



CHAPTER IV

RESEARCH RESULT

This chapter presents the results of the survey. The data of 400 respondents was collected at the Registration Room, the Screening Center, the Examination Room, and the Pharmaceutical Room. Then, these data were broken down into various parts to provide the reader with as much information as possible. Description of frequencies and percentages were made in 6 areas, as follows:

Part 1: Socio-demographic data.

Part 2: Customer perception of quality of care

Part 3: Customer service satisfaction

Part 4: Correlation of customer perception of quality of care and customer satisfaction

Part 5: Length of waiting time.

Part 6: Other recommendations from the customers.

PART1 SOCIO-DEMOGRAPHICS DATA

Data was obtained from 400 respondents, out of which 206 were female at 51.5%, and 194 male at 48.5%. When divided into 4 age groups, the youngest was 15 years old and the oldest was 85 years old. The respondents between 15-30 and 31-46 years old were equally divided at 39.8%. The average age of the sample was 35.9 years. A majority of the respondents had a Bachelor's Degree with 27.5%, while 16.0 % had graduated from high school. Only 2.3% had finished their Master's Degree or higher education.

In respect to the respondent's occupations, 21.3% were self-employed and that was the majority group. Another group was government and state enterprises at 19.7%. The balance was comprised of company officials, private businessmen, farmers, students, and the unemployed group.

The highest number of respondents was in the income bracket of 10,001-30,000 Baht that comprised 21.3% of all income ranges. The 6,001-8,000 Baht income range with 15.3% then followed it. The respondents, 74.3%, visited Bamrasnaradura Institute at least three times, followed by 13.0% visiting twice and for 12.7% of the respondents it was their first visit.

The details are shown in Table 4.1.

Table 4.1. Number and percentage of respondents by the socio-demographic characteristics

Socio-demographic characteristics	Number	%
Total number of the study cases	400	100.0
Age		
15-30 years	159	39.8
31-45 years	159	39.8
46-60 years	52	13.0
>60	30	7.4
Mean = 35.92, Std. Deviation =13.54		
Median = 33.0, Min= 15, Max = 85		
Sex		
Female	206	51.5
Male	194	48.5
Educational Level		
Grade 4	29	7.3
Grade 6	48	12.0
Grade 9	59	14.7
Grade 12	64	16.0
Certificate/Diploma	43	10.7
Bachelor's Degree	110	27.5
Master's Degree or higher	9	2.3
Others (Monk, Grade 1, 2, 3)	38	9.5

Table 4.1 (cont.) Number and percentage of respondents by the socio-demographic characteristics

Socio-demographic characteristics	Number	%
Occupation		
Company official	61	15.2
Self-employed	85	21.3
Government officer/ state enterprise	79	19.7
Private business	72	18.0
Farmer	13	3.3
Student	41	10.3
Others (unemployed)	49	12.2
Income (in Baht)		
none	56	14.0
≤ 2,000	21	5.3
2,001-4,000	36	9.0
4,001-6,000	69	17.2
6,001-8,000	61	15.3
8,001-10,000	55	13.7
10,001-30,000	85	21.3
>30,001	17	4.2

Table 4.1 (cont.) Number and percentage of respondents by the socio-demographic characteristics

Socio-demographic characteristics	Number	%
Number of OPD visits		
One time	51	12.7
Two times	52	13.0
Three times or more	297	74.3

(1USD = 42.50 Baht; Source:

<http://www.tfb.co.th/ForexRateNew/0,1634,-EN-1,00.html>,

Thai Farmer Bank, 27/Mar/2003.)

PART 2 LEVEL OF CUSTOMER PERCEPTION IN QUALITY OF CARE

From the result of data analysis, the level of the customer's perception in clinic milieu showed that most of them, 71.5%, agreed that the equipment was modern. And 27.0% strongly agreed with the cleanliness of the clinic. When we look at item 4 concerning length of waiting time, most of them were not satisfied at 36.5%. On the same item, 7.8% of the responses showed that they strongly disagreed with the length of waiting time of all services, as well.

The level of quality of staff competence was "agree" at 63.7%, 31.3% strongly agreed and 5.0% disagreed. None of them strongly disagreed. Informational instruction from the health care staff had the highest percentage of agreement with 73.7%. The accuracy in decision making of the staff in each of the services was rated as "disagree" at 20.3%.

