

Quality of Medical Services that affect the Decision to Choose the Service Kasemrad Hospital Ramkhamhaeng for Middle Eastern Customers

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Abstract—This study aims to study service quality service decision Compare the decision to use the service classified by personal information. Relationship between service quality and service decision and service quality influencing service decision-making The sample group used in the study is a service user at Kasemrad Ramkhamhaeng Hospital who is a Middle Eastern Person The questionnaire was used as a study tool. using percentage and mean statistics t-test ANOVA analysis uses F-test , (One-way ANOVA) ,Correlation and Multiple Regression Analysis.

The quality of service is highly correlated with the service decision process. Service quality in terms of the concreteness of the service As for giving confidence to customers and understanding and knowing customers Influence on the decision to use Kasemrad Hospital Ramkhamhaeng of Middle Eastern customers significantly at the .05 level. Recommendations from the study. Hospital administrators should pay attention to the arrangement of adequate facilities both indoors and outdoors. decorate the hospital environment to be clean and beautiful orderly There is proper lighting in the service area. Provide equipment and staff to provide concrete services. Recruiting medical personnel with a reputation for being recognized in the treatment of specific diseases and continuous training and development of service personnel in order to have skills in providing services that will impress customers, including choosing equipment used in treatment that meet international standards to create attractiveness trust and confidence in using the service Develop a service system through an application and bringing modern technology to enhance service efficiency in order to facilitate and meet the needs of diverse service users.

Keywords— service quality, Kasemrad Hospital Ramkhamhaeng, Middle Eastern people.

I. INTRODUCTION

The medical demand of foreigners to choose private hospitals in Thailand is increasing steadily. (Cohen, 2008) This is due to the driving force and government policies in the country's development since 2004 in order to make Thailand a Medical Hub (Turner, 2010) that compete with other countries and from the continuous development and promotion of the Medical Hub policy (Marohabutr, 2020) there has been

a strategy to develop Thailand into an international health center (Medical Hub) (Farber, 2022) Thailand to have more foreigners traveling to receive medical services, respectively. (Institute of Intellectual Property of Chulalongkorn University, popular health services among medical tourists who come to Thailand for treatment Most of them were health check-up services (Check Up), accounting for 17% of the total number of medical tourists, followed by cosmetic surgery (14%) and dentistry.

Tourism Market Research Center The Tourism Authority of Thailand has conducted a survey project for in-depth analysis of tourists' behavior. the number of tourists who came to receive health services (Checking / receiving health care) (KEWSUWAN, 2014) there were 370,762 cases, and the number of tourists who came mainly on vacation, but used the service / received health care, amounted to 680,960 by the Bangkok Metropolitan Administration. (Satiennam, T., Fukuda, & Oshima, 2006) There were 191,074 tourists who came mainly on vacation but used for medical examinations/treatments, followed by Phuket 146,651 and Chonburi 129,990. Most of the tourists traveled for vacations, but used the service for medical examinations/receiving treatment. The top 5 numbers found that Chinese tourists There were 526,321 cases, Australia 97,844 cases, Russia 92,527 cases, Cambodia 79,355 cases and United Kingdom 75,946 cases respectively. also disclosed information A survey of medical tourists from around the world found that more than 80 percent of tourists are satisfied and confident in Thai medical services. In 2017, Thailand saw 66,492 medical tourists visiting per year. have total income from such tourists 23,128,859,400 baht and medical tourists who come to use anti-aging medicine and beauty services of more than 23 billion baht. It is also expected that in 2018 it will grow by 13.9 percent, or about 26 billion baht (Connell, 2006)

The growth of the private hospital business in the past Until now, there is an increasing trend of growth. The investment in hospitals and nursing homes has been continuously expanded. As a result, the competition in the business is very high. An independent foreign patient service center has been established to serve foreign patients from both Asian customers. especially countries in ASEAN and countries

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in the west and from countries in the Middle East to increase customer care to make customers feel as though they are receiving medical treatment in their own country (Leu, & Huang, 2011)

From studying the above information, the researchers saw the importance of studying the quality of medical services that affect the decision to use Kasemrad Hospital Ramkhamhaeng for Middle Eastern customers. The information obtained from this study will be useful for entrepreneurs to use as a guideline to improve, develop and solve problems in service to meet the expectations of medical service recipients in Kasemrad Hospital Ramkhamhaeng.

II. STUDY OBJECTIVES

To study the quality of medical services at Kasemrad Hospital Ramkhamhaeng for Middle Eastern customers

To study the decision to use Kasemrad Hospital Ramkhamhaeng of Middle Eastern customers.

