

**Effect Of Complaints Handling On Customer Commitment**  
**An Applied Study for the sample of Patients' Views in Private Hospitals of Al-Furat Al-Awsat Region**

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**Abstract**

The dynamics of the business environment and the intensity of competition have led business organizations to direct their efforts to build long-term and close relationships with their customers, by providing a variety of options for customers to switch to competitors and trade-off between the services available from the organizations. Specifically in the area of health services, competition has become so intense that it is difficult to predict the future of market players in the light of the similar nature of services and their incentives for customer gain, which require arms with sophisticated and diverse competitive tools. This makes the study of the impact of processing a customer's complaints on enhancing the dimensions of the customer's commitment an important motivation in the preparation of this research. The research was applied to Middle Euphrates hospitals (Diwaniyah, Najaf al-Ashraf, Babylon and Holy Karbala), where the questionnaire form was used as the main data collection tool, with a study sample of 245 patients, to extract the required results. The statistical package (spss. V. 25 & amos. v. 25) was used. Association and impact tests have been used to verify the hypotheses of the study. The results of the statistical analysis supported the hypotheses of the study and showed the correlation and impact of the handling of complaints on the client's commitment.

**Key words:** Complaint Handling, Customer Commitment

**المستخلص**

دفعت ديناميكية بيئة الأعمال وشدة المنافسة فيها منظمات الأعمال الى توجيه جهودها لبناء علاقات طويلة الأمد ووثيقة مع زبائنها، إذ أتاحت شدة المنافسة خيارات متنوعة للزبائن بالتحول الى المنافسين والمفاضلة بين الخدمات المتاحة من المنظمات، وعلى وجه التحديد في مجال الخدمات الصحية، فإن المنافسة أصبحت من الشدة بحيث يصعب التكهّن بمستقبل اللاعبين في السوق في ضوء تشابه الخدمات في طبيعتها و محفزاتها لكسب الزبون، مما يستوجب التسلح بأدوات تنافسية متطورة و متنوعة، مما يجعل من دراسة تأثير معالجة شكاوي الزبون على تعزيز أبعاد التزام الزبون دافع مهم في إعداد هذا البحث.

وطبق البحث على مستشفيات الفرات الأوسط (الديوانية ، النجف الأشرف ، بابل ، كربلاء المقدسة) حيث تم استخدام استمارة الاستبيان كأداة رئيسية لجمع البيانات ، حيث بلغت عينة الدراسة إلى ( ٢٨٠ ) مريض ، وذلك لاستخراج النتائج المطلوبة. تم استخدام الحزمة الإحصائية ( spss.v.25 & amos.v.25). تم استخدام اختبارات الارتباط والتأثير للتحقق من فرضيات الدراسة. وقد دعمت نتائج التحليل الإحصائي فرضيات الدراسة وأظهرت وجود ارتباط وتأثير معالجة الشكاوي على بُعد التزام الزبون.

**الكلمات المفتاحية:** معالجة الشكاوي ، التزام الزبون

## **Introduction**

In a dynamic business environment, there are tendencies to shift from broad marketing to metaphor to satisfy the needs and desires of customers, by understanding the individual characteristics of the customer, to achieving customer loyalty, positive behavior and handling complaints. Technological development has also brought more opportunities, and companies are more able to acquire marketing capabilities to build intangible market assets based on relationships with their customers. Due to the marked trend of changing customer knowledge and experience over time, organizations may strive to retain their customers and make them commitment. By reaping the benefits of their relationship and directing competitors with customer capital that increases the value of the organization's business. Contemporary studies tend to clarify this modification in the context of sustainable marketing relationships. The current study attempts to respond to researchers' trends in investigating the effect of customer complaint handling on customer compliance with its sub-dimensions.

## **Methodology**

### **First: Research Problem**

Examining the impact of processing a customer's complaints enhances the dimensions of the customer's commitment as an important driver in the preparation of this research. It can therefore be said that the problem of research revolves around a chief's question, In the light of the above, the current study attempts to bridge the knowledge and application gap of these aspects by trying to answer the following questions:

- 1-How to enhance customer commitment (and its sub-dimensions) by addressing customer complaints?

- 2- What is the impact of handling customer complaints on the customer's commitment to the organization?

### **Second: Importance Of Research**

- 1-Provide theoretical input in the context of the variables examined as well as administrative and marketing applications in the society and field of study. The theoretical contribution is to try to bridge the knowledge gap of variables and to focus on the impact of processing a customer's complaints on the dimensions of a customer's commitment.

