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 KEY WORD : KNOWLEDGE/ROLE PERFORMANCE/ QUALITY SERVICE IMPROVEMENT
 SAISAMORN KOLYANI : THE RELATIONSHIP BETWEEN PERSONAL
 FACTORS, KNOWLEDGE AND ROLE PERFORMANCE ON SERVICE QUALITY
 IMPROVEMENT OF NURSING PERSONNEL AT NOPPRARATTANARAJTHANI
 HOSPITAL, UNDER DEPARTMENT OF MEDICAL SERVICE, MINISTRY OF PUBLIC HEALTH.
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Government service quality improvement is essential for maintaining an organization is potential to provide services that meets high standards of quality . The purpose of this research was to determine level of knowledge and role performance on service quality improvement of nursing personnel and, correlation between personal factors , knowledge and role performance regarding service quality improvement . The study was an analytical survey drawing on a sample of 394 nursing personnel consisting of 109 professional nurses , 86 technical nurses and 178 nurse aids working in the in-patient department of surgery, medicine, pediatric, obstetric-gynaecology and intensive care units of Nopprarattanakarn Hospital as well as the 21 nursing administrators concerned. The tools of this study were questionnaire concerning personal factors such as knowledge and role performance influencing service quality improvement. The statistics of this study were percentage mean standard deviation Chi-square and Pearson's product moment correlation coefficient.

The finding of this study showed that all groups of nursing personnel had moderate level of knowledge on service quality improvement and, a high role performance on service quality improvement .The correlation between personal factors, knowledge and role performance on service quality improvement was not found, except for the age of nurse aids were significantly correlated with role performance on service quality improvement ($p\text{-value} < 0.05$) . The correlation between knowledge and role performance on service quality improvement showed that three groups (professional nurses, technical nurses and nurse aids) had knowledge which was significantly correlated with role performance on quality service improvement ($p\text{-value} < 0.001$) , whereas nurse administrators showed that knowledge was not significantly correlated with role performance on quality service improvement. The results of this study suggest that the administrators should consider more stress on teaching all officers about service quality improvement and, regularly inspect performance quality to ensure that quality improvement measures are carried out. Furthermore, leadership should have more share together and participate in service quality improvement, including follow up the result regularly and evaluate or supervise performance either. Furthermore, it should be emphasized that outcome of service quality improvement has a direct effect on service rendered to patients.