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SAISAMPUN RUBKWAN : THE DEVELOPMENT OF MANAGEMENT INFORMATION SYSTEM ON HEALTH EDUCATION PROGRAM VIA INTERNET. THESIS ADVISOR: SWING SUWAN, Dr. P.H. PRAKROM VUTHIPONGSE, M.D. BOONYONG KEIWKARNKA, Dr.P.H. THAVATCHAI VORAPONGSATHORN, Ph.D. NARONG KASITIPRADIT, M.D., M.Sc.(Com.Sci.). VASON SILPASUWAN, Dr. P.H. KRISSADA RAUNGARREERAT, D.D.S., M.S c.(Com.Sci.). 311 p. ISBN 974-662-373-7

The main objective of this study was to analyze and synthesize a management information system for health education programs via the Internet for use as an administrative tool in and among organizations. Data about the new system was analyzed and factors affecting the acceptance of the new system were investigated.

Research and development was designed in two phases. The first phase applied and modified the "System Development Life Cycle" in order to analyze, design and develop the new system. The three major steps in system developed were, preliminary investigation, information requirement analysis, and system design. Regarding the first phase, it was found that the objective of the new system is to be an administrative tool to assist in administrating health education programs in and among organizations. The content scope comprised in three files: execution, research, and conference files. The organization structure covered related divisions and equivalent levels in the central administration, the Ministry of Public Health. The two groups of end users are primary end-users (administrators and health educators) and secondary end-users (data entry persons). Data for information requirement analysis for the construction of the new system was gathered by mailing questionnaires to the study population who were directly involved in health education programs, both in central and regional administration from provincial level up to ministry level under the Ministry of Public Health.

The second phase of the new system implementation and data analysis comprised three major steps: training, analysis of data of the new system and its acceptance from end users, and revision, which was performed in two cycles. The study population consisted of 74 primary end users and 56 secondary end users. Purposive sampling was used for subject selection. Data collection was conducted by self-administered questionnaire. Analysis of the new system revealed that an assessment and comparison of the data level of the new system in terms of use, perceived benefits, satisfaction and acceptance by primary end users had higher at the second implementation than at the first implementation and showed a statistically significant difference. In an assessment and comparison of simplicity-difficulty levels of data entry procedures and data preparation for computer programs, it also was found that the second implementation was significantly easier than the first. When stepwise multiple regression was employed to investigate factors affecting the acceptance of the new system, satisfaction with design of the new system was the prime influential factor; perception of benefits of the new system as a secondary factor.

In summary, the newly developed management information system of the health education programs via the Internet will be a valuable administrative tool. It will be serve as a complementary tool for decision-making in a timely, systematic and transparent manner. Study findings will provide guidelines for the development of the new information system, serve related needs, organizational goals, and related personnel.