III. SCOPE OF STUDY

The content of the study on the quality of medical services affecting the decision to use Kasemrad Hospital Ramkhamhaeng of Middle Eastern Customers The researcher has set the scope of the study as follows.

A. Population

The population used in this study was people who came to Kasemrad Hospital Ramkhamhaeng who were Middle Eastern people. Select a sample of 170 people.

B. Concepts, theories and related research

Study subject Quality of medical services that affect the decision to use Kasemrad Hospital Ramkhamhaeng of Middle Eastern Customers The student has studied documents, concepts, theories and related research. to be used to formulate the conceptual framework and guidelines for the study as follows:

C. Service Quality Theory

Definition of Service

Service refers to the activities of the process of delivering the intangible goods of the business to the service recipient by the intangible goods that must meet the needs of the service recipient until it is satisfied. In a nutshell, the meaning of service is that service means any activity, action, behavior or benefit. Whatever it is, ram is the process by which one person or group can offer and deliver to another person or group, creating values and benefits provided at a given time and place, satisfying and making decisions. choose the service in

the end with speed and accuracy so that the service recipients are satisfied, impressed and happy to receive that service (Kaplan, & Norton, 2004)

Service quality, service that meets the needs of the customer means what the customer wants or expects to be met, and the service that exceeds the customer's needs means what the customer wants or expects to be answered. Fully satisfied to feel that the service is a wonderful service, impressive, worth the decision and worth the money. (Mei, Dean, & White, 1999)

D. Definition of decision

The process of choosing to do something from the options available, in which consumers are constantly deciding on the choice of goods and services in their daily life. where he will choose a product or service based on the information and limitations of the situation Decision making is an important process and is within the minds of consumers making decisions. It is one of the important factors for daily life. and is the process of evaluating alternatives that lead to Achieving goals and anticipating the consequences of discrimination (Beach,1993)

E. Purchase decision process

Consumer buying decision process is a step-by-step process in making consumer buying decisions. A large survey of consumers in the purchase process reveals that consumers go through a five-step process, either skipping or reverting to a previous step. This shows that the purchase process actually begins before the purchase and has effects after the purchase. The details are as follows. (Ford, LaTour, & Henthorne, 1995)

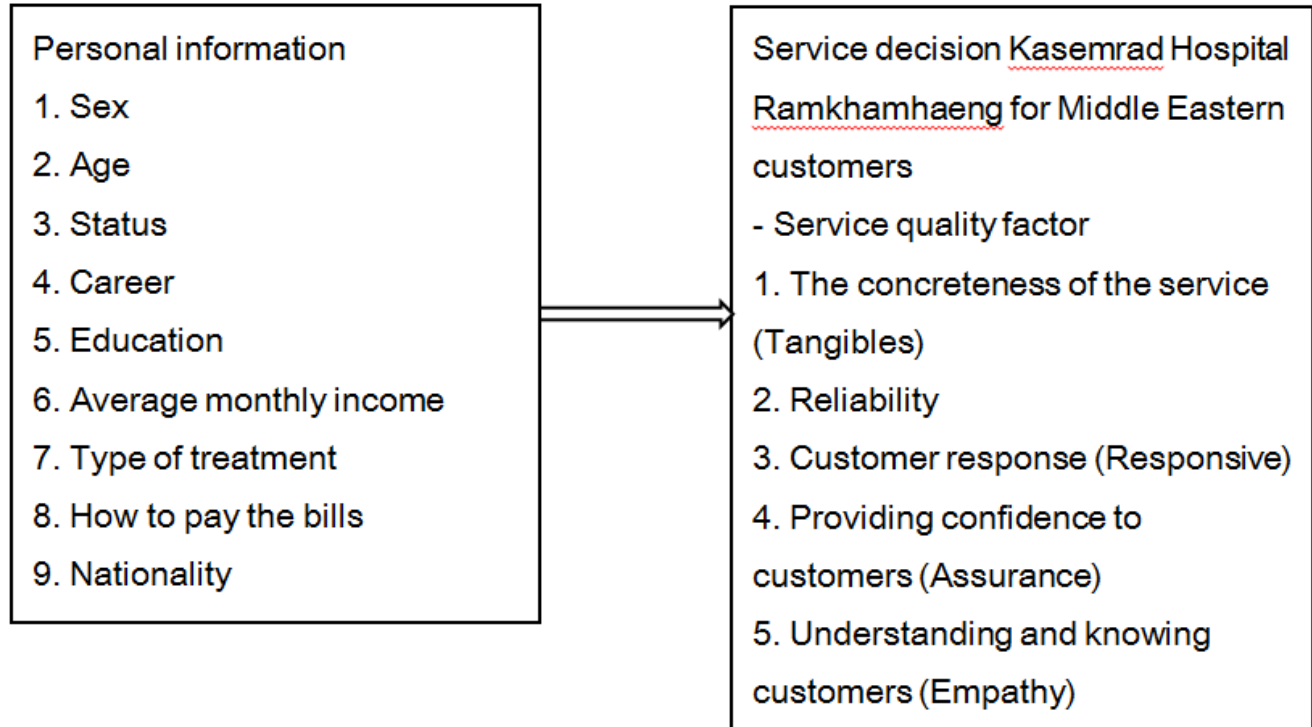
Problem recognition, or need recognition, occurs when a person perceives the difference between what he has and what he wants. which may occur spontaneously or caused by internal and external stimuli including physical and psychological needs These, when they occur to some extent, become triggers through which the person learns how to deal with them from past experiences. Let him know how to respond to stimuli that arise.

