

Narumon Klayhiran 2012: Factors Affecting Services Utilization at the Clinic Phyathai 2 Hospital. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Associate Professor Supat Teravecharoenchai, M.Sc. 88 pages.

The purpose of this research was to study factors affecting services utilization at the clinic Phyathai 2 hospital. The study sample were 333 individuals obtained by convenience sampling. The questionnaire developed by the researcher was used for data collection. The data analysis was made by statistical computer program for frequency, percentage, mean, standard deviation and Pearson's Product Moment Correlation Coefficient.

The results were as follows: The bio-social factors having correlation with services utilization at the clinic were occupation, income, status and the right of medical care at the .05 significance level. While pre-service factors having correlation with services utilization at the clinic were image, reflection, reputation, trustworthy, valuable expense, an up to date service at the .05 significance level. In which during-services factors having correlation with services utilization at the clinic were comfortable, accuracy, politeness in service and cumbersome of service at the .05 significance level. The post-service factors having correlation with services utilization at the clinic were the expectation of customers, the consistency of service, the reaction of customer's complaint and valuable at the .05 significance level.

---

Student's signature

Thesis Advisor's signature