

## Service Quality Outpatients at Kasemrad Hospital Ramkhamhaeng Bangkok

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### Abstract

The objective of this study was to evaluate the quality of service in the outpatient department at Kasemrad Hospital, Ramkhamhaeng. The statistical methods employed for hypothesis testing included the t-test and ANOVA analysis, utilizing the F-test (One-way ANOVA), Pearson Product Moment Correlation, and Multiple Regression Analysis.

Findings and Recommendations: The study highlights several recommendations for improving healthcare services. It is essential for healthcare facilities to have doctors, professional nurses, and specialized staff with expertise. There should be a preparation of standard and modern equipment to ensure readiness for service at all times. The staff should be attentive to patients, dispense quality medication, and facilitate treatment services that are both accurate and reliable. Services should be delivered with promptness and gentleness, following a sequence of uncomplicated steps, allowing users easy access to the service. Additionally, cost estimates and information on various rights should be clearly communicated to service recipients. Providing useful advice and follow-up after service is also crucial.

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

## Introduction

The World Health Organization (WHO) defines "health" as a state of complete physical and mental well-being, including living happily in society, and not merely the absence of disease or infirmity (Lee, 2008). In the era of globalization, significant influences on economic and social development are evident through various changes, including demographic shifts and industrial development, which contribute to environmental degradation (Clammer, 2013). These changes have notable impacts on physical health, leading to increased attention to healthcare and a growing demand for health-related products and services. The liberalization of trade, such as the ASEAN Economic Community, has spurred continuous growth in health-related businesses, including health food industries and medical services for both treatment and prevention (Plummer & Click, 2009).

Thailand acknowledges the importance of this trend and aims to promote health tourism development in line with the National Health Development Plan under the National Economic and Social Development Plan No. 12. This plan sets the foundation for strengthening the health system over the next five years, transforming public health practices into concrete actions that contribute to the country's economic growth both directly and indirectly (Teh, 2007).

Key strategies focus on enhancing the health of Thai people by fostering collaboration between the government and private sectors to develop a robust health system capable of adapting to future changes (Bosworth, 2005). These strategies include establishing disease prevention and health risk control systems, promoting fairness and reducing inequality in health services, improving health workforce management, and advancing technology and targeted industries within the public health service sector. The ultimate goal is to position Thailand as the Medical Hub of ASEAN by 2025 (Gozzoli, ----). The satisfaction of health service recipients reflects their attitude toward the service, measured by the alignment between their expectations and the actual service received. It is a multi-dimensional perspective that serves as a component in healthcare evaluation, partially indicating service quality and organizational efficiency in enhancing medical care and meeting recipient expectations. When service recipients are satisfied, their specific needs are met, fostering trust and encouraging repeat use of the service. This satisfaction also enhances the hospital's reputation and image, leading to an increase in service utilization (Harryono et al., 2006).

Based on this information, the researcher is interested in conducting a study titled "Quality of Service in the Outpatient Department at Kasemrad Ramkhamhaeng Hospital" to develop high-quality and impressive services for recipients. The objectives of the study are to evaluate the quality of service in the outpatient department and to assess the level of satisfaction among outpatient department service recipients at Kasemrad Ramkhamhaeng Hospital.

## Literature Review

It is noted that the quality of service is derived from the expectations of consumers. When service users receive satisfactory service that meets their expectations in five key areas, their satisfaction is positively impacted. These areas are as follows:

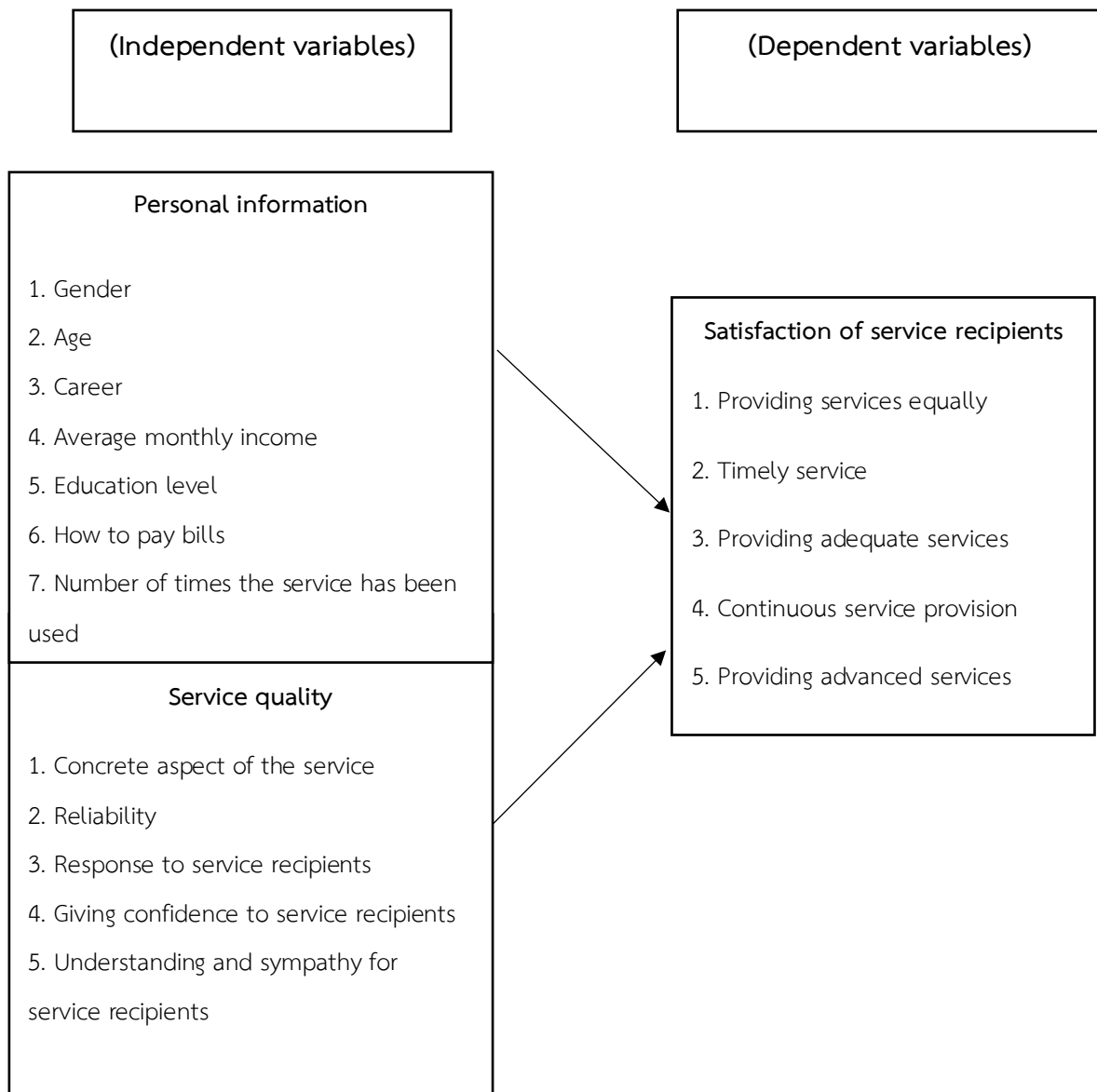
1. **Tangibility of Service:** This includes various facilities such as location, cleanliness of the premises, seating arrangements for waiting, and parking convenience.
2. **Reliability:** This encompasses the knowledge about diseases, diagnosis, and medical treatment, as well as the provision of information and advice on all related matters by hospital personnel, such as guidance on treatment procedures.
3. **Responsiveness:** This refers to the readiness and willingness to provide timely services, addressing the needs of service recipients promptly and efficiently, without long waiting times.
4. **Assurance:** This implies that the service provider possesses the skills, knowledge, and abilities to deliver services with politeness, good manners, and professionalism, instilling trust and confidence in service recipients.
5. **Empathy:** This pertains to the service provider's personality traits, including knowledge, abilities, behavior, hospitality, and friendliness (Bebko, 2000).

In conclusion, the concept of service involves assisting or operating for the benefit of others. Good service leaves service recipients impressed and admiring the organization, thus enhancing the organization's image. The success of any task often relies on effective service as a supporting tool. This encompasses public relations, academic matters, and collaboration from officials at all levels, which are essential in driving the development of quality and effective services (Greenhalgh et al., 2014).

## Conceptual Framework

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.

$$\text{Substitute } n = (.50)(1-.50)(1.962)/(.052)$$

$$n = (.5)(.5)(3.8416)/.0025$$

$$n = .9604/.0025$$

$$n = 384.16$$

## 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 outpatient 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**
Reliability and trust in the service	.310	.059	.365	5.284	.000**
Response to service recipients	.145	.034	.189	4.249	.000**

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

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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 form of 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 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 focus on expectations for receiving services in the outpatient department of Kasemrad Ramkhamhaeng Hospital.

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