F. Conceptual framework

From the study of documents, concepts, theories and related research It can be used to define conceptual frameworks as follows:

Independent variable

Dependent variable



G. Research Methodology

Study subject Quality of medical services that affect the decision to use Kasemrad Hospital Ramkhamhaeng of Middle Eastern Customers The objective is to study the quality of service. The decision to use Kasemrad Hospital Ramkhamhaeng for Middle Eastern Customers Comparison of the decision to choose the service of Kasemrad Hospital Classified by personal information The relationship between the quality of medical services at Kasemrad Ramkhamhaeng Hospital and to study the quality of medical services affecting the decision to use Kasemrad Hospital Ramkhamhaeng of Middle Eastern customers. (Harnphanich, 2017)

The study authors have determined the methods in the study as follows: Population and samples used in the study

The study population was 200 Middle Eastern customers. 140 samples were selected. The formula for calculating the sample size when the exact population is

known is the Yamanae (1973) formula. (Ando, & Yamane, 1973) A sample of 140 will be obtained, but in order to prevent mistakes that may occur in answering the questionnaire Incomplete Information Therefore, the study used a sample of 170 people.

IV. STUDY RESULTS

Study subject Quality of medical services that affect the decision to use Kasemrad Hospital Ramkhamhaeng of Middle Eastern Customers The sample studied was Middle Eastern people who came to Kasemrad Hospital Ramkhamhaeng using 170 questionnaires as a data collection tool and 170 sets were returned, or 100% of the questionnaire. The results of the study were divided into 4 parts. as follows Comparison of the quality of medical services that influenced the decision to use Kasemrad Hospital Ramkhamhaeng.

Service quality	B	Std. Error	Beta	t	Sig.	test
(Constant)	-0.358	0.206		-1.738	0.084	no
concreteness of the service	0.441	0.074	0.426	5.994	0.000*	yes
credibility	-0.124	0.103	-0.117	-1.204	0.230	no
customer response	0.110	0.100	0.102	1.095	0.275	no
assuring customers	0.339	0.115	0.293	2.939	0.004*	yes
Understanding and knowing customers	0.279	0.098	0.244	2.858	0.005*	yes

Statistically significant at the .05 level

Comparison of the quality of medical services that influenced the decision to use Kasemrad Hospital

Ramkhamhaeng of Middle Eastern customers found that the quality of service reliability. And customer response had no influence on the decision to use Kasemrad Hospital Ramkhamhaeng. As for giving confidence to customers and understanding and knowing customers It had a significant influence on the decision to use Kasemrad Hospital Ramkhamhaeng at the .05 level. It had the greatest influence on the decision to use Kasemrad Hospital Ramkhamhaeng when compared to other aspects.

V. CONCLUSION

Study subject Quality of medical services that affect the decision to use Kasemrad Hospital Ramkhamhaeng of Middle Eastern Customers The objectives were: (1) to study the quality of medical services affecting the decision to use Kasemrad Hospital Ramkhamhaeng of Middle Eastern customers; (2) to study the decision to use Kasemrad Hospital Ramkhamhaeng of Middle Eastern customers. (3)) Comparison of Middle Eastern customers' decision to choose Kasemrad Hospital Ramkhamhaeng Classified by personal data (4) to study the relationship between the quality of medical services of Kasemrad Hospital Ramkhamhaeng of Middle Eastern customers and (5) to study the quality of medical services that influence the decision to use the hospital. Kasemrad Ramkhamhaeng for Middle Eastern Customers A questionnaire of 170 sets was used as a tool to collect data and use statistics to analyze the data such as frequency, percentage, mean and standard deviation. and hypothesis testing by t- test, (One-Way ANOVA), Correlation and Multiple Regression Analysis. The results of the data analysis can be summarized as follows:

A. Personal information

The quality of medical services affecting the decision to use Kasemrad Hospital Ramkhamhaeng of Middle Eastern customers found that most of the respondents were male, aged between 41-50 years, married status. Occupation of civil servant/state enterprise employee, education level lower than bachelor's degree Median monthly income greater than or equal to \$4,001 Type of treatment OPD (Outpatient) Paid by myself (cash/credit card) and are Omani.

