

# Service Quality Outpatients at Kasemrad Hospital Ramkhamhaeng Bangkok

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**Abstract:** *A study on the quality of service in the outpatient department at Kasemrad Hospital, Ramkhamhaeng. The objective was to study the quality of service in the outpatient department at Kasemrad Hospital, Ramkhamhaeng. The statistic used to test the hypothesis is t-test. ANOVA analysis uses F-test, (One-way ANOVA), Pearson Product Moment Correlation and Multiple Regression Analysis Suggestions from the study of health care facilities should have a doctor. Professional nurses and specialized staff with expertise Prepare standard and modern equipment for service and be ready to serve at all times. There are staff who pay attention to patients. Dispensing quality medicine and facilitate patients during treatment Provide services that are accurate and reliable. with speed Provide service with gentleness. There is a service that is in a sequence of steps that are not complicated. Service users can easily access the service. Estimate costs and notify various rights. Let the service recipient know Provide useful advice to service recipients and there is follow-up after receiving the service.*

**Keywords:** *Quality of Service, Hospital, Satisfaction*

## 1. Introduction

The World Health Organization (World Health Organization: WHO) defines the word “health” as a state of complete physical and mental health. Including living in society happily and not only means being free from disease and disability only.” (Lee,2008) Change into the era of globalization. It is considered to have an influence on economic and social development through clearly visible changes. Including changes in the world's population in terms of structure Industrial development causes environmental degradation problems. (Clammer,2013) Affects physical health People are becoming more attentive to health care. Affects the demand for health-related products and services. Due to trade liberalization or the ASEAN Economic Community health-related businesses, whether they be health food businesses, The medical service business, both for treatment and prevention, has a trend. (Plummer, & Click, 2009).

Continuously growing Thailand recognizes the importance and in order to promote the development of health tourism in accordance with the National Health Development Plan under the National Economic and Social Development Plan No. 12 for planning. foundation of the health system in the next 5 years to be strengthened into concrete public health practices that can create. (Teh, 2007) The economic growth of the country can be achieved both directly and indirectly. Important strategies with focus Strengthening the health of Thai people by supporting and coordinating the participation of the entire government sector and the private sector in developing the Thai health system to accommodate the context of future changes. (Bosworth, 2005) Setting up a system for disease prevention and control of health risk factors and creating

fairness, reducing inequality in the health service system. Developing and creating mechanisms to increase the efficiency of health workforce management Including the development of technology and target industries in the public health service group. To push Thailand to be a Medical Hub of ASEAN by 2025. (Gozzoli, ----)

Satisfaction of health service recipients is the attitude of the service recipient towards the service that they feel. Are you satisfied or dissatisfied? It is the consistency between service expectations and the actual service received. It is a multi-dimensional perspective. that is a component in health care evaluation. and can partly reflect the quality of quality service. and is an index that shows the organization's efficiency in increasing the quality of medical care and meeting the expectations of service recipients. which is the expectation of the service recipient Specific needs will be met when the service recipient is satisfied with the service received. It will result in having faith and coming back to use the service next time. It also results in a better reputation and image of the hospital. This causes the number of people to receive services to increase (Harryono, et al 2006)

From the information, the researcher is interested in conducting a study. "Quality of service in the outpatient department at Kasemrad Ramkhamhaeng Hospital" as a guideline for use in developing good service quality. and continue to be impressive to service recipients Objectives of the study To study the quality of service in the outpatient department at Kasemrad Ramkhamhaeng Hospital. To study the level of satisfaction in the outpatient department services at Kasemrad Ramkhamhaeng Hospital.