- 2-Interest in the community health services sector in Iraq has grown and has grown in recent years.

- 3-The issue of addressing customer complaints and its potential implications in many variables, including customer commitment, is also a matter of concern for contemporary service organization departments and interested researchers in many countries of the world. The intellectual debate on them is still recent and requires more systematic research and study, as well as their role in an economy that has gone beyond the traditional cost-based framework and economic size to one based on customer relations.

### **Third: Research objectives**

١-Studying the correlation between customer complaints handling and customer commitment.

٢-Studying the influence relationship between customer complaints handling and customer commitment..

### **Fourth: Hypotheses**

**H<sub>0-1</sub>:** There is a correlation between the handling of customer complaints and the dimensions of customer commitment.

**H<sub>١-1</sub>:** There is a correlation between the apology and the client's commitment to its dimensions.

**H<sub>2-1</sub>:** There is a correlation between response and customer commitment to its dimensions.

**H<sub>3-1</sub>:** There is a correlation between compensation and the client's commitment to its dimensions.

**H<sub>0-2</sub>:** There is an impact relationship between the handling of customer complaints and the dimensions of customer commitment.

**H<sub>١-1</sub>:** There is a impact between the apology and the client's commitment to its dimensions.

**H<sub>2-1</sub>:** There is a impact between response and customer commitment to its dimensions.

**H<sub>3-1</sub>:** There is a impact between compensation and the client's commitment to its dimensions

### **Fifth: Materials and Methods**

We relied on the questionnaire to obtain data on the practical side. The questionnaire, in its final form, included three parts, the first part of which dealt with the information of the individuals on whom the research was conducted, while the second part included questions for handling complaints and its preparation was based on the random sampling method. The third includes measures of the customer commitment dimension.

### **Sixth: research sample**

The researcher relied on the descriptive - analytical approach in testing hypotheses, research and describing data related to the research sample and the analytical method in analyzing data and finding results, as the research sample was represented by selecting (280) clients from different levels and functional specialties where the accreditation was done. On the method of random sampling in order to collect the necessary data and determine the size of the sample by relying on Steven Thompson's equation.

$$n = \frac{N \times P(1 - P)}{(N - 1 \times (D^2 + Z^2)) + P(1 - P)}$$

(٢٨٠) questionnaire forms were distributed among the sample members, and (255) were retrieved from them, and when the forms were collected and sorted for the purpose of preparing them for the graphic analysis, it was

found that there are (10) forms that are not valid for the analysis processes (245).

## **Literature Review**

### **First: The Concept Of Complaints Handling**

Actions taken by a company to respond to defects or failures in providing service to customers (Homburg,2010:32).It is also how companies deal with customer dissatisfaction with certain aspects of their service(Filip,2013:271).While it sees a tool that can more or less help a company to mitigate negative customer experiences with a company before, during or after buying a product(Ryngelblum et al.,2013:2). Strategies that companies use to resolve service failures to manage consumer dissatisfaction after a purchase(A Rahman et al.,2016:210). Strategies that companies use to resolve service failures to manage consumer dissatisfaction after a purchase(Yang& Li,2016:8).It is a free performance control tool that acts as an early warning signal to the company, thus providing the company with a G-information system(Ginting,2020:516).

### **Second: The Importance Of Complaints Handling**

Understanding the behavior of clients' complaints requires an ongoing assessment of negative feedback and criticism from clients. Companies must therefore not only analyses those negatives, but also contact dissatisfied customers directly to ascertain their protest against the company (Ginting,2020:516) This is because companies are constantly looking for better ways to serve their customers so that they do not lose them to competitors who are keen to attract new customers .And also because a company that doesn't look after its customers will lose them to some of the others that can attract them with cheaper and better offers (A Rahman et al.,2016:210).

(Bruynoghe, 2014:44) stated that one reason companies need to be aware of the impact of handling complaints is that when customers are satisfied with a company's responses, they may become more loyal than others. When companies maintain effective procedures to deal with customer complaints, customer attrition, customer satisfaction, sales, and customer loyalty and retention are reduced (A Rahman et al.,2016:210).

