

Hyderabad  Verified By  
Date: 29-9-2007

 B. Jay Kumar  
Controller of Examinations

LEGEND : [ A-Excellent, B-Good, C-Satisfactory, D-Not Satisfactory ]







# Bassel Anwar Asaad

Email: [basselasadhotel@gmail.com](mailto:basselasadhotel@gmail.com)

M:00963966235490

George Yacoub  
Sworn Translator  
English-Arabic  
Lattakia - Syria

جرجي يعقوب  
ترجمان محلف  
باللغة الانكليزية  
اللاذقية - سورية

ibn Batouta Str. Phone 467706 - P.O. Box 930 ٤٣٠. هاتف ٤٦٧٧٠٦ - شارع ابن بطوطة - مقابل قصر العدل

SYRIAN ARAB REPUBLIC  
MINISTRY OF HIGHER EDUCATION  
TISHREEN UNIVERSITY  
FACULTY OF ECONOMY

OUTWARD NO: 237/ SMK  
DATE: 28/2/2002

**TRANSCRIPT**  
**OF THE STUDENTS OF POSTGRADUATES STUDY DIPLOMA**

WE STATE HEREUNDER A TRANSCRIPT OF THE SUBJECTS STUDIED BY  
THE STUDENT: / BASSEL ASAAD / SON OF ANWAR, BORN IN HOMS IN  
THE YEAR 1976, HOLDING SYRIAN ARAB NATIONALITY, DURING THE  
YEARS OF HIS STUDY IN THE FACULTY OF ECONOMY, DEPARTMENT OF:  
ECONOMY AND PLANNING (DIPLOMA OF ECONOMY AND PLANNING),  
AS FROM THE ACADEMIC YEAR 1999/2000 .

THE SUBJECT ACADEMIC YEAR 1999/2000	DEGREE IN NUMBER IN WRITING	
ECONOMIC ANALYSIS	65	SIXTY FIVE
FINANCIAL AND MONETARY STUDIES	71	SEVENTY ONE
ARABIC AND INTERNATIONAL ECONOMIC RELATIONS	77	SEVENTY SEVEN
AUTOMATIC TREATMENT OF THE ECONOMIC DATA	82	EIGHTY TWO
THE DEVELOPMENT AND THE ECONOMIC PLANNING	93	NINETYTHREE
THE THESIS OF THE DIPLOMA	87	EIGHTY SEVEN

**THE RESULT:** PASSED  
**AVERAGE DEGREE:** 79.16  
**GRADE:** VERY GOOD

... TO BE CONTINUED....



**Bassel Anwar Asaad**

Email: [basselasadhotel@gmail.com](mailto:basselasadhotel@gmail.com)

M:00963966235490

**George Yacoub**

Sworn Translator  
English-Arabic  
Lattakia - Syria

جرجي يعقوب  
ترجمان محلف  
باللغة الانكليزية  
اللاذقية - سورية

شارع ابن بطوطة - مقابل قصر العدل - هاتف ٤٦٧٧٠٦ ص.ب. ٩٣٠ - P.O. Box 930 - Phone 467706 - Ibn Batouta Str.

SYRIAN ARAB REPUBLIC  
MINISTRY OF HIGHER EDUCATION  
TISHREEN UNIVERSITY

SERIAL NO. 2523  
RECORD NO. 1

DOCUMENT OF GRADUATION

IN ACCORDANCE WITH THE RESOLUTION OF THE BOARD OF TISHREEN UNIVERSITY NO. / 81 / DATED 20/9/1999, MR. BASSEL ASAAD, SON OF ANWAR, HIS MOTHER: YUSRA, BORN IN HOMS IN THE YEAR 1976, ONE THOUSAND NINE HUNDRED AND SEVENTY SIX, HOLDING SYRIAN ARAB NATIONALITY, HAS BEEN AWARDED THE DEGREE OF:

/ BACHELOR OF ECONOMY /

DEPARTMENT OF: ECONOMY AND PLANNING, GRADE OF: GOOD ONE  
FOLLOWING THE EXAMINATIONS OF THE SECOND TERM OF THE ACADEMIC YEAR 1998-1999 .

LATTAKIA ON, 18 MUHARRAM 1421  
CORRESPONDING TO 22/4/2000

ORGANIZED BY: Signature

DIRECTOR OF STUDENTS' AFFAIRS: Signature

DEAN OF FACULTY OF ECONOMY

DR. ALI HESHME  
SEAL & SIGNATURE

VICE RECTOR OF TISHREEN UNIVERSITY

DR. AHMAD MANSOUR  
SEAL & SIGNATURE

CERTIFIED TRUE COPY ( ON 3, AUGUST 2001 )

DEAN OF FACULTY OF ECONOMY

SEAL & SIGNATURE

VICE RECTOR OF TISHREEN UNIVERSITY

SEAL & SIGNATURE

N.B. HE IS AMONG THE FIVE EXCELLENT GRADUATES ACCORDING TO THE RESOLUTION OF THE UNIVERSITY NO. 789 DATED 17/1/2000 .

