

ABSTRACT

Title of Research Paper : Customer Expectation of Services Quality in out Patient
Department of Siriraj Hospital Faculty of Siriraj Medicine
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Objective of studying in Customer Expectation of Services Quality in out Patient Department of Siriraj Hospital Faculty of Siriraj Medicine Mahidol University is to know about level of Customer Expectation of Services Quality in out Patient Department of Siriraj Hospital to get much services of less.

Samples of this study are patients selected from in front of medicine room amount of 400 by using purposive sampling method and can corrected data from all of the 400 sample. Statistical that using in this analysis are percentage of primarily data, mean in the part of measure of level of expectation and t-test, F-test in the part of hypothesis testing.

Results

Customer Expectation of Services Quality in out Patient and quality of services of all official behavior, 43 items, when comparing the different between cause of coming for services and level of expectation with quality in all constituent said that level of expectation of official services behavior are so different but the expectation of quality of service are not. And when comparing by using Scheffe Principle show that just only quality of caring and cheap of cost are different.

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Recommendations

Recommendations for improvement and systematic continuous development to satisfy the customer are as follows:

1. Welcome and respond.
2. Convenient and efficiency
3. Equality
4. Using of properly medical instrument.
5. Cleaning and good environment
6. Fair prices.
7. Receive the welfare that could receive
8. Social services behavior
9. Caring behavior