

**5**

:

research)

3

(quantitative and qualitative

3

100

187

322

199

521

6

1.

10

2

16

3

15

4

12

5

16

6

59

7

7

1

6.16-7.00

5.30-6.15

4.44-5.29

188

3.58-4.43

2.72-2.57

1.86-2.71

1.00-1.85

0.97

0.98

0.97

0.97

6

600

521

86.80

25

2553

14

2553

51

SPSS (Statistic Package for

Social Science)

-

(Lisrel)

46 - 60

226 (43.40%)

61-75

192 (36.90%)

287 (55.10%)

234 (44.90%)

282 (53.9%)

92 (17.70%)

204 (39.20%)

110 (21.10%)

200 (38.40%)

119 (22.80%)

189  
322 (61.80%)  
199 (38.20%) 275  
(52.80%) 106 (20.30%)  
182 (34.90%)  
174 (33.40%)  
1 205 (39.30%) 2 177  
(34.00%)  
204

-

/

190

0.01

0.01

0.01

0.01

0.01

0.01

0.01

/

0.01

0.01

0.01

0.01

0.73

)

0.001

(r= 0.75, 0.69

		3	(1)	(2)	
(3)			2	(1)	/
	(2)				3
	(1)		(2)		(3)
		3	(1)	(2)	
(3)			2	(1)	/
	2				2
	(1)		(2)		
		4	(1)	(2)	
(3)	(4)			2	(1)

/ (2)  
 3 (1) (2)  
 (3) ( )

( )	( )
1	1.
1.1	1.1
1.2	1.2
1.3	1.3
1.4	
2	2
2.1	2.1 /
2.2	
2.3	2.2
;	3
3.1	3.1
3.2	
3.3 /	3.2
	3.2
4	4
4.1	4.1
4.2	4.2
4.3	4.3
4.4	4.4

1.		1.	
1.1		1.1	
1.2		1.2	
1.3		1.3	
		1.4	
2		2	
2.1	/	2.1	/
	(		(
	)		)
2.2		2.2	
3		3	
3.1		3.1	
	( )		( )
3.2		3.2	
	(		(
	)		)
4		4	
4.1		4.1	
4.2		4.2	
4.3		4.3	
4.4		4.4	

194

3

1.

63.80

2

66.30

3

67.00

/

5.94 5.73  
5.83, 5.90 5.83 (  
) 6.04, 5.68, 5.62 5.61 ( )

6.22

-

-

- - -

quality) (Gronroos, 1990) (functional quality) (technical

(professionalism and skill)

(attitude and behavior)

(recovery)

(Angle & Perry, 1981)

3

(1)

(2)

(3)

(Bernhard et al., 1995)

(Haves, 1994)

(Tappen, 1995, p. 402)

(Yoder, 1995, p. 416)

(Swansburg 1990, p. 196)

(Dienemann, 1990)

4

(1)

(2)

(3)

(4)

(Kanter, 2003)

(2545)

“ ”

(2540)

5.68 5.57

5.58 5.69 5.78

(Zietham, Parasuraman, & Berry, 1990)

customer)

(understanding of

(Steven Pantilat)

4

4

(JAMA 2009; pp. 1281-1297)

“There is nothing more to do”

(Intensive Care Unit--I.C.U.)

illness”

“I wish there were something we could do to cure your

cure your illness”

“I wish there were something we could do to

“Let’s focus on what we can do to help

you”

“

” “ ”

5.71 5.57

/

5.50 5.58 6.06 ( )

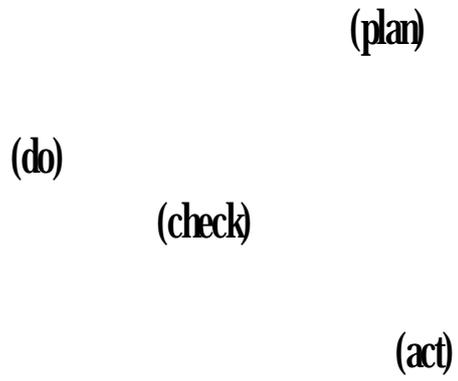
5.08, 5.60 6.04

( )

/

/

Deming's cycle



/

(Uchimarū, 1993)

3

TQM

TQM

TQM

(Ziethaml, Parasuraman & Berry, 1990)

1

0.01

0.01

-

(Gordon & Milakovich, 1995)