### **Third: Methods of handling complaints**

Each of (Kruger, 2016: 175),( Komunda & Osarenkhoe, 2012:3),( Msosa, 2019:88) agreed that the methods of handling complaints are as follows:-

#### **1-apology**

Apologizing is a hugely important strategy for restoring trust broken by the failure of the service provided to the customer (Kruger, 2016: 175). Any appropriate strategy for handling customer complaints begins with an apology, identifying the source of the service failure and providing a reasonable solution. At the same time, it is appropriate to convince the customer that initiatives or steps have been taken to address the problem (Fierro et al., 2011:60).

#### **2-Responsiveness**

The challenge for the organization is to address or respond to complaints quickly, and if the problem cannot be addressed quickly, the company must inform the customer quickly and indicate the steps that are being taken to address the problem, as slow processes and solutions to customer problems create negative verbal reports, which are The effects of slow processing of complaints are greater than if the processing process is fast (Msosa, 2019:86).Service failures must be dealt with quickly and efficiently. Quick and timely service repair initiatives are essential to creating a sustainable link with customers, while at the same time avoiding potential conflicts between the customer and the service provider (Komunda & Osarenkhoe, 2012:3).

### **3-Compensation**

One way that can be used to address a customer complaint is to provide compensation to affected customers, so it is important for service providers to engage in proactive behavior throughout the customer complaint process, as such work may reduce the financial burden of the company or the loss of resources that could have been avoided if other ways of handling and implementing a customer complaint have been explored (Msosa, 2019:88). (Valenzuela & Cooksey, 2012:15) indicated that customers expected to be compensated when they spent too much time and effort trying to resolve their complaint or when the service provider took too long to address their complaint, so providers could avoid compensation by reducing the time customers spent recording a complaint and the time they took to process a complaint.

### **Fourth: Concept Customer Commitment**

The obligation represents a psychological situation that gives rise to the express or implicit promise of the customer to develop its relationship with the organization by excluding competing alternatives from consideration, yet the continuation of the relationship may be governed by certain impediments such as the cost of conversion. The promise to pursue the relationship is therefore an important but not sufficient condition for achieving the commitment to the relationship. The customer's obligation is central to the relationship with the organization or service provider and implies an explicit or implicit intention to maintain a permanent relationship with the organization and is translated with stability into procurement behaviour (Jones et al., 2009:36). the customer's desire to establish long-term relationships with the Organization and the willingness to make sacrifices to maintain that relationship(Halimi et al.,2011:383).A sophisticated concept encompassing a variety of organizational practices and client behavior related to satisfaction, achievement and the ability to adapt the organization to meet client requirements(Lee& Seong,2020:441).

### **Fifthly :The Importance Of Customer Commitment**

Commitment has become a central topic in marketing as it is one of the main axes and the management of successful customer relations, as the importance of commitment emerges during maintaining the relationship's investments with exchange partners, and resisting attractive gains or sacrificing them in the short term in order to achieve long-term gains. Accordingly, the commitment leads To adopt cooperative methods that contribute to the

success of exchange relations (Izogo, 2017:22). The importance of the customer's commitment to the following (Roy, 2020:1):-

1-It considers the strength of the relational bonds between the organization and its customers.

2-Commitment overlaps with customer relationship management, as commitment and customers often result from the efforts made by the organization to satisfy the customer.

3-The commitment to the relationship is an important factor in the successful relationships between the supplier and the buyer, as the increase in the desire of customers to communicate increases the commitment based on the relationship of customers with the organization.

4- The commitment of the study is important in relationship marketing because it is an indicator of long-term stability at the conceptual level and provides a measure of long-term relationships at the empirical level.

### **Sixth: Dimensions of customer commitment**

#### **1-Emotional commitment**

Emotional commitment comes from the customer's love for the organization and his emotional attachment to it, and therefore he maintains his commitment to it stemming from his desire, and it expresses the degree of emotional commitment and being affected by the goals and values of the organization. In which the customer is psychologically linked to the organization through a set of feelings such as loyalty and desire, and this commitment develops based on three foundations represented by shared values, matching goals and personal integration (al-adi & kang, 2010:39).

#### **2-Continued Commitment**

the continuing obligation is defined as the perceived cost associated with leaving the organization, as the customer's recognition of the cost is assessed on the basis of both the replacement costs and the availability of other alternatives (jones et al., 2007:338). Continuous commitment is studied through situational components that include cost-switching concepts, with roos, 1999) proposing three types of switching costs: procedural transfer costs, which mainly included loss of time and effort, and financial transfer. Costs included loss of financially quantifiable resources and relational switching costs involving psychological or emotional discomfort (al-abdi & kang, 2010:39).

