



## CHAPTER III

### RESEARCH METHODS

This research was descriptive research, to study about consumer satisfaction with health services provide by Primary Care Units under the 30 Baht Policy in Muang District, Phatthalung Province. It was a survey research, cross-sectional study.

#### 3.1 Population & Sample

This research utilized probability sampling: stratified random sampling and systematic random sampling. Sample of the population was consumers who have the universal health insurance card (golden card), and came to obtain health services at PCUs in Muang District, Phatthalung Province (Excluding Muang Municipality). Data was collected from 392 respondents.

In Muang District, Phatthalung Province has 4 PCU. (Excluding Muang Municipality) The PCUs provide health coverage to 63,684 people whom have the universal health insurance card (golden card). People who came to receive service from October 2001 – September 2002 included 19,000 clients. By calculating the table to consider a sample size, from opinion of Krejcie and Morgan, if the population comprises 20,000 people the sample size should be 377. The researcher set the sample size for this research at 377 clients.

**Table 1: Number of sample, according to PCU**

| No           | Primary Care Unit (PCU.) | Number of people who have the golden card | People who came to obtain the services (Oct. 2001-Sep. 2002) | sample size |
|--------------|--------------------------|---|--|-------------|
| 1.           | BANSUAN                  | 16,929                                    | 4,638  | 92          |
| 2.           | NATOM                    | 14,530                                    | 4,699  | 93          |
| 3.           | PAKSA                    | 10,417                                    | 5,450  | 108         |
| 4.           | BANPAI                   | 21,808                                    | 4,213  | 84          |
| <b>Total</b> |                          | <b>63,684</b>                             | <b>19,000</b>  | <b>377</b>  |

The actual sample population at the 4 PCUs was drawn by randomly selecting every 5<sup>th</sup> person. The sample population was selecting every weekend and on weekdays until to the 377 respondents was interviewed. The questionnaires were distributed and data collected from February 26, 2003 – March 11, 2003.

### 3.2 Data Collection

This research collected the data from consumers who have the universal health insurance card (golden card) and came to obtain health services at PCU in Muang District, Phatthalung Province. (Excluding Muang Municipality) Each individual selected to be in the sample answered the questionnaire about consumer satisfaction with services of PCU before go home for 5–10 minutes / case. All data was collected by self-administration and interview consumers who can not read from February 26, 2003 – March 11, 2003. To trained 4 students of Commerce College for helping to collect the

data. (One for each PCU) They casual cloth wear. The researcher coordination with Health Officers in 4 PCU before collected the data.

### 3.3 Data Analysis

After the data collection was completed, it was taken for analysis by a Statistic Package for the Social Sciences SPSS/for Windows, as follows:

1. Used descriptive statistics: frequency, percentage, mean score and standard deviation, to describe the data.
2. Used inferential statistics: unpaired t-test (2 groups) and one-way ANOVA (> 2 groups), to test relationship between variable.

### 3.4 Activity Plan

**Table 2: Activity Implementation Plan**

| Activity / Time                                    | Aug<br>2002 | Sep<br>2002 | Oct<br>2002 | Nov<br>2002 | Dec<br>2002 | Jan<br>2003 | Feb<br>2003 | Mar<br>2003 | Apr<br>2003 |  |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--|
| 1. Wrote a proposal                                | ←→          |             |             |             |             |             |             |             |             |  |
| 2. Reviewed the literature, sources of information | ←→          |             |             |             |             |             |             |             |             |  |
| 3. Planned the research study                      |             |             |             |             | ←→          |             |             |             |             |  |
| 4. Interviewed the research participants           |             |             |             |             |             |             |             |             |             |  |
| 5. Collected the data                              |             |             |             |             |             |             | ←→          |             |             |  |
| 6. Analyzed the data                               |             |             |             |             |             |             |             | ←→          |             |  |
| 7. Wrote up thesis and requested for submission    |             |             |             |             |             |             |             |             | ←→          |  |

### 3.5 Budget

|                            |               |             |
|----------------------------|---------------|-------------|
| - Materials                | 1,000         | Baht        |
| - Photocopies of documents | 1,500         | Baht        |
| - Personal                 | 10,000        | Baht        |
| - Decoded 's expense       | 2,000         | Baht        |
| - Analysis of the data     | 5,000         | Baht        |
| - Report Printing          | 2,500         | Baht        |
| - Miscellaneous expenses   | 500           | Baht        |
| <b>Total</b>               | <b>22,500</b> | <b>Baht</b> |

### 3.6 Instrument

The instrument used to collect the data in this study was a constructed and pre-tested questionnaire (Alpha = 0.9399) about consumer satisfaction. It was completed by those consumers who have the universal health insurance card (golden card) in Muang District, Phatthalung Province (Excluding Muang Municipality). It utilized a Likert's scale 5 level assessment. (very satisfied, satisfied, fairly satisfied, dissatisfied, and very dissatisfied) This questionnaire was distributed to thesis committee before pre-tested.

The questionnaire was designed to cover the service delivery criteria for all 6 groups outlined by Aday and Anderson, which were;

1. Satisfaction of service's convenience
  - 1.1 Office waiting time

- 1.2 Availability of care when needed
- 1.3 Base of getting to care
2. Satisfaction of service's coordination
  - 2.1 Getting all needs met at one place
  - 2.2 Concern of doctors for overall health, such as physical and mental.
  - 2.3 Doctors provide follow up care
3. Satisfaction of the courtesy by health officers, such as they acted familiar and concerned.
4. Satisfaction of medical information given
  - 4.1 Information about what was wrong
  - 4.2 Information about treatment
5. Satisfaction of the quality of care given, such as quality health care, which the patient receives with their attitude.
6. Satisfaction with out-of pocket costs, such as the patient's ability to pay for treatment.

The questionnaire consisted of 3 sections

Section 1; the general data of consumers

Section 2; the need of consumers in designing a model PCU

Section 3; the consumer satisfaction level with services of PCU