

**CUSTOMERS' SATISFACTION TOWARD SERVICE AT
KANTANG HOSPITAL, KANTANG DISTRICT,
TRANG PROVINCE**



Mrs. Tichakorn Thahanthai

**A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Public Health in Health Systems Development**

**College of Public Health
Chulalongkorn University**

Academic Year 2003

ISBN 974-9599-28-4

Copyright of Chulalongkorn University

521616901

- 6 U.S. 2554

Thesis Title : Customers' Satisfaction Toward Service at Kantang Hospital,
Kantang District, Trang Province


By : Mrs. Tichakorn Thahanthai

Program : Health Systems Development

Thesis Advisor : Valaikanya Plasai, M.P.H., Dr. P.H.

Thesis Co-advisor : Assistant Professor Somrat Lertmaharit, M. Med. Stat.

Accepted by the College of Public Health, Chulalongkorn University, Bangkok
Thailand in Partial Fulfillment of the Requirements for the Master's Degree

 Acting Dean of the College of Public Health

(Associate Professor Prida Tasanapradit, M.D.)

THESIS COMMITTEE

 Chairperson


(Associate Professor Ong-arj Viputsiri, M.D., Dr. P.H.)

 Thesis Advisor

(Valaikanya Plasai, M.P.H., Dr. P.H.)

 Thesis Co-advisor

(Assistant Professor Somrat Lertmaharit, M. Med. Stat.)

 Member

(Associate Professor Charnvit Kotheeranurak, M.D., M.B.A.)

ต้นฉบับ หน้าขาดหาย

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
 PROVINCE. THESIS ADVISOR: VALAIKANYA PLASAI, M.P.H., Dr. P.H.
 90 pp. ISBN 974-9599-28-4.

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 Children 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 *Tichakorn Thanthai*

Field of study: Health Systems Development

Academic year: 2003

Advisor's signature *Valai Kanya Plasai*

Co-advisor's signature *Sornrat Lertmahabart*

ACKNOWLEDGEMENTS

The Learning at the Workplace education program was difficult for me to study while working, but I managed to learn under helping hands and encouragement. I would like to acknowledge all of them. The Chief of Executive Officer of Trang Provincial Public Health, Dr. Wirat Kietmetha and Dr. Witoon Laungdilok who supported me and gave me an opportunity to study for a master degree. I thank Dr. Valaikanya Plasai, my kind advisor, for guiding and helping me to overcome any problems that obstructed my learning process. Sincere, grateful appreciation to Associate Professor Dr. Ong-arj Viputsiri and Assistant Professor Somrat Lertmaharit for their invaluable comments on during the course of my research.

Also acknowledgement to my colleagues at my workplace, without whose support and valuable time I would never have succeeded in my research.

Lastly my special thanks go to “ The Father” of my children, Prasarn, for his patience, for taking care of the children during my research study, and for sacrificing his opportunity for advance learning, giving the priority to me first.

TABLE OF CONTENTS

	Page
ABSTRACT	iv
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
CHAPTER I INTRODUCTION	1
1. Background and Significance of Problem	1
2. Research Question	5
3. The Objective of Research	6
4. Research Hypothesis	6
5. The Variables of Research	7
6. Terminological and Operation Definitions	8
7. Conceptual Framework in this Study	9
CHAPTER II: LITERATURE REVIEW	11
1. Inpatient Service Provided	11
2. Concept of Satisfaction	12
3. Concept of Accessibility	15
4. Concept of Perception and Quality of Service	17

CHAPTER III: RESEARCH METHODOLOGY	25
1. Research Design	25
2. Setting and Time of Study	25
3. Sampling and Sample Size	25
4. Research Instruments	28
5. Data Analysis	32
6. Data Collection	33
7. Statistical Analysis	34
 CHAPTER IV: RESEARCH RESULT	 37
Part 1. The Characteristics of Respondents of Inpatients	
Department of Kantang Hospital	36
Part 2. The customer's satisfaction, accessibility, quality of service at	
Inpatient Department of Kantang hospital	40
Part 3. Correlation between accessibility, quality perception	
of care and satisfaction	50
Part 4. Other Recommendations from the Customers	53
 CHAPTER V: CONCLUSION, DISCUSSIONS	
AND RECOMMENDATION	57
1. Conclusion	57
2. Discussion	59
3. Association Between Accessibility,	
Customer Perception and Satisfaction	64

4. The Comparison a Different Demographic Characteristics and Satisfaction	65
5. Recommendation	67
REFERENCES	69
APPENDICES	
APPENDIX 1 : Questionnaire (English)	74
APPENDIX 2 : Questionnaire (Thai)	82
BIOGRAPHY	90

LIST OF TABLES

	Page
Table 1 : Questionnaire constructions	28
Table 2 : Measurement Method (Designing the scale)	30
Table 3 : Number and percentage classified by socio-demographic Characteristics of respondents	37
Table 4 : Percentage of customer's satisfaction toward service at Inpatient Department of Kantang hospital	40
Table 5 : Percentage of satisfaction level of customers at Inpatient Department, Kantang hospital	42
Table 6 : Percentage of accessibility at Kantang hospital	45
Table 7 : Percentage of accessibility in Items of Kantang hospital	46
Table 8 : Percentage of customer perception in the quality of Service, Kantang hospital	47
Table 9 : Percentage of customer perception in quality of service at Kantang hospital	49
Table 10 : Spearman's Rank correlation coefficient between customer perception of quality of service and accessibility and satisfaction	51
Table 11 : Comparison between satisfaction and socio-demographic characteristics	52
Table 12 : Comparison satisfaction among three wards	53
Table 13 : Problem and recommendations	55

LIST OF FIGURES

	Page
Figure 1 : Show process of service of Kantang hospital at IPD.	5
Figure 2 : Conceptual Framework	10