

ABSTRACT

RESEARCH PAPER : The Satisfaction of Clients on the Special Clinic Service
of Chulalongkorn Hospital, The Thai Red Cross Society
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The survey was conducted for three main objectives : first, to find out the clients; level of satisfaction with the special clinic service at Chulalongkorn Hospital, the Thai Red Cross Society ; second, to identify the factors related to their satisfaction with different service components, i.e., the service system, the administration, the procedure, the staff and the place; and third, to point out the service problems and to seek the clients' suggestions about the special clinic service there.

The survey employed a questionnaire to collect the data from 209 clients who came for service during January 1-31, 2001.

The findings were summed up as follows:

1. As a whole the clients were found to be satisfied with services at the special clinic service at a moderate level. When individual components were considered, they were found to be satisfied with the administration and the staff at a high level, while the service procedure and the place were moderately satisfactory.

2. The factors found to be significantly related to the clients' satisfaction at the 0.05 level were sex, age and the service section. On the contrary, education, occupation, income, marital status, religion, the frequency of service use, and the time period when the service was used were found to have no significant relationship with their service satisfaction.

3. When the clients' views and suggestions were asked, the client said that the number of doctors was still small when compared with the number of patients. Also, the waiting room was not spacious and there was disorder at the service counter. There was lack of signs that explain the service steps for those coming for service for

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the first time. Especially, nearly all the clients stated that the waiting period was too long. Last but not least, the service officers were not enthusiastic and friendly in rendering services.

Recommendations

1. The service system. The service steps should be clearly arranged and so should the service conditions. The time schedule for each service should be improved. Also, all the service should be more systematic.

2. The service procedure. Improvement should be made concerning patients' records, the reaching method, the service-waiting time, the transfer system, the service request, the payment and waiting time for medicines and equality of service-rendering. The staff should be trained to have a service mind and to be responsible for work in their own sections so that the service user will not spend too much time to get service.

3. The service staff. The service officers should be trained to be friendly in communication, and to have service techniques and responsibility as good service renders.

4. The service place. The parking lot must be improved. The clients should be permitted free parking for two hours. The waiting seats should be enough. The information boards should be improved. In fact, the public relations unit should be set up for service users' convenience.