ANALYZING MYANMAR CUSTOMERS' PERCEPTIONS ON THE QUALITY OF THAILAND MEDICAL SERVICE

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ABSTRACT

This study aims to analyze the Myanmar customers' satisfaction towards service provided by Thailand Hospitals. The objectives of the studies are to examine the Myanmar customers' perceptions on the quality of Thailand Medical Service. The study consists of 294 respondents who have experienced in customer service of Thailand Hospitals. Data were analyzed using correlations and linear regression and principal component to establish the modified SERVQUAL scale's tangibility, reliability, responsiveness, assurance, and empathy.

The results confirm that the five dimensions are a distinct construct for hospital service quality. Each dimension has a significant relationship with hospital service quality. The finding of this study indicates that the establishment of higher levels of hospital service quality will lead customers to have a high degree of satisfaction.

However, this study did not explore the perspective of service providers. This is the limitation in as much as it only considers the Myanmar patients' view, which might be different from the providers' view. This study will enable Thailand hospitals to have a better understanding of the effects of service quality, which will lead to customer satisfaction to build long term relationships with their patients.

KEY WORDS: SERVQUAL/ Health Service Sector/ Customer Service Quality/ Hospitality Service in Thailand/ Customer satisfaction
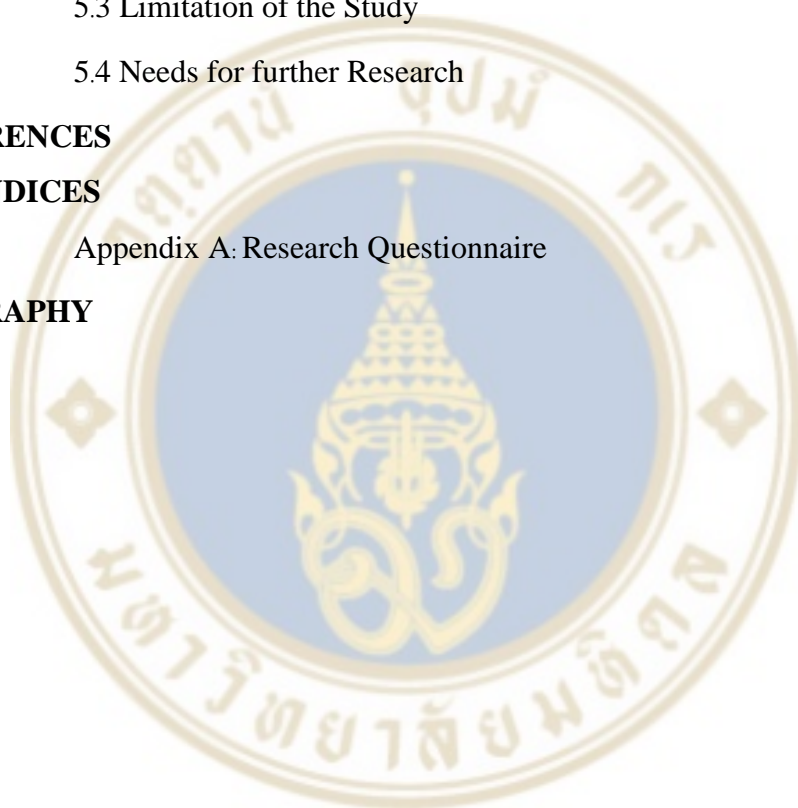
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CHAPTER I

INTRODUCTION

Medical Tourism is rapidly growing within this decade. Many people who have high-level income are looking for a high-quality service for health care in foreign countries. The purchasing power of these people is not only in high standard medical facilities but also in hotel, restaurants, and shopping, and so on. Singapore, Thailand, India, and Malaysia are already developing in medical tourism in Asian. These countries are redesigned their hospitals and health infrastructure for international patients as destinations of medical service. Patients were attracted to this destination by lower costs of care, the absence of rationing as prevalent in many developed countries with universal healthcare, access to procedures prescribed by regulatory authorities in the country of origin, and belief in an alternative system of medicine (Terry, 2006).

Nowadays, the Myanmar people are the high market potential for the medical tourism in Asia. The middle and high class of individuals are traveling abroad for their healthcare. Thailand and Singapore are the top priority list for Myanmar people when they are seeking to require complicated procedures and treatments. Low cost of medical care, quality of therapy by the private medical center and highly developed tourism industry are the facts for why most of Myanmar people choose Thailand for their healthcare destination.

Over 470 hospitals are providing the private facilities, among the more than 1000 of hospitals in Thailand. The largest private hospital in Asia is locating in Bangkok. The country can also take pride by owning the first ISO 9001 certification and JCI accreditation, and the JCI has accredited 37 private hospitals. The private hospitals are driving to grow very fast for Thailand's medical tourism industry. The Western people are choosing Thailand for their healthcare because of the treatment costs are cheaper than their country origin.

The better healthcare facilities, advanced technology, skilled doctors and affordable pricing are most attractiveness facts for the Myanmar people who are willing

to go abroad for their healthcare. Although having many good doctors in Myanmar, medical sector weakness, shortage of medical equipment, the lack of medical technology and the unavailability of drugs are things to reduce the trustworthy of Myanmar people.