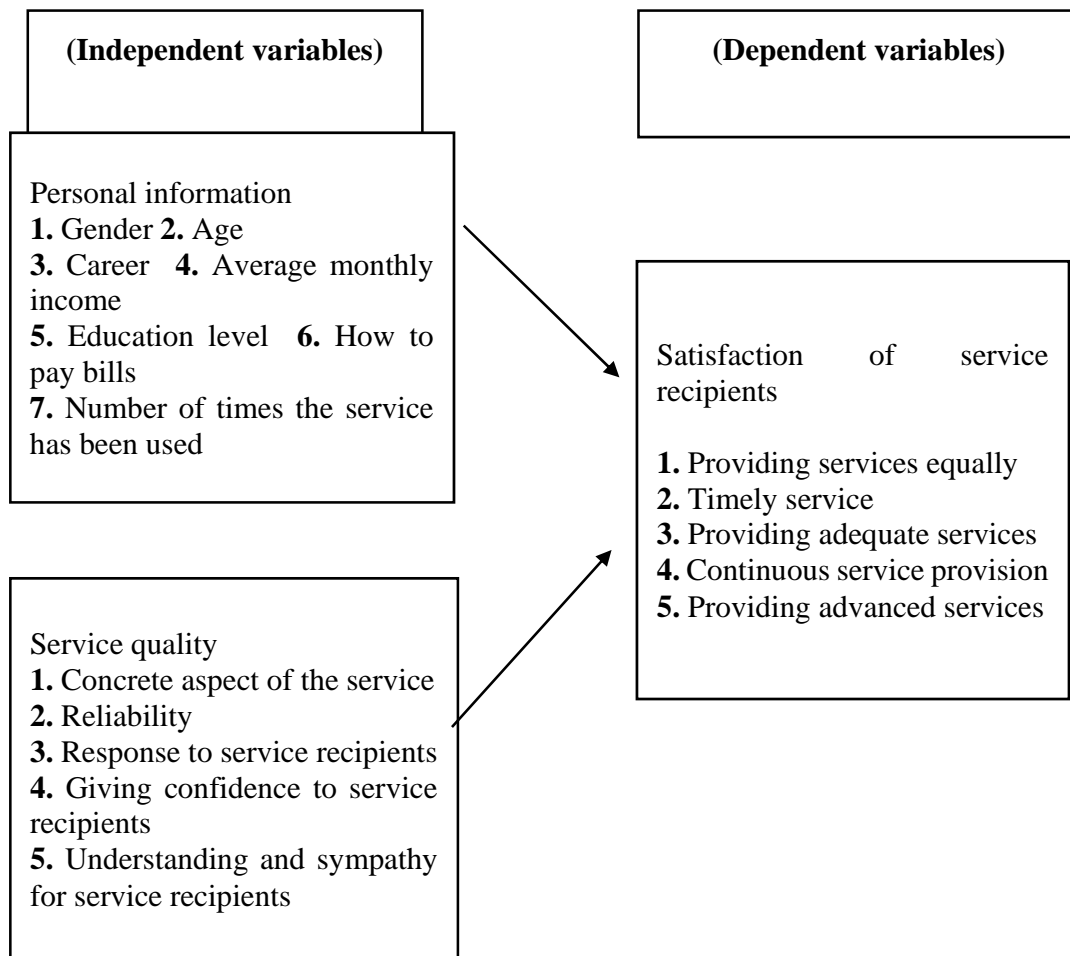
## **2. Literature Review**

Mentioned that the quality of service comes from the expectations of consumers. Service users will receive good service that meets or aims in 5 areas and when the needs of the service recipient can be fulfilled as expected, it will result in Service users are impressed and rate their satisfaction as positive as follows. 1. The concrete aspect of the service refers to various facilities, including location. Maintaining cleanliness of the place Seats for waiting to receive service and convenience of parking 2. Reliability refers to knowledge about disease, diagnosis, and medical treatment. As well as providing information and advice on all related matters from hospital personnel, such as receiving advice on treatment procedures. 3. Responsiveness to service recipients means readiness and willingness to provide services by Able to respond to the needs of service recipients in a timely manner Services must be distributed quickly and thoroughly, without having to wait long. 4. In terms of providing confidence to service recipients, it means that the service provider has skills, knowledge, and abilities. Provide service and respond to the needs of service recipients with politeness. Have good manners and manners in providing service. Able to make service recipients trust and be confident that they will receive the best service. 5. Understanding and sympathy for the service recipient refers to the personality characteristics of the service provider, namely knowledge, abilities, behavior Hospitality friendliness (Bebko, 2000) concluded that the concept of service means of giving help or operation For the benefit of others, good service Service recipients will receive Impressed and admired by the organization which creates a good image for the organization. Behind the success of Every job usually has service work as a tool to support it. Whether it is public relations work, service work, various academic matters, as well as cooperation from officials at all levels, which must help drive together. Develop quality services and effective ( Greenhalgh, et al 2014)

### **Conceptual Framework for Education**

From the above research The study has relied on theories about service and service quality. and theories related to satisfaction in order to summarize and coordinate the conceptual framework for studying user satisfaction with the quality of service in the outpatient department of Kasemrad Hospital, Ramkhamhaeng.

As follows:



### Research Methodology

A study on the quality of service in the outpatient department of Kasemrad Hospital, Ramkhamhaeng. The objective was to study the quality of service in the outpatient department of Kasemrad Hospital, Ramkhamhaeng. Level of satisfaction with the services provided by the outpatient department at Kasemrad Hospital, Ramkhamhaeng. Comparison of satisfaction with the services provided with the outpatient department at Kasemrad Hospital, Ramkhamhaeng, classified by personal information. and service quality has an influence on satisfaction with services provided by the outpatient department at Kasemrad Hospital. Ramkhamhaeng to lead to suggestions and guidelines for further improvement regarding the quality of outpatient services at Kasemrad Ramkhamhaeng Hospital, the study methods were determined as follows.

$$\begin{aligned} \text{Substitute } n &= (.50)(1-.50)(1.962)/(.052) \\ n &= (.5)(.5)(3.8416)/.0025 \\ n &= .9604/.0025 \\ n &= 384.16 \end{aligned}$$

### 3. Study Results

Study of Quality of service in the outpatient department of Kasemrad Hospital, Ramkhamhaeng. The study population was service recipients of the outpatient department of Kasemrad Hospital, Ramkhamhaeng. A total of 400 sets of questionnaires were used as data collection tools and 400 sets were returned. It is 100 percent of the questionnaire on service quality influencing satisfaction with services in the outpatyent department of Kasemrad Hospital Ramkhamhaeng.

