

CHAPTER V

CONCLUSION, DISCUSSION AND RECOMMENDATION

There are five parts included in this chapter:

1. Conclusion
2. Discussion
3. Association Between Accessibility, Customer Perception and Satisfaction
4. The Comparison a Different Demographic Characteristics and Satisfaction
5. Recommendation

1. Conclusion

Cross-sectional descriptive research was done at Kantang hospital, Trang province during the period of June 15 through August, 31, 2003. A self-administered questionnaire was developed and used as the tool of data collection. Reliability test of the questionnaire was done among 30 respondents at Kantang hospital. The result using Cronbach's Alpha Coefficient was .734 for accessibility, .933 for the quality perception and .942 for the satisfaction. Stratified sampling was used to select 380 respondents. The respondents administered the questionnaire by themselves, but the instructor was needed to observe that all questions were completed and accounted for. The objective

were answered by using descriptive statistics for the quality of service and using Spearman's Rank Correlation Coefficient to determine the relationship between accessibility, customer's perception and customer's satisfaction. The results are as follows.

The majority of the respondents who took part in this study were females, and in the age groups of 36 – 55, with exact percentage of 31.1 %. The status with the highest percentage was couples at 73.2%, The education level with the highest percentage was secondary school and lower at 92.9%. The largest occupational sector was agriculture at 60.8%. The highest income rate was 2,001 – 6,000 Baht per month. The majority of visits were for the first time at 41.1%. The highest respondents from female ward were 47.9%. 93.7% were ordinary occupied beds. The most important reason for selecting to take care at this hospital was convenience to come at 80.0%.

The customer's accessibility and customer's perception were two aspects of quality to answer the research questions and objectives. The aim of study was to describe the customer's satisfaction toward services at the In-patient department of Kantang hospital, and how accessibility and customer's perception were related to satisfaction. A brief account of results of the study is as follows:

1. The level of satisfaction toward service at Kantang hospital was moderate.
2. The association between the customer's perception in quality of service, accessibility and satisfaction is significant ($p < 0.05$) in a positive direction weak to no association (0.188 to 0.342).

Detailed results are in chapter IV.

2. Discussion

Cross-sectional research was appropriate to use in study, since it was descriptive research that was developed in this current period of time. It can be used to help understand the condition of health care services and the level of customer satisfaction towards this condition. The time period used or collecting data could be anytime, since this department provides the same kind of services for medical health problems year round.

A self administered questionnaire was appropriate to use, since the number of subjects in this study was high when compared to the time and money allocated for the research. The reliability test should not to be conducted twice at the same hospital, it should be retested at the real setting of the study. However, this questionnaire can be reliable because it had a high Cronbach's Alpha Coefficient, on accessibility was .734, on customer's perception was .933, and the satisfaction level was .942.

The majority of participants who took part in this study were females, similar to the study of Chaipayom (1999) and Bunjunt (2003). But in this study females were more than males in abnormal proportion (male: female = 1:2.2) because the respondents collected from two of the three wards were females (Female ward and Postpartum ward) and some caretakers of pediatric patients were females too. The majority of the subjects who visited the IPD were in the age groups of 36-55 at 31.1%. The status with the highest percentage was couples at 73.2%. The educational level

with the highest percentage was secondary school and lower with 92.9% and showed that the general education level of the subjects was low. The largest occupational area was the agriculture at 60.8%. The highest income rate was 2,001 – 6,000 Baht per month at 63.4%. Seemingly it was agreeable between their occupation and income. Their occupation and income compelled them to use service at nearby hospital. The majority of visits were for the first time with 41.1%. Maybe, because this group of participants got their first service here, they could not compare quality of service and satisfaction with their previous experience. The majority of participants were admitted in ordinary bed with 93.7%, and 80% of them had the important reason to get service here because of the convenience to come. This hospital was agreeable with their occupation and their income too.

