

Abstract

The study on “Student Opinions on Service Quality Development of Accident Insurance Services for Bachelor’s Degree, Thammasat University” aims to study students’ uses of accident insurance services, study problems and obstacles of accident insurance services and study student opinions on quality development of accident insurance services. By using the questionnaires, the data was collected from 186 students using accident insurance services. The SPSS program was applied in the statistic data analysis. The statistics included frequency, percentage, mean, standard deviation, t-test and F-test at the significant level of 0.05. The study results were presented by figure and description. The followings are the summary of the study results.

Most of the samples were female and studied in the second year of the social studies group at Rangsit Campus. 53.2% of their inquiries involved medical clinics for which they were eligible. The problems and obstacles of accident insurance services, namely, (1) little advertising on eligible right and benefit and (2) insufficient Internet public relations were at, were at the high level. From the testing of variable differences, it was found that campuses had different relationships with problems and obstacles of accident insurance services at the significant level of 0.05.

The policy recommendations are that Thammasat University should set a policy on Internet public relations to disseminate news, rights and privileges and service process to students. The University should enhance personnel to gain skills and knowledge on working technologies to ensure higher working efficiency. At the operational level, officers should monitor student benefits closely. Students should be educated and stimulated to recognize insurance importance. Their needs should be studied and used for development, and insurance planning should be set in line with such needs.