

PH : 012329 : MAJOR HEALTH SYSTEMS DEVELOPMENT PROGRAMME  
 KEY WORD : PERCEPTION / QUALITY OF CARE / SATISFACTION /  
 ACCESSIBILITY / CUSTOMER

TICHAKORN THAHANTHAI: CUSTOMERS' SATISFACTION TOWARD  
 SERVICE AT KANTANG HOSPITAL, KANTANG DISTRICT, TRANG  
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Kantang Hospital is a community hospital that plans to go to hospital accreditation but has yet to assess its customer's satisfactions and needs. The goal of this cross-sectional descriptive research was to assess the quality of services and the level of satisfactions, and to determine the association between these two variables. The target population was all patients who were admitted to the hospital and discharged between June 15 to August 31, 2003. A stratified sampling scheme was used to identify 380 study participants from three wards of Inpatient Department, that is Male Ward, Female Ward, and Postpartum Ward.

A self-administered questionnaire was used among all participants. The study found that Kantang Hospital's customers' tend to be older population, ages between 36 - 75 years old (58.7%), 68.9% of the respondents were female, 73% were married, and 60.8% reported their occupation to be agriculture and employee. The highest level of education was high school or lower, at 92.9%. The highest level of income was reported to be 2,001 – 6,000 baht per month. The level of customers' satisfaction toward services was found to be at moderate to high, at 99.7%; its perception toward service was moderate to high, at 99.5%; and its accessibility was also at moderate to high, at 98.1%. The association among those variables was significant in a positive direction. When comparing satisfaction with gender, types of ward, and customer's occupation, the study found that there is difference of satisfaction; but type of bed, time of service, customer's age, education level and marital status appeared to have no effect on satisfaction. Sixty-four of the 380 respondents provided written comments: 26.56% complained about repeated menu, 18.75% complained about cleanliness of toilets and bathrooms, 15.62% criticized staff's manner.

Overall findings indicated that customers of Kantang Hospital trust technical quality of the services, but believe that staff should improve on delivery of the services, especially, unbecoming professional manner. In the future, quality of care should be measured from an inclusive perspective that includes those of the providers, the organization and their customers. In addition, the study should consider all departments in order to be able to compare quality of services for improvement in the future.

Student's signature .....

Field of study: Health Systems Development

Academic year: 2003

Advisor's signature .....

Co-advisor's signature .....