

Benjamas Khunprasert 2006: Perceive's Service Quality of Customers and Provider at Outpatient Unit in Private Hospital, Watthana, Bangkok. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Assistant Professor Wattana Srisatvacha, M.Ed. 136pages.
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The objectives of this research were: 1) to study the level of perceive's service quality of customers and providers; 2) to compare of the customer perception based on their personal factors; 3) to compare of the provider perception based on their personal factors; 4) to find variables which could predict perception service quality of customers and providers. The samples were 132 customers and providers at outpatient department in private hospital. The questionnaires were used in collecting data, which were analyzed by computer program. The statistical methods were percentage, mean, standard deviation, t-test, F-test, and stepwise multiple regression analysis.

The findings of this study indicated that; 1) the customers and providers had height level of perceive's services quality; 2) the personal factors of customers showed that age affecting perceive's services quality significantly at .01; 3) the personal factors of providers showed that work experience affecting perceive's services quality significantly at .01; 4) the customers and provider had not different perceive's services quality 5) work experience and emotional intelligence could significantly predict perceive's services quality at .01 and .05 level.

Student's signature

Thesis Advisor's signature

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