

Abstract

The thesis subject of "The quality service for developing the relationship customers systems of Rajavithi Hospital" by having the purpose for studying the views of the customers on quality service for developing the relationship customers systems and study the development on quality service for developing relationship to the customers systems of Rajavithi Hospital which has made the descriptive research of sample group population in order to study in this time consisting of out-patients in sum of 331 persons. The statistics uses analysis such as percentage, average, standard deviation, testing by passing t-test between variation by analyzing (One- Way ANOVA) by level of 0.05.

The studying result summarized that the almost people are the female genders with over 50 years old, graduation of degree of bachelor, marled status and main income of 5,001-10,001 Baht. Including studying result are satisfied on qualities service in the medium level specially on the information data in decision and care of the customers. The studying result of thought on the development of quality service has been found that it is in the medium level specially on knowledge and ability of the staffs and service is the correct standard differentiated to the included view satisfying on the quality service and included view on development of quality service differentiated in the statistic at 0.05.

The suggestions of this study is that the management service has quickly serve to heal and see the physicians to the patients. It should have the public information and welcome for giving consult in order to help efficiently service to the patients by taking care of the staffs with speaking politely and no speaking together while service and introduce primarily to the patients in order to take care by self. The management should manage environment, cleanness of toilets or increasing toilets, chairs, seats. The care parks I narrow. It should extend increasingly the place for serving the patients. The personnel should increase the personnel number on the doctors, the nurse and cooperate and directorate between the Hospital and the department developing the data systems/database on service and developing the hospital to modern like the private hospitals.