#### **3-Normative obligation**

A normative obligation is a force that binds customers to a company out of a sense of moral obligation. Building a normative obligation, taking into account the theory of rational action, can be the result of two basic determinants, one as a function of internal faith and personal nature, and the other as a reflection of the influence of external social pressure from colleagues, friends or family (Al-Abdi & Kang, 2010:50).

### **Relationship between customer complaint processing and customer commitment**

Anger increases the client's tendency to spread negative publicity to family, friends, and coworkers aimed at retaliating against the organization, leading to the failure of the organization's service, which in turn increases customer complaints (Voorhees et al. 2006:517), the failure of the service occurs during the customer experience with the company, as customers are often dissatisfied by the performance of the service, which does not meet expectations, and dissatisfaction is therefore a negative emotional situation, resulting from certain negative feelings, such as disappointment and remorse (Singh, 2015:117). A cycle between (Gelbrich, 2010:567) suggests that service failures lead to negative feelings that customers tend to give back to the company (blaming the company for failure) in a mechanism that often exacerbates customers' anger and frustration.

**First: description and coding of the research variables and dimensions**

This paragraph shows the way in which the variables of the study are expressed in a way that makes it easier for the reader to interpret and understand the data, and to conclude the goal and purpose that the study seeks to achieve. Researchers have to analyze the data in a flexible and easy way, and therefore the table (1) shows the symbols that express the variables involved in the analysis

Table (1) description and coding of the study variables and dimensions

Code	Number of items	Dimensions	Variables
HCA	٧	Compensation	Complaint handling
HCB	٩	Apology	
HCC	٩	Responsiveness	
CUA	٤	Emotional commitment	Customer commitment
CUB	٣	Continuous commitment	
CUC	٤	Normative obligation	

**Second: Analysis of the normal distribution of the study data**

**1-Normal distribution test for customer complaint handling variable**

The results of the table (2) show that the data included in the analysis of paragraphs and dimensions of the variable handling customer complaints follow a normal distribution, and this indicates that the shape of the distribution of the data of the studied sample is similar to the shape of the normal distribution, and this paves the way for the use of parametric tests because the significant value of the Klumgrove-Siemenrov test is higher From (0.05), it can be said that the data entered into the analysis follow a normal distribution and this represents the acceptance of the alternative hypothesis, rejection of the null hypothesis which imposes that the data included in the analysis do not follow the normal distribution at a level of significance less than (0.05).

Table (2) Normal distribution of vertebrae and dimensions of the complaints handling variable

(Kol-Smi) Test					
P-value	sig.	Index	P-value	sig.	Paragraphs
> 0.05	0.268	HCC1	> 0.05	0.196	HCA1
> 0.05	0.266	HCC2	> 0.05	0.245	HCA2
> 0.05	0.266	HCC3	> 0.05	0.234	HCA3
> 0.05	0.216	HCC4	> 0.05	0.236	HCA4
> 0.05	0.185	HCC5	> 0.05	0.294	HCA5
> 0.05	0.261	HCC6	> 0.05	0.248	HCA6
> 0.05	0.241	HCC7	> 0.05	0.244	HCA7
> 0.05	0.251	HCC8	> 0.05	0.088	compensation
> 0.05	0.268	HCC9	> 0.05	0.224	HCB2
> 0.05	0.075	Responsiveness	> 0.05	0.220	HCB3
> 0.05	0.233	Handling complaints	> 0.05	0.210	HCB4
Accept the validity of test		decision	> 0.05	0.199	HCB5
			> 0.05	0.322	HCB6
			> 0.05	0.282	HCB7
			> 0.05	0.191	HCB8
			> 0.05	0.247	HCB9
			> 0.05	0.065	apology

#### √-Normal distribution test for Customer commitment

The results of the table (3) show that the data included in the analysis of the paragraphs and dimensions of the customer commitment variable follow the normal distribution, and this indicates that the shape of the distribution of the data of the studied sample is similar to the shape of the normal distribution, and this paves the way for the use of parametric tests because the significant value of the Klumgrove-Siemenrov test is higher than (0.05) and accordingly, it can be said that the data entered into the analysis follow the normal distribution and this represents the acceptance of the alternative hypothesis, rejection of the null hypothesis which imposes that the data included in the analysis do not follow the normal distribution at a level of significance less than (0.05).

