

Abstract

The Study of "The Expectation of Outpatients for Bangkok Metropolitan Administration Lat Krabang Hospital's Service Quality" is a descriptive approach, objectively study attributes, problems, and expectations of outpatients admitted to Bangkok Metropolitan Administration Lat Krabang Hospital. The data has been collected from questionnaires, the research instrument, answered by 375 outpatients who were admitted to the hospital during February 2007. The findings are calculated by an instant program in order to find percentage, standard deviation, t-test and f-test values in statistical significance of level 0.05.

According to the finding, the majority of samples are female, 21-30 years old, bachelor degree, married, employee, and income rate between 5,001 – 7,500 baht. The majority of sample's attribute is mainly to have a general diagnosis, and the frequency of service using is once a month. The problems of service can be identified as following; the problems about facilitation and contact for information are in middle level, while the problem about the medical treatment is in low level. About the expectation for service quality, it is found that the outpatients expected for reliance, trustworthiness, official's reaction, and solicitation in high level, while the expectation about the substantial service are in middle level. Analytically, the various occupations and service problems consequently relate to various expectations. The varieties; namely, sex, age, education, marital status, income, and also the variables of service-attribute; such as, type of clinic, frequency of service using, reason to admit, including problems about medical treatment and about facilitation hardly effect on the variety of expectation.

It is suggested that the policy of the hospital should be concerned about these following issues; the hospital should increase the number of specialist, and better the behavior of the officials. Administratively, the hospital should provide the pleasant surroundings, with more facilitations, such as, car park, cafeteria, convenient store, restroom that suit to the satisfaction and demand of the patients. Moreover, the operating system should be much prompter and less complicated. That is to say, the officials should be more well-informed, alert, and the hospital should also provide the contact person in order to inform the patients about the service system.