

Wipawan Sae-ngow 2014: The Impact of Service Quality On Client Satisfaction and Loyalty In Medical Schools Hospital Using Structural Equation Modeling. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Mr. Sawat Wanarat, D.B.A. 144 pages.

The aims of this study were 1) to explore logistics service quality influencing client satisfaction 2) to explore service quality influencing client satisfaction, 3) to explore client satisfaction influencing client loyalty. The samplings were 6 Medical School Hospitals in Bangkok, 420 Outpatient department client for each Medical School Hospitals. The Exploratory factor analysis (EFA) is used to group and create the new factors the model was confirmed by Confirmatory factor analysis (CFA). Structural equation modeling (SEM) at the 0.05 level of significance.

The results indicated that the model fit into the empirical data. The logistics service quality and service quality had direct influencing on client satisfaction. The logistics service quality and service quality had indirect influencing on client loyalty. The client satisfaction had direct influencing on client loyalty.

The research outcomes showed that the hospitals should pay more attention and support logistics service quality and service quality for the higher performance such as treating those waiting for seeing a doctor well, because service quality is the factor to impact on client satisfactions and loyalty.

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Thesis Advisor's signature