When the questions of interest that health care provider served to all customer was asked, most of them agreed with the services' quality,

especially the greeting and willingness to serve care at 65.0%. And 31.5% most strongly agreed with the intention to listen while the patient tells them about their problems. They disagreed, 16.3%, with the comforting care, and the smallest, 2.3%, strongly agreed with the coordination between each section. Table 4.2 shows those mentioned.

Table 4.2 Number, percentage and mean score of customer perception of health care service by items (n = 400)

Customer Perception	Strongly Agree (4)		Agree (3)		Disagree (2)		Strongly Disagree (1)		Mean
	No.	%	No.	%	No.	%	No	%	
1. Clinic milieu									3.03
1.1 Cleanliness	108	27.0	286	71.4	5	1.3	1	.3	3.25
1.2 Adequate seating	103	25.7	257	64.3	38	9.5	2	.5	3.15
1.3 Privacy of physical exam	86	21.5	274	68.4	37	9.3	3	.8	3.11
1.4 Modern equipment	72	18.0	288	72.0	39	9.8	1	.3	3.08
1.5 Ready to provide care	75	18.7	267	66.8	56	14.0	2	.5	3.04
1.6 Appropriate rest rooms	71	17.8	274	68.5	51	12.8	4	1.0	3.03
1.7 Short time of waiting	54	13.5	169	42.3	146	36.5	31	7.7	2.62

Table 4.2 (cont.) Number, percentage and mean score of customer perception of health care service by items (n = 400)

Customer Perception	Strongly Agree (4)		Agree (3)		Disagree (2)		Strongly Disagree (1)		Mean
	No.	%	No.	%	No.	%	No.	%	
2. Staff competence									3.09
2.1 Proficient doctor	125	31.3	255	63.7	20	5.0	-	-	3.26
2.2 Understanding of explanation	90	22.5	268	67.0	40	10.0	2	.5	3.12
2.3 Explanations	96	24.0	246	61.5	54	13.5	4	1.0	3.09
2.4 Well-trained staff	76	19.0	280	70.0	43	10.7	1	.3	3.08
2.5 Informative	68	17.0	295	73.7	34	8.5	3	.8	3.07
2.6 Careful check up	92	23.0	246	61.5	60	15.0	2	.5	3.07
2.7 Decisive	75	18.7	243	60.7	81	20.3	1	.3	2.98
3. Personal interest									3.08
3.1 Intention to listen	126	31.5	237	59.2	34	8.5	3	.8	3.22
3.2 Explanation and answer question	112	28.0	253	63.2	33	8.3	2	.5	3.19
3.3 Greeting and willing to serve care	90	22.4	260	65.0	46	11.5	4	1.0	3.09
3.4 Pay attention	84	21.0	258	64.5	55	13.7	3	.8	3.06
3.5 Coordination of each section	87	21.7	254	63.5	50	12.5	9	2.3	3.05
3.6 Careful to serve care	76	19.0	256	64.0	64	16.0	4	1.0	3.01
3.7 Comforting care	75	18.8	253	63.2	65	16.2	7	1.8	2.99

The 400 customers participating in this study answered the questions on their perception in quality of care for each section of the OPD Med. Three factors of quality of care were considered for this study, the clinic milieu, the staff's competence, and personal interest. The top

level of quality of care in the customer's perception among the respondents was moderate, followed by high and low.

Most of them, 63.5%, moderately accepted the clinic environment concerning its cleanliness, appropriate and efficient instruments, and uncrowded seating. And most of them, 59.2%, agreed moderately with the staff's competence. The last component, the personal interest of the staff towards the customer, had the same level of agreement as the former two components, 56.0%. When comparing the three components, personal interest provided by the staff, ranked the highest quality level, 41.0%, while staff competence and clinic milieu ranked at 39.5% and 36.0%, respectively. Table 4.3 shows details described above.

