WANNARUDEE PHUTHONG : RELATIONSHIPS BETWEEN NURSING SERVICE QUALITY MANAGEMENT FOR INSURED PERSONS AND NURSING SERVICE QUALITY AS PERCEIVED BY INSURED PERSONS, GOVERNMENT HOSPITALS, BANGKOK METROPOLIS. THESIS ADVISOR : ASSIS. PROF. PANIDA DAMAPONG, Dr.P.H. 159 PP. ISBN 974 - 636 - 595 - 9

The purposes of this research were to study the relationships between nursing service quality management for insured persons with nursing service quality as perceived by themseleves, government hospitals, Bangkok Metropolis and to search for the variables which can predict nursing service quality as perceived by insured persons. The research subjects consisted of 89 top hospital managers and middle managers in nursing departments, 399 staff nurses and 400 insured persons, from 13 government hospitals were randomly selected through multistage sampling technique. The three instruments were applied from SERVQUAL developed by Parasuraman, Zeithaml and Berry (1990), consisted of nursing service quality management questionnaires for top hospital managers and middle managers in nursing department, staff nurses and nursing service quality questionnaires for insured persons. The reliability of the three questionnaires were 0.85 0.86 and 0.92, respectively. The data were analyzed by using Pearson product moment correlation coefficeint and Stepwise multiple regression analysis.

The major findings were as follow :

1. Nursing service quality management for insured persons, in the aspect of management perceptions and communication were at middle level while, in the aspect of set standard and service delivered were almost high level.

2. Nursing service quality as perceived by insured persons in all aspects were not satisfaction.

3. Marketing research orientation, the aspect of set standard and employee - job fit were positively related to nursing service quality as perceived by insured persons at significant of 0.05 level, while role ambiguity was negatively related to nursing service quality as perceived by insured persons at significant of 0.05 level.

4. Variables significantly predicted nursing service quality as perceived by insured persons at the 0.05 level were employee - job fit, role ambiguity, marketing research orientation and the aspect of set standard. These predictors accounted for 16.32 ($R^2 = 0.1632$) of the varience. The function derived from the analysis was as follows :

$$Z = 0.2076 \text{ EMPL} - 0.1741 \text{ ROLA} + 0.1652 \text{ MARO} + 0.1552 \text{ SETS.}$$

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