Three parts of discussions are concerned with the following

2.1 The customer's satisfaction

2.1.1 Customer's satisfaction toward convenience.

2.1.2 Customer's satisfaction toward co-ordination.

2.1.3 Customer's satisfaction toward courtesy.

2.1.4 Customer's satisfaction toward medical information.

2.1.5 Customer's satisfaction toward quality of service.

2.2 Association between customer's perception, accessibility and satisfaction

2.2.1 Association between accessibility and satisfaction.

2.2.2 Association between customer's perception and satisfaction.

2.1 The customer's satisfaction

As overall customer's satisfaction, the subjects rated the level of this variable at moderate. It was the same as hypothesis setting in this study. This was similar to the studies of Chaipayom, (1999), Bunjunt, (2003), Kiattisaksophon (1995) and Poachchongrak (1995) and Eakbannasingh(1991) where they found that most of respondents satisfaction toward health service was moderate. Kantang hospital is a community hospital, 60 beds size and placed at the center of the Kantang district. Kantang is a small district. It has no by-pass to other districts directly. People are familiar and well-known to this hospital. The personnel here are relatives of Kantang's people. Situated nearby and convenient to travel, and with the coverage of the common basic services, the customers preferred to use services here more than other hospitals, unless other necessary reasons forced them to do otherwise. However, there was a little group of 0.2 % who were dissatisfied and they were the same group who sued against the hospital in this research period.

2.1.1 The satisfaction toward convenience

98.9% of customers rated satisfaction in convenience as moderate which agreed with the study of Chaipayom (1999). It might be because Kantang hospital provided all necessary steps starting from Registered room, Examining room, and comfortable to be admitted until they were discharged, they were satisfied at moderate level. But the customers at 11.6% were dissatisfied with comfort in Examining room because the doctor started work late. The customers had long waiting time which made them moody and spent more time to meet doctor. In this situation, the customers always complained to the nurses. They dared not blame the doctor directly because it might affect them in

the next visit. As for the researcher, this little issue was an important problem, and if we do not solve it, it might become bigger and wider spreading from mouth to mouth, which we do not want to happen here.

2.1.2 The satisfaction toward co-ordination

The customer satisfaction in co-ordination was at high and moderate level at 99.5%, which showed that this hospital co-ordinates with other departments and within organization rather good in every items. However, 0.5% of customers were dissatisfied in this item. By investigation it was found that customers were dissatisfied in waiting time for doctor at OPD, and when they were admitted they were dissatisfied in co-ordination with doctor when they needed. In this issue, the researcher is of the opinion that sometimes on-duty doctors work all day and night and the next day also. It made the doctor exhausted and delay to see patients when they needed.

2.1.3 The satisfaction toward courtesy

99.4 % of customers rated satisfaction toward courtesy as high and moderate, which agreed with the study of Stump (1995) which found that the courtesy manner of the personnel had effect on the satisfaction. But the customers at 5.3% and 6.3% were dissatisfied with courtesy manner and honor, and inadequate staff availability respectively. Sometimes, the staff showed they were tired, but the customers did not understand when they were ill, and they preferred to get the helpful staff always. To prevent the contrast between personnel and patients' focus on the staff, the staff will have to endeavor more than other occupation and be willing to explain patient's

questions until they are clear in every situation. In addition, they must be willing to help patients who had emergency illness before.

2.1.4 The satisfaction toward medical information

The customer satisfaction in medical information was rated at high and moderate level at 99.4%. A part of customer dissatisfaction in item of step of service was at 3.9%, dissatisfaction in suggestion for the using place at 4.8 % and dissatisfaction in suggestion for preventing danger within hospital at 5.8%. By the researcher's view, the workload was a problem for nurses. They cannot advice and explain customers in every detail but they do as well as they can, which means when they are free from essential activities. This is a big problem in the current situation. The improvement of the process of quality service by a guideline of Hospital Accreditation Institute is to be used in the future.

2.1.5 The satisfaction in quality of service

The customer satisfaction in quality of service was rated as high and moderate at 99.4%. The most customer satisfaction at 70.3% was the process of service. It is because the customers who are admitted to IPD have more time to meet doctor every day and they are free to ask, and the problems are responded day by day. It is different from OPD patient. This agrees with the respondents' opinion on problems and suggestions that 99.38% of them will come back to cure here when they are ill.

3. Association Between Accessibility, Customer Perception and Satisfaction

3.1 Association between accessibility and satisfaction

The results found that 4 independent variables of accessibility are availability, ability to access convenience to service and acceptability. All of relationships were significant ($p < 0.01$) in a positive direction but were not strong ($r < .8$). The association supported the previous finding that both accessibility and customer satisfaction were related but of low level. It agreed with Chulz and Johnson (1990) and Penchansky and Thomas (1989) and Chaipayom (1999) supported that the accessibility to service has effect on customer's satisfaction.

