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PHASUK YULA : THE READINESS OF PUBLIC HEALTH OFFICERS TO IMPROVE SERVICE QUALITY IN REGIONAL AND GENERAL HOSPITALS. THESIS ADVISORS : PIYATHIDA TRIDECH Dr.P.H., PEERA KRUGKRUNJIT M.Sc., NIWAT LEEWONGWAT M.D.,Dip. Board of Anestheology. 118 P. ISBN 974-662-779-1

Improving the quality of service is the most important policy of regional and general hospitals. If public health officers could be prepared to improve the quality of service, the hospitals would achieve their goals faster. The objectives of this survey research are to analyze the level of readiness, the factors related to readiness and to identify factors predicting the readiness of public health officers to improve the quality of service. The readiness of the public health officers was considered to be composed of personality, knowledge about service quality improvement, and motivation to work. The study sample consisted of 155 public health officers in academic and quality management departments of regional and general hospitals. The data used in this study was obtained from the subjects by self-administered questionnaires. Descriptive statistics, pearson product moment correlation coefficient and multiple regression analysis were used in the data analysis.

The results of this study showed that the level of readiness of public health officers was moderate. They had a high level of personality, but moderate level of knowledge and motivation to work. The factor that related to the readiness was delegation ( $r = 0.170$ ,  $p = 0.034$ ). Personality significantly depended on duration of employment ( $r = 0.219$ ,  $p = 0.006$ ) and delegation ( $r = 0.183$ ,  $p = 0.025$ ). Motivation to work significantly depended on marital status ( $r = 0.158$ ,  $p = 0.049$ ). There are no factors that can predict the readiness of public health officers to improve the quality of service. The results suggest that director of hospitals should give orders in formal, written form and provide training support on improving the quality of service. More support should be given concerning the motivation factors in terms of advancement.