Table (3) Normal distribution of vertebrae and dimensions of the Customer commitment

(Kol-Smi) Test					
P-value	sig.	Index	P-value	sig.	Paragraphs
> 0.05	0.236	CUC1	> 0.05	0.213	CUA1
> 0.05	0.294	CUC2	> 0.05	0.251	CUA2
> 0.05	0.248	CUC3	> 0.05	0.268	CUA3
> 0.05	0.244	CUC4	> 0.05	0.236	CUA4
> 0.05	0.133	Normative obligation	> 0.05	0.111	emotional commitment
> 0.05	0.154	Customer	> 0.05	0.196	CUB1



	commitment			
Accept the validity of test	decision	> 0.05	0.245	CUB2
		> 0.05	0.234	CUB3
		> 0.05	0.118	continuous commitment

### Third: Results Of The Study Are Presented, Analyzed And Interpreted

#### 1-Handling complaints

The results contained in the table (4), indicate that the general average of the arithmetic means for the variable of handling customer complaints was (3.56), with a standard deviation of (0.45), and a relative importance of (71%), with a high response level and an answer trend towards agreement, and perhaps the sample's interest. The studied dimension of response speed contributed to enriching the variable of handling customer complaints with an arithmetic mean of (3.79) and a standard deviation of (0.54) and a relative importance equal to (76%), while the second rank was represented in the compensation dimension with an arithmetic mean equal to (3.59) and a standard deviation of (0.688) and a relative importance of (72%), and therefore the studied sample should pay attention to the apology dimension, as it came in the last rank with an arithmetic mean of (3.28) and a standard deviation of (0.668) and a relative importance of (66%), which indicates interest in The hospitals studied in the dimension of apology contribute to addressing cases of error and problems that the hospital encounters as a result of collision with patients and the failure to meet their requirements in the appropriate time and place.

Table (4) Arithmetic means, standard deviations, level and direction of the answer, and the relative importance of the dimensions of the complaints handling variable

Order of importance	Relative importance	Answer level	Direction of the answer	Standard deviation	Mean	Dimension
Second	72%	High	Agreed	0.688	3.59	compensation
Third	66%	Moderate	I somewhat agree	0.668	3.28	apology
First	76%	High	Agreed	0.54	3.79	Responsiveness
<b>Total dimensions of the complaints handling variable</b>						
***	71%	High	Agreed	0.45	3.56	---

#### 2-Customer commitment

It is noted from the results of the table (5) that the general average of the arithmetic means for the variable of customer commitment amounted to (3.6) and with a standard deviation of (0.595), which indicates that the percentage of customer commitment availability in the target sample amounted to (72%), and perhaps the dimension that contributed to this is the dimension of commitment. On the other hand, the emotional commitment dimension came in the second place with a mean of (3.63) and a standard deviation of (0.819) and a relative importance of (73%). The studied hospitals should pay attention to the continuous commitment dimension with an arithmetic mean of (3.51) and a standard deviation of (0.86) and a relative importance equal to (70%), which indicates the interest of the studied hospitals in improving the

dimension of continuous commitment in order to provide appropriate services and fulfill the hospital's obligations. towards patients.

Order of importance	Relative importance	Answer level	Direction of the answer	Standard deviation	Mean	Dimension
Second	73%	High	High	0.819	3.63	emotional commitment
Third	70%	High	High	0.86	3.51	continuous commitment
First	73%	High	High	0.667	3.65	Normative obligation
<b>Total customer commitment variable</b>						
----	72%	High	Agreed	0.595	3.6	---

### First: - Correlation Hypothesis

This paragraph is concerned with measuring the nature and type of relationship between customer complaints handling, customer commitment, and the dimensions of each of them, through the use of the correlation matrix between variables, as follows: The first main hypothesis This hypothesis states that (there is a statistically significant correlation between the treatment of complaints and customer compliance) by using Spearman's correlation depending on the scale (Dawud Adebayo & Peter, 2013: 314) in order to determine the strength and type of this relationship between the study variables, and as shown in Table (6).

