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ORAPIN CHAIPAYOM : CLIENTS' SATISFACTION TOWARDS HEALTH CARE SERVICES AT THE OUTPATIENT DEPARTMENT, SIRIRAJ HOSPITAL. THESIS ADVISORS : NAWARAT SUWANAPONG, PH.D., CHAWEEWON BOONSHUYAR, M.S.P.H.(BIOS), ORANUT PACHEUN, Dr.P.H., 95 p., ISBN 974-662-481-4

The number of clients seeking service at the outpatient department (OPD) of Siriraj Hospital has significantly increased. However, the hospital has limitations in terms of materials, facilities, and personnel. Thus these factors affect waiting time, create feeling of oppression and dissatisfaction in the clients. Therefore clients' satisfaction was assessed. The purpose of this cross-sectional explanatory study was to measure the clients' satisfaction with health care service at OPD, Siriraj Hospital. In addition, this study was set up to determine the relationship between accessibility, clients' perceptions of service quality and clients' satisfaction. The data was gathered during January 1<sup>st</sup> - 31<sup>st</sup>, 1999 at OPD of Siriraj Hospital. Three hundred and thirty respondents were interviewed by structured questionnaire.

The results revealed that the majority of clients were female (61.8%) with an average age of 41.2 years, had finished primary school (37.9 %), and almost half of them were unemployed. Median income was 4,890 baht per month. Regarding the number of hospital visits last year, 59.7% of subjects visited less than 6 times. The overall satisfaction levels were low (41.2%), but the satisfaction with courtesy and out of pocket cost were at high level (68.8% and 53.3% respectively). Satisfaction with quality of care, medical information, coordination were at low level (72.2%, 67.6% and 59.1% respectively), and satisfaction with convenience was at moderate level (59.7%). Clients' accessibility level was moderate (56.7%) and clients' perception of service quality was good (37.9%). The analysis of the relationship between each of the factors and clients' satisfaction indicated that accessibility and clients' perception of service quality were positively correlated to clients' satisfaction. The results of multiple regression analysis indicated that the statistically significant relative contributors which explain variation in clients' satisfaction from total variation were technical skills, explanation from provider, accommodation, art of care and affordability. All of these factors could explain about 50.7% of variation in clients' satisfaction. The suggestion from this study is that satisfaction of clients at Siriraj Hospital can be increased by improving many factors. Training and workshops for increasing technical skills, explanation and courtesy from provider, suggestions about how to use drugs, using new technology in the service system as well as providing pleasant, polite and friendly service will all contribute to increasing clients' satisfaction.