Quality of service	Std.		Test			
	B	Error	Beta	t	Sig	
( Constant )	-.549	.101		-5.462	.000	
Concrete aspect of service	-.270	.037	-.453	-7.236	.000**	yes
Reliability and trust in the service	.310	.059	.365	5.284	.000**	yes
Response to service recipients	.145	.034	.189	4.249	.000**	yes
In terms of providing confidence to service recipients	.628	.051	.685	12.331	.000**	yes
sympathy for service recipients	.060	.041	.090	1.470	.142	No

#### Statistically Significant at the .01 level (2-tailed)

Service quality influences satisfaction with outpatient services at Kasemrad Ramkhamhaeng Hospital. It was found that service quality Aspects of the concreteness of the service, trust in the service Response to service recipients and providing confidence to service recipients It has a significant influence on service satisfaction at the .05 level.

#### Summary of Results

The study of the quality of services in the outpatient department of Kasemrad Ramkhamhaeng Hospital has the objectives. To study the quality of services provided by the outpatient department of Kasemrad Hospital Ramkhamhaeng. The level of satisfaction in the services provided by the outpatient department of Kasemrad Hospital Ramkhamhaeng. Compare satisfaction with the services provided by the outpatient department of Kasemrad Hospital. Ramkhamhaeng residents classified by personal information and service quality has an influence on satisfaction with the outpatient services at Kasemrad Ramkhamhaeng Hospital, using 400 sets of questionnaires as a tool for collecting data and using statistics to analyze the data, namely percentages, averages, Hypotheses were tested using t-test, (One-Way ANOVA) and Multiple Regression Analysis. The results of data analysis can be summarized as follows.

#### Information on the level of satisfaction with the outpatient services of Kasemrad Ramkhamhaeng Hospital.

From studying the data, it was found that the level of satisfaction in the service was provided. The average value is included in the level of high satisfaction. And when considering the level of satisfaction at the high opinion level, 5 items consisted of continuous service provision. Adequate service provision Providing services in a timely manner Providing services equally and advanced services, respectively

Providing services equally The average value is included in the level of high satisfaction. And when considering the level of satisfaction Three items were at a very satisfied level, consisting of receiving services without discrimination. 1 item was at a moderate level of satisfaction, consisting of ordering services using a queue system in order.

Providing services in a timely manner The average value is included in the level of high satisfaction. And when considering the level of satisfaction Three items were at a very satisfied level, consisting of the medication withdrawal process. and various equipment at the appropriate time There are doctors ready to provide treatment 24 hours a day, and the waiting times for payment and receiving medicine are within reasonable time, respectively.

Adequate service provision The average value is included in the level of high satisfaction. And when considering the level of satisfaction 3 items were at a very satisfied level, consisting of a sufficient number of bathrooms for service users. There are facilities for service recipients who need them. and there is an adequate shuttle service to the parking location, respectively.

Continuous service provision The average value is included in the level of high satisfaction. And when considering the level of satisfaction, 2 items were at a very satisfied level, consisting of having facilities available 24 hours a day and having security guards stationed at service points, respectively.

Advanced service provision The average value is included in the level of high satisfaction. And when considering the level of satisfaction 1 item was at a very satisfied level, consisting of there being regular improvements to buildings. Two items were at a moderate level of satisfaction, consisting of being informed of various benefits or promotions through the QR CODE system and being able to check the doctor's examination date via online channels, respectively.

### **Suggestions from the Study**

From the research results It was found that the quality of service that affects satisfaction with the outpatient services of Kasemrad Ramkhamhaeng Hospital is the concreteness of the service. Reliability and trust in the service Response to service recipients and providing confidence to service recipients The researcher has additional suggestions as follows:

1.) Concrete aspect of the service Hospitals should set up a place to prepare equipment used for medical treatment - to help doctors to facilitate diagnosis and treatment and be available at all times. There are staff who pay attention to patients. pay quality and facilitate patients during treatment

2.) Reliability and trust in services Hospitals should provide standard and modern tools and equipment to provide services, have doctors, professional nurses, and specialized staff to provide services. that is accurate and reliable

3.) Response to service recipients Hospitals should provide services quickly. Enthusiastic and willing to provide services Provide service with gentleness There is a service that is in a sequence of steps that are not complicated. Service users can easily access the service and the service must be distributed evenly. To prevent service recipients from having to wait a long time.

4.) In terms of providing confidence to service recipients Hospitals should have specialized doctors to provide accurate explanations about diseases and care 24 hours a day, and be serviced by employees who have the skills, knowledge and ability to provide accurate information. Estimate costs and notify various rights Let service recipients know including Ask for information about the service recipient before treatment.

5) In terms of understanding and sympathy for service recipients, the hospital should take care of the service recipient and give advice that is beneficial to the service recipient. And there is follow-up after receiving the service.

#### **Suggestions for Next Study**

The next research study should study the topic. Expectations for receiving services in the outpatient department of Kasemrad Ramkhamhaeng Hospital

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