

Improving the Quality of Service of Paolo Memorial Chokchai4 Hospital

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Abstract— The research of improving the quality of service of Paolo Memorial Chokchai4 hospital has objective to study factors that affect satisfaction in the service of Paolo Memorial Chokchai4 hospital. Population in the study is patient who used the hospital service. 200 samples were randomly drawn and questionnaire was used to collect data from the sample. Statistics tools applied to analyze the data were Percentage, Mean, Standard Deviation, T-test, F-test, One-way ANOVA, and LSD.

The research indicated that most of the respondents were male, age 21-40, monthly income 15,001-20,000 Baht, bachelor's degree of education, and working in private companies. They are satisfied with Paolo Memorial Chokchai4 hospital at a high level of overall mean. The most satisfactory element is hospital personnel, facilities, duration of service, and procedure respectively. Hypothesis test shows that gender, age, income, and education affect customer satisfaction in using the service of Paolo Memorial Chokchai4 hospital with significance level of 0.05 Demographic factor that is occupation does not affect satisfaction with the hospital service while personnel and facilities have influences on customer satisfaction at a statistically significant level of 0.05.

The study recommended that CEO should focus on cleanliness inside the hospital as well as facilities provided and clear information boards. CEO should also focus on holding seminars in order to develop personnel to achieve consistent quality service and customer satisfaction.

Keywords— Quality improvement; hospital.

I. INTRODUCTION

Today public service both in government and private sector provide specific medical service on a larger scale in order to support larger number of patient in the future. Medical service procedure has to be adjusted to match the need of patients that always keeps changing. In this way it can meet the standard both domestically and internationally and shall be more accepted in the credibility.

According to the hospital's policy to upgrade the service standard and achieve maximum satisfaction, suggestions and opinions of patients are taken into consideration and followed by improvement to be consistent with international standard. Basic infrastructures are improved such as environment inside the building and landscape. In addition, procedures are made faster with the use of information technology; more innovative services are launched to ensure safety after treatment without infections or undesired occurrence. The above measures shall lead to customer satisfaction, positive word of mouth, and customer will come back for the service when needed. This is an important target of service business: maintaining current customer and attracting new customer (Seri Chaikaewtongmak. 2014:1)

From the above, researcher as a personnel of Paolo Memorial Chokchai4 hospital is interested to study factors related to customer satisfaction when using the hospital service. The result shall be applied to improve service quality to match customer needs.

Research Objective

This research is conducted to study factors influencing customer satisfaction in the service of Paolo Memorial Chokchai4 hospital.

II. LITERATURE REVIEW

In this research on improving the quality of service of Paolo Memorial Chokchai4 hospital, researcher has studied concepts, theories, articles, and related writings including Parasuraman service quality theory which stated there are 10 indications of service quality as follows.

1. Tangibility of the service means physical facilities, equipment, tools, personnel, and communication device.
2. Reliability means ability to perform the service as promised or agreed.
3. Responsiveness means willingness to assist customer and ready to give the service promptly.
4. Competence means knowledge and skills in the service that can be seen by customers.
5. Courtesy means politeness, respect, hospitality, and friendly with the customers.
6. Credibility means being trustable by deriving from honesty and sincerity and maybe from reputation of the service provider.
7. Security means the secured feeling in life, properties, and reputation without feeling risky, harmful, or doubtful. This includes keeping customer's information confidential.
8. Accessibility means the easiness and convenience for customers in using the service.
9. Communication means providing information to the customers by communicating in easy language and also listening to customers.
10. Understanding the customer means trying to understand and to know the customers as well as to realize the customer needs.

III. RELATED RESEARCH

1. Kanoknart Hansittiporn (2010) found that customer satisfaction in service can be categorized into 4 aspects: for equipment and facilities, customers were highly satisfied; for personnel and timing of service, customers were satisfied at high and highest level; for medical service charge, customers were satisfied at a highest level; and for quality of service, customers were satisfied at a high and highest level.
2. Kajbundit Eawthaworn (2009) found that out patients were highly satisfied in general. When divided into categories, 3 aspects were in a high level of satisfaction including service quality, convenience, and friendliness and service manner respectively.
3. Chayakorn Saewtrakul (2009) found that out patients were highly satisfied in general. When considered in detail, it is found that convenience, friendliness and attention of service personnel, and service quality were highly satisfied while information on the service was at a medium level.
4. Narumol Torwichien (2009) found satisfaction in all 4 aspects which were convenience to get the service, coordination of the service, friendliness and attention of service personnel, and information on the service respectively.
5. Samai Buakaew (2005) found satisfactions of secured person toward medical service of Chao Phya Abhaibhubejhr Hospital in general including credibility, responsiveness, reliability, sympathy, and tangibility are all in a medium level.

IV. RESEARCH METHODOLOGY

This research on improving the quality of service of Paolo Memorial Chokchai4 hospital is conducted to study factors influencing customer satisfaction in the service of the hospital. 200 samples are drawn from the patients. Instrument used in this research is questionnaire containing 3 parts.