Table 4.3 Level of quality of service in respect to customer perception (n=400)

Customer Perception	Level of Perception						Mean (SD)
	High (3)		Moderate (2)		Low (1)		
	No.	%	No.	%	No.	%	
1. Clinic milieu	144	36.0	254	63.5	2	.5	2.35 (.48)
2. Staff competence	158	39.5	237	59.2	5	1.3	2.38 (.51)
3. Personal Interest	164	41.0	224	56.0	12	3.0	2.38 (.54)
Total	187	46.8	212	53.0	1	.3	2.46(.50)

The level of perception referring to the mean

Low = Mean 1.00-2.00

Moderate = Mean 2.01-3.00

High = Mean 3.01-4.00

PART 3 LEVEL OF THE CUSTOMER SERVICE SATISFACTION

1. The Registration Room

To determine the level of satisfaction in convenience, the respondents were asked about the effectiveness of the Registration Room. The level of their satisfaction was moderate. They were very satisfied, 21.2%, with correct record keeping, and clear and easily understood notices in the Registration Room. Most of them were satisfied with the correct recording of the patient's history at 69.3%, while the satisfaction level of understanding the information on notices in the Registration Room was 65.5%, and friendliness of the staff ran the lowest satisfaction rate at 56.8%. In respect to their dissatisfaction, most of them were not satisfied with the length of waiting time in this section, 22.5%, and the most dissatisfied services were for the length of waiting time and convenience when asking questions which leveled at 2.0%

Three questions, courteous speech, friendliness of the staff and speed at which care was served, were asked concerning courtesy. The question receiving the highest percentage was courteous speech with satisfied at 66.0%, followed by very satisfied at 20.5%, dissatisfied at 12.0%, and finally 1.5% were very satisfied. However, the level of dissatisfaction of not smiling when communicating with the patient and relatives was the highest at 22.5%. Most of them were very dissatisfied with the speed of the staff at which care was served with 3.3%. As presented in Table 4.4

Table 4.4 Number, percentage and mean score of service satisfaction regarding: convenience, courtesy, coordination of services, and medical information received with the Registration Room (n= 400)

Health Care Service	Very Satisfied (4)		Satisfied (3)		Dissatisfied (2)		Very Dissatisfied (1)		Mean
	No.	%	No.	%	No.	%	No.	%	
Registration Room									
1. Convenience									
1.1 Correctly of recording	85	21.3	277	69.3	35	8.8	3	.8	3.11
1.2 Clear and easily understood of the information	85	21.3	262	65.5	47	11.8	6	1.5	3.07
1.3 Convenience when asking for information	61	15.3	260	65.0	71	17.8	8	2.0	2.94
1.4 Waiting time	71	17.8	231	57.8	90	22.5	8	2.0	2.91
2. Courtesy									
2.1 Courteous speech	82	20.5	264	66.0	48	12.0	6	1.5	3.06
2.2 Friendly staff	71	17.8	227	56.8	90	22.5	3.0	3.0	2.89
2.3 Efficiency of the staff	62	15.5	240	60.0	85	21.3	3.3	3.3	2.88
3. Coordination of services									
3.1 Continuously coordinated	89	22.3	264	66.0	43	10.8	4	1.0	3.10
3.2 Ready to provide care	98	24.5	229	57.3	61	15.3	12	3.0	3.03
3.3 Coordination to other sections	85	21.3	235	58.8	72	18.0	8	2.0	2.99
4. Medical information received									
4.1 Explanations	90	22.5	254	63.5	52	13.0	4	1.0	3.13
4.2 Understanding the information	76	19.0	264	66.0	54	13.5	5	1.5	3.08

2. The Screening Center

The customer's satisfaction towards the Screening Center was moderate for the four variables. The coordination that ranked the highest in the satisfaction level with 70.8% concerned sending the charts of the patient to other sections as needed, followed by the convenience of the physical exam, rated at 66.0%, the same rating as informing the patient of the results of the physical exam.

On the level of very satisfied, the courtesy of staff, both willing to serve care and comforting attitude when serving care, received a 21.8% satisfaction level. Most of them were dissatisfied with the length of the waiting time at 25%.

When the question was asked concerning coordination when sending charts to other sections, the following results were realized. The satisfied came in with the highest level at 70.8%, with very satisfied next at 20.5%, followed by 7.8% who were dissatisfied, and finally 1.0% was very dissatisfied. As shown in Table 4.5 below.

