

ABSTRACT

Title of Research Paper : Insurers' Satisfaction with Medical Service in the Ward for Social Welfare Patients at Samutsakorn Hospital

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The purposes of the study were 1) to measure the insurers' satisfaction with medical service in the ward for social welfare patients at Samutsakorn Hospital and 2) to find out the causal factors related to their service satisfaction.

A questionnaire was constructed to collect the data from 100 peoples who came for medical service at the ward for social welfare women patients and the common special ward. The data were collected during August 12-15, 2001. Percentage, mean, standard deviation, correlation coefficient and Point Biserial were used for data analysis.

The findings were summed up as follows :

1. **General characteristics of the sample.** Most of the subjects were female (52.0%). Their ages ranged from 21-30 (40.0%). Most completed primary education (63.0%). They earned a monthly income of 4,001-5,000 baht (31.0%). The majority were workers (75.0%). Also, most become patients at Samutsakorn Hospital for the first time (58.0%).

2. **The insurers were found to be satisfied with the medical service at Samutsakorn Hospital.** The diagnostic activity was found satisfactory ($\bar{x} = 7.01$). The nurses' service was satisfactory ($\bar{x} = 7.40$). Assistance to the patients was also satisfactory ($\bar{x} = 7.10$). The cleaning workers' service was satisfactory ($\bar{x} = 7.20$). And catering service was found satisfactory ($\bar{x} = 7.10$), too.

3. **The factors found to be satisfactory at a high level** were 1) service speed in each step, 2) service consistency, 3) safety resulting from service care, 4) adequacy of services, 5) service quality, 6) responsibility of the service officers, and

7) the service officers' personality and manners. The factors found to be satisfactory at a rather high level were 1) convenience in contact for services, 2) the progressive and developed service system, and 3) equal treatment to all patients.

4. When the hypothesis were tested, it was found that service safety had a significant relationship with the insurers' satisfaction relationship with the insurer's satisfaction with medical service in the ward for social welfare patients at Samusakorn Hospital at the 0.05 level. Furthermore, the progressive and developed service system were significantly related to their medical service satisfaction at the 0.01 level. Other factors studied were found to have no relationship with their medical service satisfaction.

Recommendations :

1. The doctor-visit system should be adjusted to make it more flexible and speedy and the member of doctors should be increased to provide enough service with a more rapid speed.

2. All the doctors should give importance to advising patients clearly and thoroughly so that the insurers learned the correct way of looking after their health. This will increase their service satisfaction.

3. Food prepared for the patients should always be consistently palatable. The plates and bowls must be clean. The patients should get the right diet-for example, soft food for post-operation patients.

4. Service safety and the progressive and developed service system were found to be related with the insurers' service satisfaction. Therefore, the hospital should maintain them and even better them to increase the patients' satisfaction.

5. Surveys on service satisfaction should be regularly conducted at least once a year to get feedback from the patients to improve the hospital services.

6. Service quality should be developed to maintain the universal standard.