

ABSTRACT

Title of Research Paper : Quality of Service by Hospitals in Suphanburi Province to Health Insurance Card Holders.
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Year : 2001

The research was conducted to find out : (1) the characteristics of health insurance card holders using services at hospitals in Suphanburi Province , (2) the quality of service given to the health insurance card holders at the service points , the registration section, the treatment section and the medicine-distributing section, (3) the overall service quality of the hospitals in Suphanburi Province , and (4) the relationship between the demographic factors of the health insurance card holders and the service quality at the hospitals in Suphanburi Province.

The sample of 282 were selected by multi-stage sampling from health insurance card holders using services at hospitals in Suphanburi Province. A questionnaire was employed as an instrument. The data were analyzed by using the descriptive statistics , such as frequency , percentage , mean and standard deviation and the inferential statistics like t-test and one-way analysis of variance.

The findings were summarized below :

1. Most of the health insurance card holders under the study were females, aged 40 on an average. Most completed primary school and were engaged in general employment. They earned 2001-3000 baht a month. They received daily wages and did not have a regular income. The reason they purchased the health insurance card was that they wanted to feel secure that they got hospital care when they were ill.

2. The service quality was found to be rather highly satisfactory ($\bar{x}=3.08$), whether considered as a whole or when individual sections were considered - the service points , the registration section , the treatment section and the medicine - distributing section.

3. Even after the service, the health insurance card holders found it satisfactory at a rather high level ($\bar{x}=3.04$). When individual dimensions were considered separately, the least satisfaction belonged to the length of waiting time at several service points of the hospitals.

4. Regarding the relationship between the demographic factors and the hospital service quality, no significant relationship was found when sex, age, family status. Income, nature of income, occupation, and difference in the characteristics of treatment were considered.

Recommendations

1. Service place and equipment . It was found that there were not enough seats at the registration section, the treatment section and the medicine-distributing section. Therefore , foldaway chairs should be supplied. Because the hospitals were crowded only some hours , any period of time there were a small number of customers , some chairs could be folded.

Television sets , newspapers and magazines should be available for service users to kill time.

2. Service system

2.1 Service at the registration section. There should be an announcement board with clear big enough letters of alphabets to explain the service procedures , including illustrations. Besides, there should be public relations officers or nurses with a good knowledge and understanding of the sights of health insurance card holders who could answer any enquiry , including assisting illiterate people to fill out the card form.

2.2 Service at the treatment section . Queue numbers should be given to the customers . However, these severely ill should see the doctor first and this should be clearly explained to other waiting customers.

2.3 Service at the medicine-distributing section. There should be an announcement board with clear big enough letters of alphabets to explain the service procedures in order to speed up the activity.

3. Personel . Training should be given to the personel so that they will realize their duties and responsibilities. The number of staff in each service point should not be overloaded with work. The number of staff should be adequate so as to reduce work stress, they able to work effectively.