

ABSTRACT

This independent study entitled, the Survey of Satisfaction and Attitudes of Patients; a Case Study of Aou-Udom Hospital, Amphur Sriracha, Chonburi, the purpose of this research is to study the satisfaction and attitudes of patients, with particular regards to medical and staff services, and the hospital environment in order to develop better services for Aou-Udom Hospital.

The medical and staff services, and the hospital environment were the variables in this study, focused on the satisfaction and attitudes of 404 outpatients. The Likert Scale questionnaire was employed into this survey consisting of 52 questions and was divided into 3 parts; medical services 17 questions, staff services 11 questions and hospital environment 24 questions.

As the study shows, the factors such as medical and staff services, and the environment at the hospital significantly affected the patient's satisfaction and attitude levels. The Aou-Udom Hospital should increase the quality and standard of medical and staff services, such as readiness of the doctors and nurses, provide an emergency service (beyond the working hours), emphasize how to treat patients with care, and arrange training in customer service for all staff. In addition, the hospital should adjust the operational process to be more convenient in providing services to patients.

Outpatients have shown their satisfaction towards the hospital environment in the areas of hospital location, convenience of visiting, and the non-smoking areas together with the stop smoking campaign. However, the hospital should improve in some other key areas such as rearranging the service areas; clearly providing signs and descriptions at each service point; installing direction signs/clinic signs; and providing a service processing map. These changes should be made in line with the patient's satisfactions and the foreword of the hospital.