

Thesis title	The Image of the Bangkok Metropolitan Administration General Hospital Perceived by the Clients
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Abstract

The study of “The Image of the Bangkok Metropolitan Administration General Hospital Perceived by the Clients” is included with the objectives as follows.

1. To study the image of the Bangkok Metropolitan Administration General hospital was perceived by the clients.
2. To study the media exposure about the Bangkok Metropolitan Administration General hospital of the clients.
3. To study the relation between the demographic factors and the image of the Bangkok Metropolitan Administration General hospital.
4. To study the relation between the clients’ media exposure and the image of the Bangkok Metropolitan Administration General hospital.

This study is based on a quantitative research which was conducted through the method of survey research. Its sampling technique was performed by using multi-stage sampling and the study’s information was thoroughly collected by employing one-shot case study to the 400 selected samples of the hospital’s service users.

The results reveal that the demographic factors, both ages and statuses, are related to the perception about the image of the Bangkok Metropolitan Administration General hospital whereas the media exposure doesn’t relate to the clients’ perception about the image of the hospital.

Additionally, it is found that the status of out patients is related to the perception about the image of the Bangkok Metropolitan Administration General hospital

at the low level ($R=0.173$) which led to the conclusion of the perception at only 3%. But when added the factor of ages into consideration, the level of relation will be increased to the higher rate ($R=0.204$) which boosted the clients' perception to 4.2%.

For the study about the relation between each of the independent variable and dependent variable, it is revealed that the status of out patient has showed negative relation to the perception about the image of the Bangkok Metropolitan Administration General hospital because such the status has been acknowledged to the image of the hospital at only low level whereas the factor of ages has contrarily presented positive relation to the perception about the image of the hospital because the older clients have been exposed to the positive image of the hospital at a higher level than the younger clients.