Part1 is demographic factors including gender, age, education, income, and occupation.

Part2 is 5 level rating scale questions regarding satisfaction in the service of the hospital in different aspects such as service timing, service procedure, service personnel, and service facilities.

Part3 is an open-ended questions asking about problems and opinions on solutions to improve service quality of Paolo Memorial Chokchai4 hospital.

For data collection, researcher distributed questionnaires to 200 patients of the hospital.

Statistical tools for data analysis include frequency, percentage, and standard deviation.

Research Findings

Improving the quality of service of Paolo Memorial Chokchai4 hospital according to customers' opinion indicates that first priority should be given to cleanliness of the hospital floor as well as facilities in order to make customers more satisfied. This is consistent with Kanoknart Hansittiporn (2010) that divided satisfaction into 4 categories: for

equipment and facilities, customers were highly satisfied; for personnel and timing of service, customers were satisfied at high and highest level; for medical service charge, customers were satisfied at a highest level; and for quality of service, customers were satisfied at a high and highest level. In general, most customers are satisfied at a high and highest level. The research also finds that attention should be given to training service personnel for better knowledge and skill used in their duty as well as emphasizing on ethics and moral support in their work in order to achieve efficiency as also mentioned in the study of Kajbundit Eawthaworn (2009) found that out patients were highly satisfied in general. When divided into categories, 3 aspects were in a high level of satisfaction including service quality, convenience, and friendliness and service manner respectively.

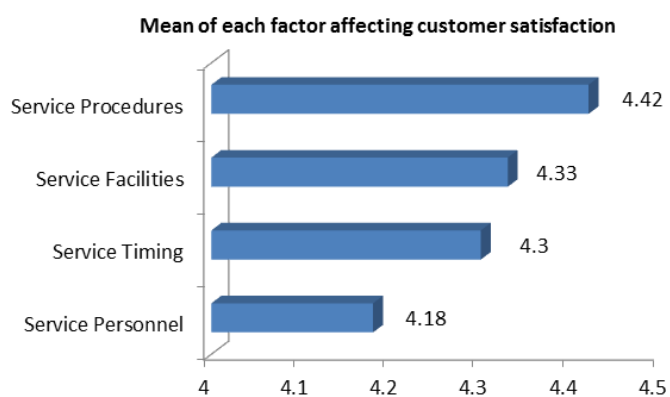


Fig. 1. 4 aspects of service factor affecting customer satisfaction.

The figure 1 shows that each factor affects satisfaction in service of Paolo Memorial Chokchai4 Hospital at a high level in general with the mean of 4.30. The table I indicates that service personnel and service facilities have influences on customer satisfaction.

V. CONCLUSION

This research on improving the quality of service of Paolo Memorial Chokchai4 hospital is conducted to study factors influencing customer satisfaction in the service of the hospital with an aim to apply the findings to improve quality and thus meet customer needs. This study randomly selected 200 samples of patients having different gender, age, education, income, and occupation. The results show that most of the customers are satisfied with service personnel, facilities, service timing, and service procedure respectively. This indicates that service personnel are well trained and are professional in the service which should be supported by the hospital for higher capability. Result also shows that facilities such as waiting seats, newspaper, magazine, journal, and drinking water should be improved to make customer satisfied.

From this study, researcher can utilize the findings to improve working system in the hospital to achieve higher quality and answer customer needs, therefore it will lead to customer satisfaction and positive image of the hospital.

Table I. Service factor in 4 aspects that affect customer satisfaction when considered in detail.

Coefficients						
Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
		B		Beta		
	(Constant)	-0.75	0.22		-3.36	0.00
Service Timing	Service is done within the scheduled time	0.01	0.04	0.01	0.24	0.81
	Speed of service	0.02	0.04	0.02	0.37	0.71
Service Procedures	Sign board or Information board indicating service producers	0.06	0.04	0.06	1.47	0.14
	Procedures practiced as informed	0.08	0.04	0.09	1.84	0.07
	Procedures practiced orderly	0.06	0.04	0.06	1.31	0.19
Service Personnel	Appropriate dressing of personnel	-0.06	0.04	-0.06	-1.35	0.18
	Willingness and readiness to serve politely	0.10	0.04	0.12	2.30	0.02
	Knowledge and capability such as can answer questions and explain	0.04	0.05	0.05	0.77	0.44
	Honesty in work such as no bribery	0.05	0.05	0.06	1.01	0.31
	Serve equally without prejudice	0.10	0.05	0.11	1.98	0.05
Service Facilities	Clarity of sign board indicating service point	-0.12	0.05	-0.13	-2.16	0.03
	Service point is appropriate and easy to access	0.07	0.04	0.07	1.60	0.11
	Sufficiency of facilities such as waiting seats	0.28	0.05	0.26	5.42	0.00
	Cleanliness of the place	0.50	0.05	0.47	9.73	0.00

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