Table (6) Standard for measuring the strength of the correlation coefficient

Power correlation	degree of correlation
High very	1 - 0.90
High	0.90 - 0.70
Medium	0.70 - 0.50
Low	0.50 - 0.30
very low	0.30 - 0.00

**Source:** Agunbiade, Dawud Adebayo & Ogunyinka, Peter I. , 2013 ," Effect of Correlation Level on the Use of Auxiliary Variable in Double Sampling for Regression Estimation " Open Journal of Statistics, NO. 3, , p.p 314

### 1-Correlation hypothesis

This paragraph is concerned with measuring the nature and type of relationship between customer complaints handling, gratitude, and customer commitment, and the dimensions of each of them, through the use of the correlation matrix between variables, as follows:-

The first main hypothesis This hypothesis states that (**there is a statistically significant correlation between complaints handling and customer commitment**).

The results of the table (7) show that there is a statistically significant correlation between the customer complaints handler and the customer commitment and its amount is (0.821) and at a level of significance less than (0.01), that is, the first main hypothesis is accepted, in addition to the existence of a correlation relationship with the dimensions of customer commitment, it ranged between (0.566) for the dimension of emotional commitment to (0.660) for the dimension of standard commitment, which indicates that improving the studied hospitals for standard commitment by providing services that meet the needs and desires of patients leads to improving their emotional commitment towards providing the best services.

Table (7) Correlation matrix between complaints handling and customer compliance

Customer commitment	Normative obligation	continuous commitment	emotional commitment	Handling complaints	Responsiveness	apology	compensation	Variables
							1	compensation
						1	.250**	apology
					1	.320*	.201**	Responsiveness
				1	.661*	.750*	.714**	Handling complaints
			1	.566**	.658*	.370*	.235**	emotional commitment
		1	.215**	.651**	.188*	.221*	.915**	continuous commitment
	1	.685**	.217**	.660**	.181*	.237*	.921**	Normative obligation
1	.804*	.837**	.644**	.821**	.461*	.365*	.894**	Customer commitment
**. Correlation is significant at the 0.01 level (2-tailed).						Sig. (2-tailed)= 0.000		N=245

## 2 - Impact Hypothesis

This hypothesis is concerned with revealing the extent of the impact of complaint handling on the customer's commitment, as well as measuring the indirect impact of customer complaint handling on the customer's commitment, and this is measured as follows:

The fourth main hypothesis, and this hypothesis states that **(there is a significant effect of complaints handling on the customer's commitment)**

The results of the table () show that modeling the structural equation of the standard model between customer complaints handling and customer commitment interpreted (0.674) of the customer commitment requirements, which indicates the need for the

target sample to develop their capabilities by (0.326), which is the amount of deficit in the explanatory value of The sample, which indicates that the treatment of customer complaints by one unit leads to an improvement in customer commitment by (0.821) and with a standard error of (0.048) and a critical value of (17.104), which indicates the keenness of the studied hospitals to address customer complaints in order to ensure the customer's commitment to dealing with hospitals and earn his loyalty.

Effect type	Probability (p)	Regression coefficient $r^2$	Critical value	Standard error	Standard weights	path		
Moral	***	٠.٦٧٤	١٧.١٠٤	٠.٠٤٨	٠.٨٢١	Customer commitment	<---	Complaint handling

## Conclusions and Recommendations

### 1-Conclusions

١- There is a positive statistically significant correlation between the treatment of customer complaints with its dimensions and the customer's commitment, which contributes to improving the hospital's ability to develop its capabilities in understanding customers' requirements in order to reduce customer complaints and enhance customer commitment to the hospital's rules and procedures.

2- Results indicated that there is a significant impact of addressing customer complaints with its dimensions on the customer's commitment, which indicates the hospital's interest in rapid response to develop appropriate solutions to address problems and errors that occur with patients, which requires developing the capabilities of its staff and enabling them to do so. Take appropriate measures to address crises at the time of the event.

3- Hospitals are keen to urge employees and management to take responsibility for the errors and complaints they are exposed to and work to develop appropriate solutions for that.

٤- Hospitals' interest in quickly responding to complaints quickly and efficiently, thus gaining patients' satisfaction towards the hospital administration's interest in their various needs and requirements and working to meet them as much as possible.

### 2-Recommendations

1- The need for hospitals to be interested in building positive relationships from patients in order to limit the patient's continued receipt of their services, which requires them to open a special section to follow up the opinions and tastes of patients in the required services.

2- The necessity for hospitals to adhere to providing international health standards and services in order to ensure that the patient receives medication and services that

contribute to his recovery, which requires them to be widely informed about developments in the external environment.

3- The hospital administration should be keen to adopt appropriate corrective measures in order to address problems and errors at work in a timely manner.

