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KRISSANEE PHOCHANAPAN : CLIENTS' SATISFACTION TOWARD HEALTH CARE SERVICES AT THE OUTPATIENT DEPARTMENT, INSTITUTE OF DERMATOLOGY. THESIS ADVISORS : NAWARAT SUWANAPONG, PH.D., CHAWEEWON BOONSHUYAR, M.S.P.H. (BIOS), POOHGLIN TRESUKOSOL, M.D., DIP.(DERM) , 91 p., ISBN 974-662-702-3

The number of clients at the outpatient department (OPD) of the Institute of Dermatology has significantly increased. However, the hospital has limitations in terms of materials, facilities, and personnel. Thus, these factors affect the waiting time, create a feeling of oppression and dissatisfaction in the clients. Therefore, the clients' satisfaction was assessed. The purpose of this cross-sectional explanatory study was to measure the clients' satisfaction regarding health care service at OPD, Institute of Dermatology. In addition, this study was set up to determine the relationship between the clients' socio- demographic, perceptions of the service system, service quality and clients' satisfaction. The data was gathered during February 1st - 28th, 1999 at OPD of Institute of Dermatology. Three hundred and two respondents were interviewed by using structured questionnaires.

The results revealed that the majority of the clients were female (53 %) with an average age of 33.26 years, had finished high school and higher education (53.3 %), medium income was 10,000 Baht per month and they were living in Bangkok. (60.6 %) The overall satisfaction levels were moderate (70.6%), out of pocket cost (82.2 %) quality of care (79.1 %) convenience and medical information (74.2 %) coordination (65.9 %) courtesy (56.3 %) and clients' perception of service system and service quality was moderate (62.9 % and 70.9 %). The analysis of the relation between age and clients' satisfaction were positively correlated however education was negatively correlated to clients' satisfaction The analysis of the relationship between each of the factors and clients' satisfaction indicated that the clients' perception of service system and 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 staff, assurance, empathy, place and responsiveness. All of these factors could explain about 34.5% for the Institute of Dermatology. Hospital services can be increased by improving many factors; increasing the public relations service system and providing information of service activities, providing personal guidance, distribute handbook to introduce service procedures and suggestions about how to use drugs, will all contribute to increasing the clients' satisfaction.