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SUREPORN PONSODE : CLIENT SATISFACTION FROM HEALTH PROMOTION SERVICES OF A PRIVATE HEALTH PROMOTION CENTER. THESIS ADVISORS : NAWARAT SUWANNAPONG, PH.D., CHAWEEWON BOONSHUYAR, M.S.P.H. (BIOS), ORANUT PACHEUN, Dr.P.H., CHAINAT JITWATNA, M.P.H.M., 105 p., ISBN 974-664-497-1

The Private Health Promotion Center (PHPC) is the first Health Promotion Center in Thailand and South East Asia. The Center offers health promotion service to the public. The study assessed the clients' satisfaction of the PHPC, which had never been done since the Center had commenced services. The purpose of this cross-sectional explanatory study was to measure the clients' satisfaction regarding health promotion services at PHPC. In addition, this study was aimed at determining the relationships between access dimension, service provision and service quality according to clients' perception and clients' satisfaction. The data were gathered from February 22 to March 31, 1999 at PHPC. One hundred and thirty-five (135) respondents were interviewed by using structured questionnaires.

Results revealed that the majority of the clients were female (51.9%) with an average age of 60 years; most of them were married (96.3%), holding bachelor degree (57.0%) and government officials (87.4%). Median income was 30,000 Baht per month. Regarding the source of information, 51.1% said they had heard of PHPC from companies. Most of them (99.3%) had been to the PHPC for the first time; 81.5% had reasons for joining the program because of employer arrangement, and 94.8% intended to continue with PHPC services. The overall satisfaction level was moderate (55.8%), but the satisfaction with courtesy was at a high level (47.4%). Satisfaction with information was at a low level (41.5%), and satisfaction for convenience, quality of care, coordination and cost were at moderate levels with the percentages of 58.9%, 56.3%, 45.1% and 43.7% respectively. The overall access dimension level was high (62.9%); service provision according to clients' perception was good (39.3%) and clients' perception of service quality was good (44.4%). The access dimension, service provision and service quality according to clients' perception were positively related to clients' satisfaction. The results of Stepwise Multiple Regression Analysis indicated that the significant relative contributor factors determining variation in clients' satisfaction were ample service, availability and continuous service which could account for 37.6% of variation in clients' satisfaction. It is recommended that satisfaction of clients at PHPC can be increased by rotating the hospital staff to the center by way of dealing with staff shortage problem. Moreover, the provision of adequate equipment, amenities and prompt service, clarifying information needed, improving public relations and marketing, and reducing the cost of the service would also enhance client satisfaction.