Table 4.5 Number, percentage and mean score of service satisfaction regarding: convenience, courtesy, coordination of services, and medical information received with the Screening Center (n= 400)

Health Care Service	Very Satisfied (4)		Satisfied (3)		Dissatisfied (2)		Very Dissatisfied (1)		Mean
	No.	%	No.	%	No.	%	No.	%	
Screening Center									
1. Convenience									
1.1 Physical examination	73	18.3	264	66.0	51	12.8	12	3.0	3.00
1.2 Waiting time	50	12.5	227	56.8	100	25.0	23	5.8	2.76
2. Courtesy									
2.1 Willingness	87	21.8	242	60.5	59	14.8	12	3.0	3.01
2.2 Smiling staff	87	21.8	234	58.5	63	15.8	16	4.0	2.98

Table 4.5 (cont.) Number, percentage and mean score of service satisfaction regarding: convenience, courtesy, coordination of services, and medical information received with the Screening Center (n= 400)

Health Care Service	Very Satisfied (4)		Satisfied (3)		Dissatisfied (2)		Very Dissatisfied (1)		Mean
	No.	%	No.	%	No.	%	No.	%	
3. Coordination of services									
3.1 Coordination when sending charts	82	20.5	283	70.8	31	7.8	4	1.0	3.11
4. Medical Information received									
4.1 Inform the vital signs	76	19.0	264	66.0	54	13.5	6	1.5	3.03

3. The Examination Room

When the question was asked concerning convenience, the highest percentage of the responses was at the satisfied level. Good ventilation received the highest percentage at 66.3%, followed by uncrowded seating at 65.0%, adequate seating at 64.0%, adequate equipment at 57.0%, and finally 42.8% were at length of waiting time.

Concerning courtesy of the staff, the friendliness of the staff received the highest percentage at the “very satisfied” level with 29.5%, the courteous manner of the doctors was next at 27.0, the willingness to serve care with 20.8%, and respect of the staff to the patient was rated at 20.3%.

At the level of “satisfied”, the highest level of the responses, 69.0%, were with the respect of the staff to the patient, next with willingness to serve care at 65.0%, friendly staff at 60.0%, and finally 59.0% with courteous manner of the doctors.

On the questions concerning coordination, the highest percentage of the responses was at the satisfied level, follow by very satisfied, dissatisfied and very dissatisfied, respectively.

The questions asked about medical information, received the same satisfactions levels as the coordination questions described above. Table 4.6 shows the details.

Table 4.6 Number, percentage and mean score of service satisfaction regarding: convenience, courtesy, coordination of services, and medical information received with the Examination Room (n=400)

Health Care Service	Very Satisfied (4)		Satisfied (3)		Dissatisfied (2)		Very Dissatisfied (1)		Mean
	No.	%	No.	%	No.	%	No.	%	
Examination Room									
1. Convenience									
1.1 Uncrowded	76	19.0	260	65.0	61	15.3	3	.8	3.02
1.2 Good ventilation	69	17.3	265	66.3	61	15.3	5	1.3	3.00
1.5 Adequate Seating	66	16.5	256	64.0	67	16.8	11	2.8	2.95
1.4 Adequate equipment	77	19.3	228	57.0	84	21.0	11	2.8	2.93
1.6 Waiting time	45	11.3	171	42.8	141	35.3	43	10.8	2.55
2. Courtesy									
2.1 Friendly staff	118	29.5	240	60.0	39	9.8	3	.8	3.18
2.2 Courteous manner of doctors	108	27.0	236	59.0	52	13.0	4	1.0	3.12
2.3 Respect to the patient	81	20.3	276	69.0	40	10.0	3	.8	3.09
2.4 Willingness to serve care	83	20.8	260	65.0	51	12.8	6	1.5	3.05

Table 4.6 (cont.) Number, percentage and mean score of service satisfaction regarding: convenience, courtesy, coordination of services, and medical information received with the Examination Room (n=400)