3.2 Association between customer perception and satisfaction

The variables of customer perception consist of physical environment, technical skill, art of care, explanation of care, continuity of service and outcome of care. All of relationships were significant ($p < .01$). This supported that the customer perception was related with customer satisfaction. The customer who has a high perception has a high satisfaction too. That can be explained by that the quality of service was what the customer expected. The medical service is different from other services, the provider has own setting of supply and demand. The customer gets what is available, but they can determine whether the service they get meets the service they expected or not. Therefore, the good manner of staff should be enhanced in health staff, and stress to a principle expressed to all customers usually is a method to make customer impressed and satisfied This agreed with Chang (1997) who supported that the customer perception is related with customer satisfaction.

4. The Comparison a Different Demographic Characteristics and Satisfaction

4.1 Gender

In this study, the respondents were females: males at 1: 2.2 which was more than usual ratio of (1: 1.05). It was because the selected samples from two of the three wards (Female ward and Postpartum ward) were female respondents, and some of caretakers of pediatric patients at Male ward were females too. From study different gender has different satisfaction at significant ($p < .05$). It agreed with Sirikammolsatien (1999), because in every ward of Kantang hospital, service was provided in the same kind, staff and same facilities both for ordinary and extra bed.

4.2 Time of service

There was no difference in satisfaction due to different times of service both during official service hours and in holidays, and it was significant ($p > .05$). There was the same condition of service provided as mentioned above.

4.3 Age, Educational level, Status, and Occupation

This study found that there was no different satisfaction in different age groups, education level, status of customer, and it was significant ($p < .05$). But there was different satisfaction in different occupation at significant ($p < .05$). It disagreed with the study of Kiettisaksophon (1995) in item of educational level, she found that the different educational level had different satisfaction. The result of this study showed that most of the respondents had an education level of high school and lower at 92.9%, and the occupation this group was agriculture and employee at 60.8%. But the two

aspects of respondents helped the same expected result toward service, because the hospital provided the same services mentioned above, and thus there were no different satisfactions.

4.4 Data collection

The researcher collected data at three wards at Kantang hospital on every Monday, Wednesday and Friday, including Saturday and Sunday, except Tuesday and Thursday during 15 June 2003 – 31 August 2003, because during this period, the researcher changed the workplace for some time at another hospital in another district. This situation limited her to collect data every day. However, it was possible to cover highest number of patients in this period, and there was no worry about service patients got because the same service was provided all year round by both the staff and health service.

4.5 Correlation between satisfaction and accessibility, quality perception of service is low.

The details of Table 10 in chapter IV showed a significant positive relationship was low because in this study, the samples received by sampling was (n=380). When the large samples were tested for relationship, it made p-value decrease and related to correlation (r) decrease and low too.

4.6 Association of satisfaction among wards.

Satisfaction among wards, tested by Chi-square, found that Male ward satisfaction on service were 62.2% high, and 34.2% moderate, but all of satisfaction

were not evidence to support the different satisfaction between three wards at p-value <0.05

4.7 Satisfaction toward service.

All satisfaction toward service of Kantang hospital was moderate. In detail, it was shown that satisfaction to convenience, and co-ordination were moderate at 52.6%, 52.4% respectively, and satisfaction toward service on courtesy, medical information and quality of service were moderate at the same 52.7%. From the details above, it was shown that most of the customers were confident in staff and quality of service. Thus the hospital should maintenance the level of quality and seek an opportunity for improvement in the future.

5. Recommendation

There are two major recommendations included in this study: one for the IPD, Kantang hospital and another one for future studies.

5.1 Recommendations for the IPD, Kantang hospital.

5.1.1 The results of the study showed that the customer satisfaction toward service was of moderate level. Therefore, the important activities of IPD should be to maintain the good level of service and to improve on it to achieve hospital accreditation. For example, the courtesy manner of employees that show to the customers should be enhanced, the dietary supply and the IPD environment should be improved, and appropriate actions should

be taken on other suggestions made by customers. The head of each section should have ideas for sustainability improvement, and the drive and incentives for improvement.

- 5.1.2 The standard of quality of service should be assured by designing and implementing of standard guidelines that are suitable for all employees. The guidelines should address to all possible situations.

5.2 Recommendations for future studies

- 5.2.1 Quality of care should be measured from all aspects: perspective of the provider, the organization and the customers. It will be helpful to health care services in future studies to gather data from three above-mentioned sources.
- 5.2.2 The future studies should consider the quality of service and satisfaction of the customers in other departments as well such as OPD, Emergency room, Labor room and all sections which provide services, at least once a year for completion and comparison.
- 5.2.3 The study should also be conducted on nurses' satisfaction on their work, together with patient satisfaction, and adjust the focus on where they want to go for their future career and for the benefit of the patients.