

**IMPROVEMENT OF SERVICE QUALITY THROUGH ACTION
RESEARCH OF AN OFF-HOUR CLINIC
AT CHULALONGKORN HOSPITAL**

KATHAPORN KAMPIS

**A Thesis Submitted in Partial Fulfillment of the Requirements for the
Degree of Master of Public Health, Health System Development
Programme College of Public Health
Chulalongkorn University
Academic year 1998**

ISBN 974-636-902-4

**© College of Public Health, Chulalongkorn University
Bangkok, Thailand**

Thesis Title Improvement of service quality through action research of an off-hour clinic at King Chulalongkorn Memorial Hospital


By Kathaporn Kampis

Program Health Systems Development

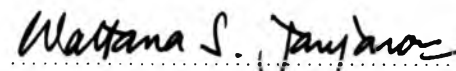
Thesis advisor Nuntavarn Vichit-Vadakan, M.S., Dr.P.H.


Co-advisor Charnvit Koteeranurak, M.D., M.B.A.

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


..... Dean of the College of Public Health
(Professor Chitr Sitthi-amorn, M.D., M.Sc., Ph.D.)

Thesis Committee


..... Chairman
(Associate Professor Waltana S. Janjaroen, Ph.D.)


..... Thesis Advisor
(Nuntavarn Vichit-Vadakan, M.S., Dr.P.H.)


..... Thesis Co-advisor
(Associate Professor Charnvit Koteeranurak, M.D., M.B.A.)


..... Member
(Stephen King, M. Med. Sci., Dr.P.H.)


..... Member
(Jintana Yunibhand, R.N., B.Sc., B.Ed., M.Sc., Ph.D.)

ABSTRACT

This action research is conducted to evaluate an Off-Hours Clinic (OHC) towards the service quality of obstetric clinic at Chulalongkorn Hospital. This research is based on the assumption that evaluation takes place after program planning and implementing of OHC at Chulalongkorn Hospital. The objective of the research is to improve health care service of Anti-Natal Care in OHC at Chulalongkorn Hospital for pregnant women who use this service at Chulalongkorn Hospital.

The following areas will be identified and analyzed accordingly; the expectation of patients toward health care services and total times spend of services in OHC, actual total times spend and waiting times at each process, satisfaction levels of patients with health care services, facilities, and cost. This action research will then be adopted into the management of change in respect of improving quality of services of ANC in OHC at Chulalongkorn Hospital. This will be done following the gap analysis model.

ACKNOWLEDGMENTS

I would like to thank the Dean of the College of Public Health, Professor Doctor Chitr Sitthi-amorn; Associate Professor Manus and the Associate Professor Vacharee Buchum, the project manager of Off-Hours Clinic of Chulalongkorn Hospital; Associate Dean of the College of Public Health, Associate Professor Doctor Wattana S. Janjaroen; Professor Doctor Prapont Piyaratn; Doctor Stephen King; and Professor Edgar Love for the valuable comment and guidance.

I would like to thank my external advisors Associate Professor Charnvit Koteeranusak and Associate Professor Thavisak Svetsreni.

My thanks also go to Associate Professor Jintana Yunibhan for the valuable lecture on the action research and suggest for my thesis.

I also wish to express my sincere gratitude to all of the lecturers and staffs of the college of public Health, Chulalongkorn University for their constant support and kindness.

Most of all, I am grateful to my advisor Doctor Nuntawan Vichit-vadakan for everything she has done to enable me to complete this project.