Health Care Service	Very Satisfied (4)		Satisfied (3)		Dissatisfied (2)		Very Dissatisfied (1)		Mean
	No.	%	No.	%	No.	%	No.	%	
3. Coordination of services									
3.1 Complete physical examination	111	27.8	255	63.8	32	8.0	2	.5	3.19
3.2 Explanation	104	26.0	257	64.3	38	9.5	1	.3	3.16
3.3 Accuracy of service	85	21.3	249	62.3	59	14.8	7	1.8	3.03
3.4 Further appointment	51	12.8	239	59.8	100	25.0	10	2.5	2.83
4. Medical information received									
4.1 Important instruction	126	31.5	242	60.5	28	7.0	4	1.0	3.23
4.2 Easy to understand information	114	28.5	233	58.3	47	11.8	6	1.5	3.14
4.3 Suggestion to maintain health	92	23.0	238	59.5	61	15.3	9	2.3	3.03
4.4 Understanding of medical information	55	13.8	257	64.3	82	20.5	6	1.5	2.90

4. The Pharmaceutical Room

The next section that the respondents visited, after they had seen the doctor, was Pharmaceutical Services. When considering the level of the “very satisfied”, the highest level was the complete and correct identification of medicine packaging at 27.3%, next, understanding the information received, 19.5%, and the explanation of the medical use, 19.3%. The highest “satisfied” level was the explanation of medical use with 68.3%, followed by complete and correct identification of medicine packaging at 63.3%, and finally, the understanding of the information, 62.8%. As you can see packaging and the understanding of pharmaceutical use was paramount to the patient because these were the highest at both “very satisfied” and “satisfied” levels.

When the question was asked concerning coordination, the following results were realized. The “satisfied” came in with the highest level at 68.3%, next, at 19.3%, “very satisfied”, followed by 11.5% who were “dissatisfied”, and finally 1.0% was “very dissatisfied”.

The question concerning the courtesy of the staff rated the highest percentage with “satisfied”, followed by the “very satisfied, dissatisfied, and very dissatisfied”, respectively. The highest percentage of the responses was willingness to provide care, 64.3%, followed by 61.0%. Paying attention to the patient, courteous manner, eager to provide care, and using polite words was rated 58.0%, 57.5%, and 57.0%, respectively. The highest level of “very satisfied” was for courteous manner, at 15.3%, followed by the eager to provide care and willingness to provide care, which were at the same rate of 14.8%, paying attention to the patient, 14.0%, and the lowest was using polite words with the patient at 13.3%.

The question was asked, “How convenient was the length of waiting time?” 49.0% were satisfied, followed by 32.3% dissatisfied, 9.5% very

satisfied, and finally, 9.3% were very dissatisfied. Shown below in Table 4.7.

Table 4.7 Number, percentage and mean score of service satisfaction regarding: convenience, courtesy, coordination of services, and medical information received with the Pharmaceutical Room (n=400)

Health Care Service	Very Satisfied (4)		Satisfied (3)		Dissatisfied (2)		Very Dissatisfied (1)		Mean
	No.	%	No.	%	No.	%	No.	%	
Pharmaceutical Room									
1. Convenience									
1.1 Waiting time	38	9.5	196	49.0	129	32.3	37	9.3	2.59
2. Courtesy									
2.1 Courteous manner	61	15.3	232	58.0	85	21.3	22	5.5	2.90
2.2 Polite words	53	13.3	228	57.0	95	23.8	24	6.0	2.83
2.3 Eager to provide care	59	14.8	230	57.5	90	22.5	21	5.3	2.82
2.4 Willingness to provide care	59	14.8	257	64.3	68	17.0	16	4.0	2.81
2.5 Paying attention to patient	56	14.0	244	61.0	85	21.3	15	3.8	2.78
3. Coordination of services									
3.1 Coordination	77	19.3	273	68.3	46	11.5	4	1.0	2.85
4. Medical information received									
4.1 Complete and correctly named	109	27.3	253	63.3	29	7.3	9	2.3	3.16
4.2 Explanation of medical use	77	19.3	273	68.3	46	11.5	4	1.0	3.06
4.3 Understanding information	78	19.5	251	62.8	63	15.8	8	2.0	3.00

The 400 participants stated their perception and satisfaction in each section in different items as mentioned. Now, focusing on the health care services provided in the OPD Med, Bamrasnaradura Institute, it would be helpful to understand the level of their satisfaction. The overall satisfaction level the Registration Room, the Screening Center, the Examination Room, and the Pharmaceutical Room will be described in this service section.

Overall, the participants were moderately satisfied with convenience at 68.5%. At the high level, 28.8% thought that convenience was high. The lower level of convenience showed 2.8% of the participants.