B. Quality of medical services at Kasemrad Hospital Ramkhamhaeng for Middle Eastern customers

From the study of information about the importance of service quality, it was found that the concrete aspect of the service Reliability Customer response in terms of giving confidence to customers Knowing and understanding customers Overall, the quality of service is at a very important level. The details are as follows. The concrete aspect of the service The results of the study found that Overall, the quality of service is at a very important level. When considering each item, it was found that 3 items were in the most important level, consisting of (1) the arrangement of the place with order, cleanliness and lighting in the hospital's building. (2) The hospital was clean and the environment was beautiful. and (3)

a parking place or a pick-up area for patients Seats waiting for service, toilets are convenient and sufficient.

Trust The results of the study found that Overall, the quality of service is at the most important level. When considering item-by-item, it was found that all items were in the most important level, consisting of (1) medical personnel with fluency/confidence in using tools (2) doctors/nurses/staff. Has a credible personality that can be trusted. (3) The medical-nurse team provides good standardized treatment. Correct academic principles (4) Doctors/nurses have expertise in examining and taking care of them (5) Physicians can diagnose the disease correctly and treat the disease without errors (6) Doctors / nurses / staff can solve problems immediately when you are born. problems and (7) results obtained from medical examinations (cured or Illness improves)

Customer response The results of the study found that Overall, the quality of service is at the most important level. When considering item by item, it was found that 5 items were in the most important level, consisting of (1) staff welcoming with good hospitality with smiling faces (2) doctors/nurses giving advice and answering health problems in detail (3) staff They are willing and willing to provide assistance. Providing advice and services (4) Doctors/nurses and staff provide services with speed; and (5) doctors/nurses can diagnose diseases and provide direct treatment services. with health problems

As for giving confidence to customers The results of the study found that Overall, the quality of service is at the most important level. When considering each item, it was found that all items were at the highest level of importance which consisted of (1) trust in contacting staff members (2) Doctors/nurses able to maintain confidentiality or things that did not want to be disclosed (3) The doctor/nurse describes the symptoms. Causes of disease, treatment options as well as cost to ensure treatment. (4) Healthcare personnel are provided with knowledge, advice, how to behave in relation to symptoms and medications. (5) Speech and expression. of the medical/nurse staff to ensure the service (6) The confidence in the service of the doctor/nurse (7) The staff and the doctor/nurse are skilled and knowledgeable. Specialization (8) and medical/nurse staff able to answer questions to help solve health problems correctly

Understanding and knowing customers The results of the study found that Overall, the quality of service is at the most important level. When considering each item, it was found that all items were at the highest level of importance consisting of (1) staff, doctors / nurses, were attentive. Enthusiastic and ready to provide services. (2) Staff, doctors / nurses provide opportunities to ask questions and concerns. and service with willingness (3) staff, doctors / nurses provide equal services and services with politeness and courteousness. (4) staff, doctors / nurses pay attention to respect and see equal importance. (5) and staff, doctors / nurses. Willing to listen and understand the needs well.

VI. DISCUSSION OF RESULTS, RECOMMENDATIONS FROM THE STUDY

In this study, it was revealed that Quality of medical services that affect the decision to use Kasemrad Hospital Ramkhamhaeng of Middle Eastern customers to be used as a guideline for improving the medical services of Kasemrad Hospital Ramkhamhaeng, the students have suggestions from the study as follows:

1. Hospital administrators should pay attention to the arrangement of service locations both in the building and outside.

enough building Decorate the environment of the hospital to be clean, beautiful, orderly.

There is proper lighting in the service area. Provide equipment and staff to provide services that are concrete

2. Hospital administrators Should recruit medical personnel who are well known and accepted in treating specific diseases to provide services. and continuous training and development of service personnel in order to have skills in providing services that will impress customers, including choosing equipment used in treatment that meet international standards to create attractiveness Trust and confidence in accessing the service

3. Hospital administrators Service systems should be developed through applications. and bringing modern technology to enhance service efficiency in order to facilitate and meet the needs of diverse service users.

VII. SUGGESTIONS FOR THE NEXT STUDY

Should study the perspectives on the decision to use the medical services of Kasemrad Hospital Ramkhamhaeng of other foreign customers in order to have more variety

Should study about the quality of life of medical personnel including other personnel To be used as a guideline for human resource management development within Kasemrad Hospital Ramkhamhaeng.

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