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ANNEXURE 1  
QUESTIONNAIRE

Al- Qadisiyah University  
College Of Administration & Economic  
Business Administration Department



**Dear Respected Respondent....**

**Peace be upon you and the meat of God be upon you..**

The researcher intends to conduct a study entitled **(Enhancing the Customer's Commitment by Relying on Complaints Processing), An Applied Study for the sample of Patients' Views in Private Hospitals of Al-Furat Al-Awsat Region**

. To achieve the goals of the research we present this questionnaire consisting of two parts as a means of collecting the necessary data for the study and information, so please of yourselves kindly access to the questionnaire sections and for read paragraphs read thoroughly and choose the level of Astjabatkm on each paragraph as consistent with your feelings by dealing on the ground.

**Master's student**

**Khaled Saleh chaffat**

**Al- Qadisiyah University**

**College Of Administration & Economic**

**Business Administration Department**

**PROF. Dr**

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**Al- Qadisiyah University**

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**Section One: Research Variables**

First: - handling customer complaints: it refers to the procedures and steps taken by the hospital to mitigate the impact of the failure of the health and medical service in an attempt to restore credibility and strengthen ties with customers (auditors).

<b>Compensation</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Uncertain</b>	<b>Strongly Disagree</b>
Hospital provides material and moral compensation in the event that they are informed of a problem or error that they encounter when dealing with the hospital					
Medical staff provides appropriate solutions if I encounter a specific problem or error in the service provided to me					
Auditor receives fair compensation for the errors and problems that he informs the hospital about after dealing with them					

During my stay in the hospital, I noticed that the errors and problems that occur are compensated for by customers financially through discounts offered to them					
Hospital clients receive excellent and high quality compensation after submitting complaints to the hospital management					
Management takes customer feedback into consideration when developing appropriate solutions to business problems					
Management responds to customer complaints in a way that exceeds their expectations					
<b>Apology</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Uncertain</b>	<b>Strongly Disagree</b>
Employees confirm their apologies when auditors submit complaints about errors and problems they encounter					
Management pays great attention to the complaints of the auditors and deals with them in a professional and ethical manner					
Employees provide clear flexibility in dealing with complaints according to the needs of the references					
Employees are patient and courteous when dealing with the complaints submitted to them by the auditors					
Employees get logical explanations for the reasons for errors and problems after submitting complaints to the hospital					
Administration sincerely apologizes for the inconvenience caused by the error and failure that occurs to the references					
Management and employees are responsible for the errors that the auditors complain about					
Employees demonstrate a clear interest in handling auditors' complaints fairly					
Hospital offers additional advantages and benefits to the auditors as an expression of its apology to them as a result of the error they are exposed to					



	<b>Responsiveness</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Uncertain</b>	<b>Strongly Disagree</b>
	Employees define and identify solutions to problems and errors that auditors encounter during service provision					
	Employees make every effort to respond to customer complaints about problems and errors in the service					
	Employees have sufficient powers to deal with all complaints according to the number of administration in the hospital					
	Management often tries to solve problems quickly and efficiently					
	Administration assures that the workers will quickly return the corrective measures					
	Staff approach to complaints is prompt and reliable					
	Hospital administration takes into account the needs of the situational references					
	Problems and errors are dealt with in a timely manner					
	Problems and errors that the auditors are exposed to are solved as they occur and you do not need to ask for additional help					

Second: - The focus of the customer's commitment: the customer's commitment (the references) to continue the relationship with the hospital based on the belief in the mutual benefits in the long term with the hospital in case it needs health and medical services.

	<b>Emotional commitment</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Uncertain</b>	<b>Strongly Disagree</b>
	The best services provided by this hospital					
	I deal with this hospital because I really prefer it					
	I am a regular customer of this hospital because I feel a strong feeling that connects me with it					
	In general, I deal with this hospital because I prefer it to other health organizations					
	<b>Continuous commitment</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Uncertain</b>	<b>Strongly Disagree</b>
	I feel that I have no choice in dealing with another hospital					
	I feel like I'm buying my own hospital services because I have to					
	I feel like I'm connected to my own hospital					
	<b>Normative obligation</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Uncertain</b>	<b>Strongly Disagree</b>

The services you provide to my hospital match my loyalty to it					
It only makes sense that my hospital's clients are loyal to it					
I will not think of leaving the hospital services even if I get the benefits of other hospitals					
It is not right to transfer to another hospital because I feel very loyal to it					