

Sirinton Nueangjamnong 2013: Service and Value Quality Affecting to Foreign Customers' Behavioral and Intentions in the Thai Healthcare Industry. Master of Business Administration (Industrial Administration and Development), Major Field: Industrial Administration and Development, Faculty of Management Sciences.  
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The purpose of this research is to study the quality of service and value that affect the customers' satisfaction in the medical service, as well as to study the relationship between customer satisfaction and the behavioral intentions of foreign customers in order for strategic planning and providing medical services to meet the customers' satisfaction in the future. This is also to prepare services for foreign customers, who are expected to rise later leading the ASEAN Economic Community by the year 2015. The instruments used in this study were questionnaires in the survey of 405 foreign customers who came to Bangkok Pattaya Hospital during August to September 2011.

The research indicates that the most respondents are retired males, aged 51-60 years, who are largely in local residential areas. The most satisfaction of the quality of the service is tangible service, and of the perceived value of the service is to facilitate the effort. The analysis concludes that service quality is positively related to satisfaction was significant at 0.01 level; The most satisfaction factor was the assurance factor and the reliability, and the perceived value of the services has a positive relationship in statistically significant at 0.01 level; The most satisfaction factor was facilities and on the analysis of satisfaction with the service is positively related to behavioral intention in statistically significant at 0.01 level; The most satisfaction factor was the factor in repeat purchase.

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