Courtesy in general, such as courteous manner and polite words, satisfied the customer in the next moderate level, 61.3%. The percentage of the customers who thought the staff in this section was the most courteous was 34.8%. Considering the lower level, the OPD Med's staff was criticized for not being courteous to the patient, 4.0%.

The coordination of services received 40.0% for the highest rate; the moderate rate was 57.5% who agreed that this OPD's coordination was moderate, and 2.8% thought that this service had the lowest level.

The last dimension that needed to be studied was the medical information that was offered at this section. The moderate level was the highest at 54.5%. The participants rated the high level at 43.5%. Of all the participants, 2.0% though the medical information provided had a low level. Table 4.8 shows the details.

Table 4.8 Level of customer satisfaction in four dimensions (n=400)

Dimensions of Satisfaction	Level of Satisfaction					
	High		Moderate		Low	
	No.	%	No.	%	No.	%
1. Convenience	115	28.8	274	68.5	11	2.8
2. Courtesy	139	34.8	245	61.3	16	4.0
3. Coordination	160	40.0	230	57.5	10	2.5
4. Medical information	174	43.5	218	54.5	8	2.0
Total	158	39.5	234	58.5	8	2.0

According to some of the customers, they might have been referred to concerning sections such as Lab test, X-ray, Counseling or Social welfare before the physician diagnosed them. Thus, we need to measure the level of those mentioned. In this study, the total number of the participants who were referred to each of the sections mentioned is described as follows.

Of the 400 respondents, 101 were there to have a chest x-ray; 126 to observe their laboratory results, 56 people visited the Social welfare department and 79 persons visited the Counseling Section. Some participants might have visited more than one section; for example, one person might visit the X-ray, the Laboratory, and the Social Welfare department.

Now, look at the satisfaction level of the respondents who visited each section.

1. Satisfaction with the X-Ray Room

Most of the respondents had the same satisfaction rate in the 4 questions asked, courtesy of the staff, waiting time for the X-Ray, understanding the explanation, and waiting time for the X-Ray report

When we look at each item in Table 4.9, we see that staff courtesy and understanding the information, had an identical rate of “satisfied” at 15.5%, followed by waiting time for X-Ray at 15.3%, and waiting time for the X-Ray report, 14.8%. At the level of “very satisfied”, staff courtesy received 5.3%; waiting time for X-Ray received 5.0% of the replies; understanding the explanation, 4.8%; and 3.8% waiting for the report. The lowest level of “very dissatisfied”, 1.0%, was at understanding the instructions. As shown in Table 4.9

Table 4.9 Number, percentage and mean score of satisfaction level with the X-ray Room (n = 101, not applicable = 299)

Health Care Service	Very Satisfied (4)		Satisfied (3)		Dissatisfied (2)		Very Dissatisfied (1)		Mean
	No.	%	No.	%	No.	%	No.	%	
1 Staff courtesy	21	5.3	62	15.5	15	3.8	3	.8	3.00
2. Waiting time for X-Ray	20	5.0	61	15.3	17	4.3	3	.8	2.97
3. Understanding the instructions	19	4.8	62	15.5	16	4.0	4	1.0	2.95
4. Waiting time for the report	15	3.8	59	14.8	26	6.5	1	.3	2.87

2. Satisfaction with the Laboratory Room

The respondents were asked 4 questions; accuracy of the result, comforting service of the staff, length of time for the test, and total time spent at the Lab. They were very satisfied with of the accuracy of the results, 9.5%, and comforting service of the staff, 8.8%. The length of time for the test was rated at 7.8%, and 7.5% for the total waiting time. In respect to the very dissatisfied, 2.0% were very dissatisfied with the total waiting time, 1.3% were very dissatisfied with the length of the test; .5% were very dissatisfied with the unfriendly attitude of the staff, and .3% with the accuracy of the results.