THE ERROR COMMITTED IN ESTIMATING THE GRADE OF THE STUDENT HAS BEEN CORRECTED FROM (VERY GOOD) TO READ (GOOD) ACCORDING TO THE RESOLUTION OF THE STUDENTS' AFFAIRS BOARD NO. 240 DATED 23/1/2000. ( SIGNATURE )

I hereby certify that the above is a true and correct English translation of the Arabic document hereto attached.

Lattakia, 9/5/2003

SWORN TRANSLATOR  
GEORGE YACOB

Handwritten signatures and stamps in Arabic, including a large blue circular stamp and a green rectangular stamp.

George Yacoub  
Sworn Translator  
English-Arabic  
Lattakia - Syria

جر جي يعقوب  
ترجمان محلف  
باللغة الانكليزية  
اللاذقية - سورية

on Batouta Str. Phone 467706 - P.O. Box 930 هاتف ٤٦٧٧٠٦ ص.ب. ٩٣٠

2/.

HE HAS BEEN AWARDED THE DEGREE OF:

/ DIPLOMA OF ECONOMY AND PLANNING /  
IN THE DEPARTMENT OF: ECONOMY AND PLANNING ACCORDING TO  
THE RESOLUTION OF THE UNIVERSITY NO. 334 DATED 6/11/2000  
WITH AVERAGE DEGREE OF: / 79.16/ AND GRADE OF: VERY GOOD.

THE DUTIES OF THIS TRANSCRIPT HAVE BEEN PAID BY RECEIPT  
NO. 32 DATED 12/1/2002

ORGANIZED BY: Signature SCRUTINIZED BY: Signature

HEAD OF THE DEPARTMENT: Signature

DEAN OF FACULTY OF ECONOMY VICE RECTOR OF TISHREEN UNIVERSITY

DR. RADWAN AL-AMMAR  
SEAL & SIGNATURE

DR. AHMAD MANSOUR  
SEAL & SIGNATURE

CERTIFIED TRUE COPY

EXAMINATIONS DEPARTMENT  
ON 1, AUGUST 2002

VICE RECTOR OF TISHREEN UNIVERSITY  
ON 3, AUGUST 2002

SEAL & SIGNATURE

SEAL & SIGNATURE

I hereby certify that the above is a true and correct English translation of the Arabic document hereto attached.

Lattakia, 9/5/2003

SWORN TRANSLATOR  
GEORGE YACOUB

Handwritten signatures and stamps in Arabic, including a large signature of 'أحمد عبد الله' and various official seals.



Journal of Social Economics Research  
ISSN (p) 2412-8284  
ISSN (o) 2412-8129  
DOI: 10.18483/journal.382016.14.034.43.56  
Vol. 1, No. 4, 43-56  
© 2016 PAK Publishing Group. All Rights Reserved.  
http://www.iaaonline.com



MEASURING THE QUALITY OF HEALTH SERVICES IN LATTAKIA PROVINCE PATIENTS' PERSPECTIVE (FIELD STUDY OF HEALTH CENTERS IN JABLEH CITY)



Bassel Asaad<sup>1</sup>  
Habeeb Mahmoud<sup>2</sup>

<sup>1,2</sup>Department of Economic and Planning, Tishreen University, Syria



Corresponding author

ABSTRACT

Article History

Received: 15 December 2016  
Revised: 18 January 2017  
Accepted: 15 February 2017  
Published: 7 March 2017

Keywords

Service  
Health services  
Health  
Health system  
Health center  
Quality service  
Satisfaction

This study aims to measure the quality of health services provided in Latakia province (Jableh city) from beneficiaries' perspective, the study sample group is chosen from the families who visited health centers in Jableh during the current crisis across the country. The researcher used the descriptive and analytical approach, a questionnaire was designed and distributed between families who benefited from provided health services in order to measure the quality of provided health services in the mentioned centers. The sample consists of 1100 questionnaire which is about 10% of the sample study group, using random sampling principle, and in order to measure the quality of health services the researcher used the satisfaction of health services beneficiaries model. The data was studied and analyzed using SPSS program. Data analysis showed that health services centers in Jableh city lack quality, depending on the Dimensions of Quality Health Services (tangibility, reliability, responsiveness, empathy, credibility and safety) from the perspective of the beneficiaries of the provided services.

**Contribution/ Originality:** This study is one of very few studies which have investigated the measurement of beneficiaries' satisfaction with health services provided at Jableh health centers.

1. INTRODUCTION

Health care Quality concept can be seen from different points of view as David (1990) explained. Patients think of health care quality as a caring respective services provided by hospitals and health centers; doctors think of it as putting the most advanced knowledge, science and medical expertise at patients' disposal, while hospitals and health centers' administration think of it as efficiency in the provision of medical services. The Joint Commission on Accreditation of Hospitals (JCAH) identified Health Care Quality as the degree of commitment to contemporary standards recognized in general good practice and expected results for a specific service or doing a medical diagnosis of the problem (Syed et al., 2009).

The interest in the quality of services is not a new topic, but what's new in this topic lies in the process of using modern scientific methods and statistical methods for the application of quality management programs, and the



Bassel Anwar Asaad

Email: [basselasaadhotel@gmail.com](mailto:basselasaadhotel@gmail.com)

M:00963966235490



