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KESINI SRIKONGYOU : THE SATISFACTION OF OUTPATIENT SERVICE USERS AT PAKTHO HOSPITAL IN RATCHABURI PROVINCE. THESIS ADVISORS : SURAPHOL SRIVITTHAYA, DOCTEUR D'ETAT EN DROIT (MENTION THES HONORABLE), PEERA KRUGKRUANJIT, M.Sc. (Bios), LADAWAL RAOMMEK, M.Ed. 103 P. ISBN 974-663-981-1

This cross - sectional explanatory research was designed to measure outpatient service users' satisfaction toward health care services at the outpatient service of Paktho Hospital in Ratchaburi province, Thailand. The relationships between the satisfaction of service users and the service system, service process and service provider factors were also studied. Two hundred and fifty-five outpatient service users were interviewed using questionnaires from 15th November to 17th December, 1999. Both descriptive statistics and analytic statistics : Pearson' Product Moment Correlation Coefficient and Multiple Regression Analysis were applied.

The results of this research showed that the overall satisfaction towards outpatient users was at a high level (67.8%) a moderate level (31.0%) and a low level (1.2%). The satisfaction with courtesy, coordination, convenience, quality of care, medical information and out of pocket costs were at a high level (72.9%, 70.2%, 66.7%, 65.9%, 65.1% and 50.2% respectively). Service system, service process and service provider factors were good levels (92.2%, 91.4% and 90.6% respectively). The analysis of the relationship between each of the factors and outpatient service users' satisfaction indicated that service system, service process and service provider factors were positively correlated to outpatient service users' satisfaction ($p < 0.001$) at correlation coefficients of 0.571, 0.550 and 0.631 respectively. The result of multiple regression analysis indicated variable factors, which could explain the outpatient service users' satisfaction, were accommodation, security, availability, responsiveness, being faithful and courtesy. All of these factors could explain the variation in outpatient service users' satisfaction at 46.8%. The suggestions from this research are that satisfaction of outpatient service users at Paktho Hospital can be increased by improving many factors. Therefore, the staff should be given training to create a service-mind attitude. Additionally, providing information of service activities, improvement of service process and expansion of service areas would contribute to outpatient service users' satisfaction.