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KUNCHOK GYALTSEN: SATISFACTION TOWARDS UTILIZING THAI
TRADITIONAL MEDICINE AMONG PATIENTS AT THE CLINIC OF
AYURVEDIC SCHOOL IN BANGKOK, THAILAND. THESIS ADVISORS:
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A cross-sectional descriptive study was carried out patients' satisfaction towards utilizing Thai Traditional Medicine services at the clinic of Ayurvedic School in Bangkok, Thailand. The purpose of the study was to explore the levels of the satisfaction of the study population, as well as to determine the factors that affect patients' satisfaction using the services of Thai Traditional Medicine.

From March 2 to 27 of 2000, two hundred patients were randomly selected and interviewed with a structured questionnaire at the clinic. The data gathered included socio-demographic characteristics such as respondents' age, gender, marital status, educational level, occupation, family income, family size, and health problems. Moreover, respondents' knowledge and attitude on Thai Traditional Medicine as well as respondents' previous experience with Thai Traditional Medicine clinics and their expectations of the clinic services. In addition, respondents' satisfaction with utilizing Thai Traditional Medicine services including convenience, courtesy, informativeness, quality of care and service cost was studied.

The result found that there were more respondents who had a moderate (73.5%) and high (14.5%) satisfaction with utilizing Thai Traditional Medicine services at the clinic. Also, the study found that there was more utilization of Thai Traditional Medicine services in middle and older age groups, female (57.5%), married people (76.5%), higher educated people (45.0%), people living with extended families (36.0%), and those with musculo-skeletal system problems (62.5%). Furthermore, there was a significant relationship between patients satisfaction and patients knowledge ($p = 0.002$) and their previous experiences ($p < 0.001$).