Table 4.10 Number, percentage and mean score of satisfaction level with the Laboratory Room (n = 126, not applicable = 274)

Health Care Service	Very Satisfied (4)		Satisfied (3)		Dissatisfied (2)		Very Dissatisfied (1)		Mean
	No.	%	No.	%	No.	%	No.	%	
1. Accuracy of the result	38	9.5	82	20.5	5	1.3	1	.3	3.25
2. Comforting service of the staff	35	8.8	75	18.8	14	3.5	2	.5	3.13
3. Length of waiting time for the test	31	7.8	72	18.0	18	4.5	5	1.3	3.02
4. Total waiting time	30	7.5	60	15.0	28	7.0	8	2.0	2.89

3. The Satisfaction with the Social Welfare

Social Welfare got a rate of satisfied by most of the respondents. The three questions that were involved with this service were: waiting time, willingness to serve care, and explanation of the Social Welfare's process. The respondents were very satisfied with the information of the Social Welfare's process at 8.8%, 8.3% and 7.8% were satisfied with the waiting time. Concerning the level of "very dissatisfied", most of them were not satisfied with the waiting time at 1.5%. Table 4.11 shows the details.

Table 4.11 Number, percentage and mean score of satisfaction level with the Social Welfare (n= 56, not applicable = 344)

Health Care Service	Very Satisfied (4)		Satisfied (3)		Dissatisfied (2)		Very Dissatisfied (1)		Mean
	No.	%	No.	%	No.	%	No.	%	
1. Willingness to serve care	10	2.5	33	8.3	9	2.3	4	1.0	2.88
2. Explanation of the Social Work process	9	2.3	35	8.8	8	2.0	4	1.0	2.88
3. Waiting time	9	2.3	31	7.8	10	2.5	6	1.5	2.77

4. Satisfaction with the Counseling Room

Among all respondents, this section also got a “satisfied” level. At the level of “very satisfied”, there is not much difference among the three questions, that is, items 2 and 3 got the same level at 4.8%, and the rest got 3.3%. Most respondents were not satisfied with the length of waiting time with 1.3%. As shows in Table 4.12.

Table 4.12 Number, percentage and mean score of satisfaction level with the Counseling Room (N = 79, missing = 321)

Health Care Service	Very Satisfied (4)		Satisfied (3)		Dissatisfied (2)		Very Dissatisfied (1)		Mean
	No.	%	No.	%	No.	%	No.	%	
1. Waiting time	19	4.8	48	12.0	8	2.0	4	1.0	3.04
2. Patience and willing to serve care	19	4.8	44	11.0	12	3.0	4	1.0	2.99
3. Competence of counseling skills	13	3.3	48	12.0	13	3.3	5	1.3	2.87

PART 4 CORRELATION OF QUALITY OF SERVICE AND CUSTOMER SATISFACTION

By correlating quality of service and customer satisfaction, we will determine if the appropriate clinic environment was served and whether or not satisfaction towards this health care service might be affected. To describe the relationship between the quality of service and satisfaction, a Pearson product-moment correlation coefficient was used.

The satisfaction with convenience was tested and the results showed a significant positive relationship ($r = .601, .617, .631$, and $p < .05$).

Satisfaction with courteous staff, and quality of service was tested for their relationships. The associated were significance value ($p < .05$) and positive direction ($r = .567, .601$, and $.626$). This means the more the staff serves care with courteous manners, the more the patient was satisfied.

From the test of the third variable, coordination and quality of service shown in Table 4.13, we can answer the question for their relationships. According to the table presented, the positive correlation of the Pearson correlation coefficient is $r = .519, .613$, and $.623$. The correlation is significant ($p < .05$). It shows that the stronger the coordination of all departments or its services, the higher the satisfaction of the patient.

The last of the dependent variables, medical information, needed to be assessed with quality of service in respect to customer perception. The correlation between them was $r = .497, .591, .620$ and $p < .05$. This means, the more the health care provider provides adequate medical information, the higher the satisfaction level of the patient will be. Table 4.13 shows what was mentioned.

Table 4.13 Correlation's coefficient between customer perception of quality of service and the four variables of satisfaction in the OPD Med, Bamrasnaradura Institute

Quality of Health Care Service	Convenience		Courtesy		Coordination		Medical information	
	r	p	r	p	r	p	r	p
1. Clinic milieu	.601	<. 001	.567	<. 001	.519	<. 001	.497	<. 001
2. Competence	.617	<. 001	.601	<. 001	.613	<. 001	.591	<. 001
3. Personal interest	.631	<. 001	.626	<. 001	.623	<. 001	.620	<. 001

In section 4 of the questionnaire (see Appendix), the participants were asked about their opinions towards overall services (item 1). There were 287 responses having a moderate level of satisfaction at 71.7%, while the low and high were 69 persons at 17.3% and 44 persons, 11.0%. Mean score was 2.93 and the standard deviation (S.D) was .56, respectively.

