

Thesis Title The Relationship Between Selected Factors and the Utilization of Medical Services at the Health Centers in Lampang Province

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Date of Graduation 29 May B.E. 2533 (1990)

ABSTRACT

The objective of the research was to study the utilization of medical services in rural area and study the relationship between predisposing factors, enabling factors, need for health service factors, consumer satisfaction factors and the utilization of medical services at the health centers in Lampang Province.

The sample was consisted of 320 family representatives which were selected by applying multistage sampling technique from 4 villages in Lampang Province. The data were collected by interviewing with the use of questionnaire. The data were analyzed by using the SPSS^x program. The results can be concluded as follows:

1. Most of the sampled population in rural area had used the medical services at the government's health services (center hospital, community hospital and health center) and other services were drugs store and private health services. The reasons of utilization of medical services were the health centers located near the houses and the transportation was convenient.

2. The analysis of relationship between each factor, predisposing factors, enabling factors, need for health service factors and consumer satisfaction factors was done, the results indicated that knowledge about health services, family income, distance between health center and house, receiving advice and consumer satisfaction in relation to:- convenience, courtesy, information, quality of care and health service costs, were statistically related to the utilization of medical services at the health centers, but the need for health service factors did not relate to the utilization of medical services at the health centers.

3. The results from the analysis of stepwise multiple regression indicated that the statistical significant relative contributors on predicting the utilization of medical services at the health centers, in the whole group, were 6 variables: consumer satisfaction in relation to health service costs; quality of care; information; courtesy and convenience; and receiving advice. In the man group there were 6 variables: consumer satisfaction in relation to courtesy; quality of care; health service costs and convenience; family income; and knowledge about health services. In the woman group there were 4 variables: consumer satisfaction in relation to health service costs; information; quality of care; and courtesy.

The research findings indicated that the sampled population still practiced improper and unsafe health service utilization behaviors, for example, the use of village doctors or no treatment at all, which should be corrected. The study of factors influencing health service utilization at the health centers indicated that the consumer satisfaction factors relating to health personnel were the most important ones, therefore, it is suggested that the health administrators should be informed and suggestions should be made to persons involved in these problems in order to help make the health centers worked efficiently.