

Abstract

The study on “User Satisfaction on Quitline Service Quality” aims to study data on service and service access of users, and study user satisfaction on Quitline service quality. This survey study covered literature review and field survey; the samples were 179 users using the Quitline service. Collected by the questionnaire, the data was analyzed by the SPSS; the statistics included percentage, mean, standard deviation, t-test and F-test). The study results appear as follows.

It was found from the study that, for general information, most of the samples were female, age 31-40 years, had the Bachelor’s Degree, worked as company/ private firm employees, had monthly salary 10,001 – 20,000 baht and had no congenital disease. The user satisfaction on Quitline service quality was at the high level, an average of 4.14.; Six aspects were (1) service access, an average at the high level, (2) service communication, an average at high level, (3) obtained service, an average at highest level, (4) consultant hospitality, an average at highest level, (5) coordination, an average at high level, and (6) service fee, an average at high level. From the comparison on variable relationships, it was found that age had a relationship with coordination satisfaction; education level had a relationship with satisfaction on service communication, obtained service, consultant hospitality; coordination and occupation had a relationship with satisfaction on obtained service; consultant hospitality and income had a relationship with satisfaction on consultant hospitality; health status had a relationship with coordination satisfaction at the statistical significant level of 0.05.

With regard to the recommendations from the study, at the policy level, a policy on enhancing the center’s services should be identified. Personnel skills and knowledge on technology at work should be developed. The center’s services should be promoted consistently and its service hours should be extended. At the operational level, the center’s services should provide knowledge and strength users knowledge, understanding and importance of quitting smoking. In addition, the center should monitor and provide moral support to users continuously.