Item number 2 summarized the total agreement in word-of-mouth, with 299 responses, 74.7%, having moderately agreed to recommend the clinic to their relatives/friends. Around 81 persons, 20.2%, agreed strongly to recommend others to use the services, whereas only 20 persons had low agreement, 5.10%. Mean and standard deviation is 3.15 and 0.49 respectively.

PART 5 PERIOD OF WAITING TIME (arrival and departure time of the customer)

The respondents were asked how long they have spent their time for visit to this health care center. In Table 4.14 shows the detailed information. One patient spent 40 minutes waiting, which was the shortest period of time and the longest wait for one patient was 8.5 hours (510 minutes). The median waiting time was 210 minutes. There were 6 cases, 1.5%, having a waiting time ≤ 60 minutes, the participants in 103 cases, 25.8% had 121-180 minutes, and in 131 cases, 32.8% had 181-240 minutes. The waiting time of 241-300 minutes showed 67 subjects, 16.8%, while 24 cases, 6.0%, of the participants took the range of 301-360 minutes. The detail as mentioned was shown in Table 4.14

Table 4.14 Total waiting times (minutes)

Time (minute)	Number	Percentage
≤ 60	6	1.5
61-120	56	14.0
121-180	103	25.8
181- 240	131	32.8
241-300	67	16.8
301-360	24	6.0
≥ 361	13	3.3
Mean (S.D) = 214.84 (79.62), Median 210, Min = 40, Max =510		
Total	400	100.0

PART 6 RECOMMENDATIONS FROM THE CUSTOMER

In addition to offering their opinion and following the questions provided, the respondents stated what they needed to further improve health care services. From a total of 400 respondents, some of them showed dissatisfaction towards the services of each section. There were 121 recommendations received.

1. The Registration and Information Center

The registration room and the information center also received comments concerning the staff providing slow care with twelve comments. Unclear suggestions and information of the staff had thirteen complaints. Fifteen of the respondents also think that the health care staff in this section served them harshly. Three of them said that they received carelessness in registration and bad file keeping that caused them have a longer waiting time. Favoritism for known patients in queue caused two complaints as well.

2. The Screening Center

Twenty respondents commented about the slow service found in the Screening Center. This section had a problem with insufficient seating, was noted by two complaints. The staff did unskillful/poor screening according to six respondents. Moody staff (yelling at the patient) was a problem that five of them reported. Three complaints were stated for favoritism for known patients in queue.

3. The Examination Room

The Examination Room has a big problem with long waiting time for the doctor, thirty-five people complained. Whenever this section called the names of the patient to see the doctor, it was unclear when using the microphone, also complained two respondents. In this section,

harsh treatment was noted by four of the respondents. According to limitation of this area, small and uncomfortable rooms, was reported by eight complaints. Since there were many patient waiting, in their opinion, it took too much time for the doctor to see them, five complaints were related to lack of information. Six participants noted that they were served care with moody emotion (yelling at the patient). They also think that some health care workers had undisciplined manner, by two complaints.

4. The Pharmaceutical Room

The Pharmaceutical Room is the last section that the patient will be concerned with if ordered by the doctor for medicine. The Pharmaceutical Room also got forty complaints about slow services. Since this area is connected to the Examining Room and both of them use a microphone to call the patient, they got two complaints about being unclear when using the microphone to call. Six complaints were about harsh treatment by the staff. Around the counter area of this section, that provide the steps or what to do when contacted, had eleven complaints, for example; the number of each service window is not clear, some of them said this section has an unclear system to follow. Three complaints were about poor explanation on the use of medicine. Moody staff and yelling at the patient had twelve complaints. One complaint was about the lack of computer skills among the staff.

5. Others Services' Complaints

Beside the four departments, some of the respondent also indicated other things that they think should be improved. For instance; one complaint was about impolite interaction of staff; three complaints about dirty and smelly restroom, bad canteen, and vague signal information. Four of them shared the idea that out-dated magazines

should be eliminated since they were not interesting. Lack of parking is also a concern when they visit this institute.