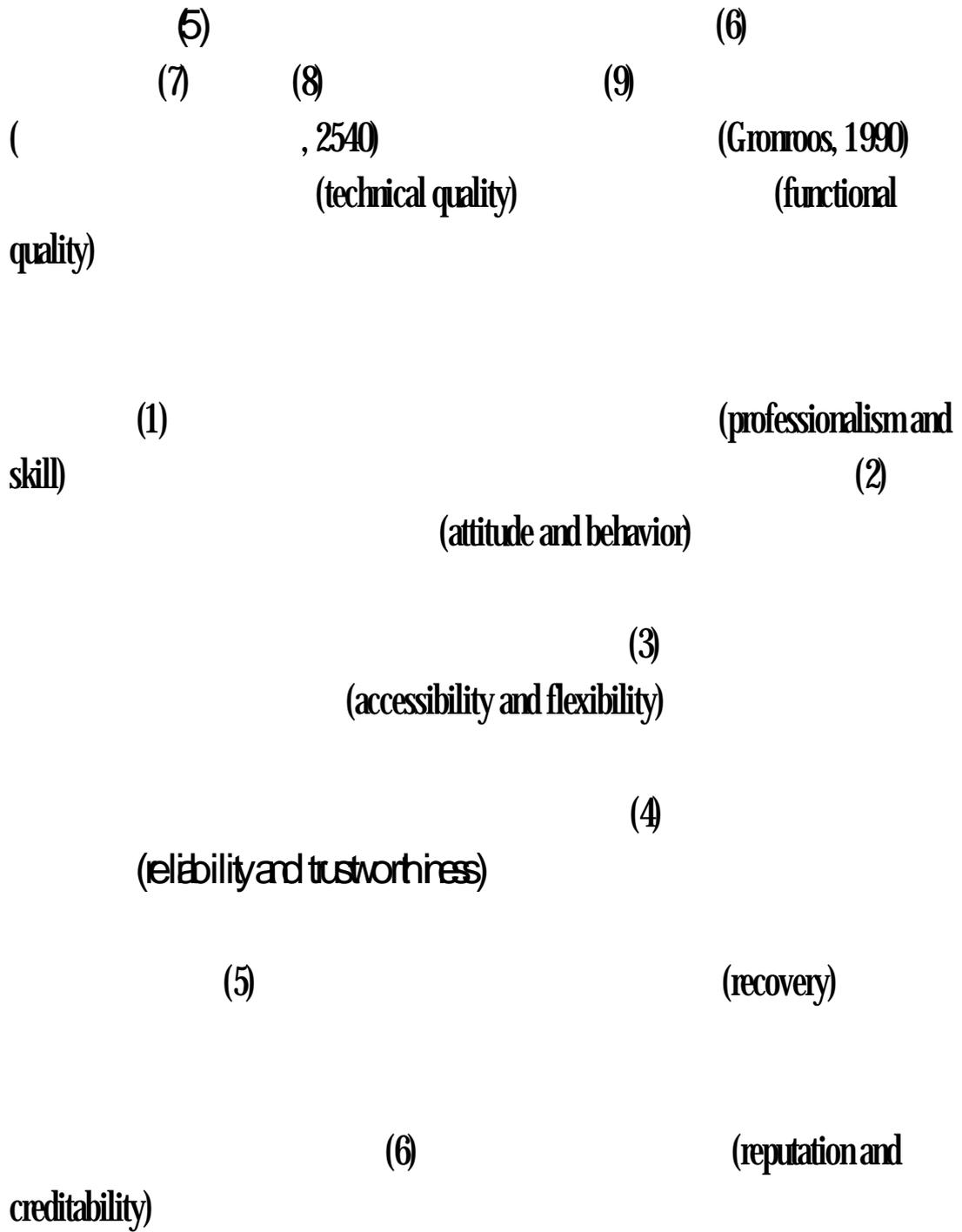
(Pursley & Snortland, 1980)

(1)

(2)

(3)

(4)



205

2

2

5.97 5.42

6.06 5.94

5.45

4.21

6.40

6.01

(2545) “ ”

2

(TQM)

3

3

4

)      66.3(      )      63.8(      )  
3      4      67.0(      )

(Mullay, 1995)

(Palmer et al., 1991)

1.

2

3

4.

5.

1.

2

3

1.

2

3

4

5

6

Buzzell and Gale (

, 2542, 2-3)

(Aday & Andersen, 1975)

. . 1970  
4,966

6

(1)

(office waiting time)  
of care when needed)

(convenience)

(availability  
(2)

(coordination)  
 (getting all needs at one  
 place)  
 (concern of  
 doctors for overall health)  
 (follow-up care) (3)  
 (courtesy)

(4)

(medical information)  
 (information about what was wrong)  
 (information about treatment)  
 (5) (quality of  
 care)  
 (6) (out-of-pocket cost)

(250)

83.00

,

(2549)

1.

1.1

1.2

1.3

212

1.4

1.5

322

5404

174

3

1.6

1.7

2

213

10

2

21

-

/

TQM CQI

215

23

24

3

31

3

32

33

34