ABSTRACT

This cross sectional study aims to identify the factors affecting the satisfaction of care takers of ARI children towards services. Two hundred respondents who visited the ARI section of Ayuthaya provincial hospital, Thailand, for services, between 23 February to 22 March 1998, were interviewed by using a structured questionnaire.

The questionnaire consisted of ARI related questions about socio-demographic factors, knowledge, attitude and perception, perception from ARI services including convenience in time, travel and waiting time, utility of service cost, quality of services and communication, courtesy as well as of questions measuring the level of satisfaction with different aspects of ARI services. Chi-square test was conducted to determine relationship between independent and dependent variables.

The results indicate that a majority of the respondents had good knowledge (57.5%), positive attitude (54.9%) and good perception on (59.0%) ARI. Nearly two thirds of the respondents (65.0%) reported to experience the providers’ behavior as poor. In addition the result indicates that 49.0% were highly satisfied towards ARI services. There was significant relationship between attitude towards ARI and satisfaction with ARI services. Similarly experience from ARI services such as convenience in time, waiting time, expense of services, examination of the child, diagnosis, communication and courtesy also were statistically significant towards ARI services.

A significant relationship was revealed between attitude towards ARI and satisfaction with ARI services. Also statistically significantly associated with services were: perception of ARI services such as convenience in time, waiting time, examination of the child, diagnosis, communication and courtesy.

It may be concluded that all independent variables affected the level of satisfaction of services. It is recommended that the service provider takes measures to improve courtesy and communication skills of the personnel involved, in order to maintain and increase their market share of quality health services.