

ABSTRACT

THESIS : Factors Affecting The Use of Private Hospital Service
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This research study contains 3 different aspects ; they are :

1. To study the characteristic of service users in Private Hospital
2. To study the belief of service users for Private Hospital
3. To study the image of Private Hospital

The researcher collected recipients data by using questionnaires and distributed them to employee of 3 company , Alucon public company , Thai Kansai Paint co.,Ltd. and Seagate Technology (Thailand) co.,Ltd. Two hundred and sixty samples were surveyed by using Quota Sampling technical.

The results of study

1. Female use service from Private Hospital more than Male. The service users are 20-40 years old , have graduation in Bachelor degree and their income are between 10,001-25,000 Baht per month
2. The main factors of their Private Hospital's conviction, the first factor is having perfect medical machine, other services of Private Hospital is the second and the last is doctor efficiency
3. Private Hospital image is affected to attitude of service users. They accept Private Hospital's Service from their considering 2 factors, inspection room arrangement and completion

Recommendation

1. Private Hospital should be improve his service to serve need of service users. The improvement should be medical machine, having expert doctor in each field and other service.
2. Private Hospital should have updated marketing plan. To make conviction to service users such as medical machine , other service and both doctor and nurse efficiency.
3. Private Hospital should have intention in customer definition, the good choice is define customer as a little group but many groups. This separation help Private Hospital can add more service users.