CONTENTS

ABSTRACT	iii
ACKNOWLEDGMENT	iv
LIST OF CONTENTS	v
LIST OF FIGURE	vii
LIST OF TABLE	viii
ACRONYMS AND ABBREVIATION	ix
CHAPTER 1	
INTRODUCTION.....	1
CHAPTER 2	
ESSAY ON PATIENTS’ SATISFACTION AND SERVICES QUALITY ASSESSMENT.....	5
2.1 Background.....	5
2.2 The Perceived Service Quality.....	11
2.3 Service management.....	19
2.4 Service process.....	21
2.5 Consumption Process.....	25
2.6 Patient satisfaction and service quality in health care.....	35
2.7 Action Research.....	38
2.8 Prenatal care.....	45
2.9 Conclusion.....	56

CHAPTER 3

PROPOSAL.....	62
3.1 Introduction.....	62
3.2 The purpose of the proposed study.....	63
3.3 The justifications of the proposed study.....	63
3.4 Objectives of the proposed study.....	67
3.5 Research Questions.....	68
3.6 Managing the Action Research.....	68
3.7 Work Plan of the proposed study.....	86
3.8 Budget.....	88

CHAPTER 4

DATA EXERCISE.....	89
4.1 Introduction.....	89
4.2 Methodology.....	90
4.3 Sampling.....	92
4.4 Data collection.....	92
4.5 Data analysis.....	92
4.6 Result of the data exercise.....	93
4.7 Conclusion and recommendation.....	122

CHAPTER 5

PRESENTATION.....	126
-------------------	-----

CHAPTER 6

BIBLIOGRAPHY.....	142
-------------------	-----

APPENDIX

QUESTIONARE.....	153
------------------	-----

CURRICULUM VITAE.....	161
-----------------------	-----

TABLE OF FIGURES

Figure 2.1 Conceptual Framework of Study.....	9
Figure 2.2 A service Quality Management Framework.....	17
Figure 2.3 Conceptual Model of Service Quality – The Gap Analysis Model.....	27
Figure 2.4 Relationship of patient’s satisfaction and services quality.....	34
Figure 2.5 The Action Research Spiral.....	40
Figure 2.6 The process of participatory action-research.....	43
Figure 3.1 The Gap Analysis Model.....	66
Figure 3.2 The Action Research Spiral.....	69
Figure 3.3 The cycle of Action Research of proposal.....	70

LIST OF TABLES

Table 2.2	Principles of Service Management.....	19
Table 3.6.2.1	Planing the service observation.....	75
Table 3.6.2.2	Worksheet for specifying the patient’s satisfaction levels to the services.....	78
Table 3.7.1	Work plan.....	87
Table 3.7.2	Budget.....	88
TABLE 4.1	Number of pregnant women: Classify by age.....	103
Table 4.2	Number of pregnant women: Classify by education.....	104
Table 4.3	Number of pregnant women: Classify by occupation.....	104
Table 4.4	Number of pregnant women: Classify by family income.....	105
Table 4.5	Number of pregnant women: Reimbursement of ayment.....	105
Table 4.6	Number of pregnant women: Times of visit.....	105
Table 4.7	Number of pregnant women: Parity of pregnancy.....	106
Table 4.8	Number of pregnant women: Gestation age of pregnancy.....	106
Table 4.9	Number of pregnant women: Complication of pregnancy.....	106
Table 4.10	Expectation with the service of ANC in OHC, Chulalongkorn Hospital.....	107
Table 4.11	Total time spent expectation.....	107
Table 4.12	Actual total time spent.....	108
Table 4.13	Waiting time to contact the registrar.....	108
Table 4.14	Waiting time to see doctor.....	109
Table 4.15	Waiting time to pay a bill.....	109
Table 4.16	Waiting time to receive medicine.....	110
Table 4.17	Waiting time to contact the registrar for next appointment.....	110
Table 4.18	Information of level of satisfaction of pregnant women toward attended ANC in OHC, Chulalongkorn Hospital.....	111
Table 4.19	Payment for services.....	115

Table 4.20	Perception on payment.....	115
Table 4.21	Willingness to revisit.....	115
Table 4.22	Conclusion of the Results.....	121

ACRONYMS AND ABBREVIATION

ANC	= Anti Natal Care
ENT	= Ear Nose and Throat
EST	= Exercise Stress Test
CT Scan	= Computer Tomography Scan
IPD	= In Patient clinic
MoPH	= Ministry of Public Health
MRI	= Magnetic Resonance Imaging
OB&GYN	= Obstetric and Gynecology
OHC	= Off Hour Clinic
OPD	= Out Patient Clinic