This paper is to highlight which facts are needed to maintain the Thailand hospital for sustainability and long-term relationship with Myanmar customers. Sometimes customers are facing with the unexpected problem such as the gap between expectations and the perceptions of the actual service delivered by Hospitals. If the patient finds the service performance closer to what(s), he expected, the service quality perception would be high. To take it one step further, the perceived service quality level is accepted as an important indicator of satisfaction (Parasuraman *et al.*, 1988).

The problems occurred because of not only lack of customer service of the hospital but also the cause of the behavior of clients. The Myanmar customers do not have much knowledge about how to evaluate the level of hospital service. Healthcare quality is harder to define than other services such as financial or tourism mainly because it is the customer himself/herself and the quality of his/her life being evaluated (Eiriz and Figueiredu, 2005). They are believing, the more they pay more, the more they are satisfied. Customer services are needed to perfect both physically and mentally. Patient satisfaction is predicted by factors relating to caring, empathy, reliability, and responsiveness (Tucker and Adams, 2001).

The hospitals are using many marketing strategies to compete in the medical tourism industry. To gain more market share the hospitals gave many incentives agencies and physicians, such as give the percentage base on their client purchasing power. For the patient, the hospital provides many kinds of medical packages. Among the many of technique, the hospital should not forget to focus quality standard service, ethnic and trustworthy for the customer. Each sector of the customer services is driving the customer loyalty, increase market share, profit and saving. Attracting international patients is not only beneficial to hospitals but also to governments given the spill-over benefits derived from international patients by other sectors of the economy.

The current business environment is becoming competitive and challenging than before. With multidimensional challenges and demand of globalization, the organizations are forced to re-engineer their product and systems to improve service

quality and remain competitive. Customer service is considering as an integral part of any facet of the industry, and it defines the future of any organization. In different service sectors, the relationship between customer satisfaction and service attributes have been difficult to identify because service nature is intangible.

Kotler defined satisfaction as;" a person's feeling of pleasure or disappointment resulting from comparing a product is perceived performance or outcome, about his or her expectation." Expectations and demands regarding empathy (approach to the patients), assurance and responsiveness were placed at the top of the patient's priority. Communication skill, a component of empathy, has been shown to be important in limiting patients' dissatisfaction (e.g., explanation of illness, treatment, and confidentiality of medical records). In this paper, customer satisfaction towards services provided by Thailand Hospitals has been discussed by using SERVQUAL model.
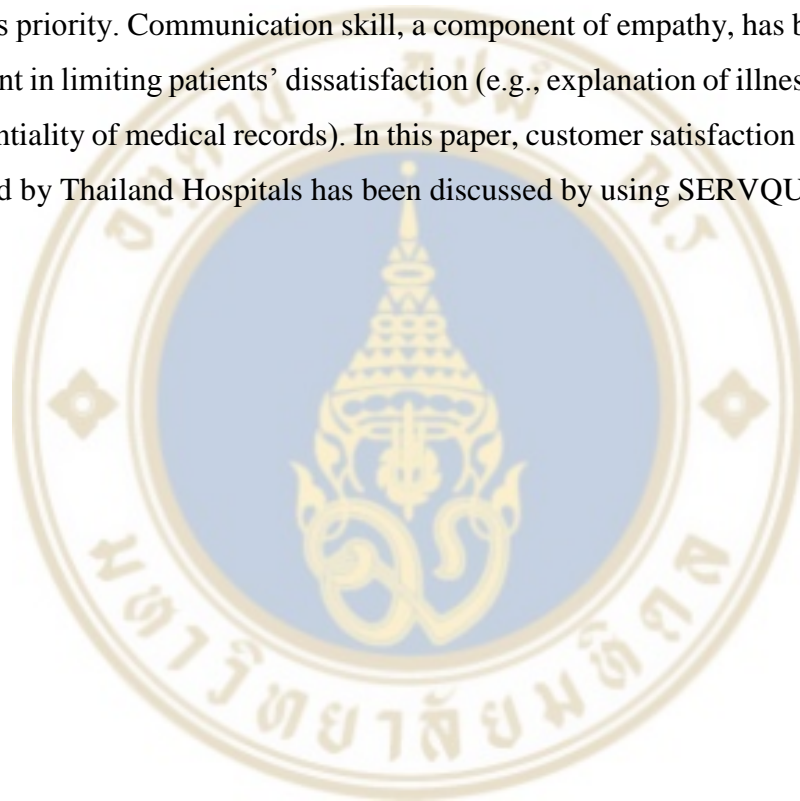
CHAPTER II
LITERATURE REVIEW

In the medical tourism industry, to maintain a high level of customer satisfaction is affected by health care quality. Patient satisfaction and health care are difficult to measure. Service quality is also recognized as a corporate marketing and financial performance driver (Buttle, 1996). Specifically, patients' quality perceptions have been shown to account for 17-27 percent of the variation in a hospital's financial measures such as earnings, net revenue and asset returns (Nelson et al., 1992).

2.1 Customer Expectation

Customer expectations embrace several different elements, including desired service, adequate service, predicted service, and a zone of tolerance that falls between the desired and adequate service levels (Zeithmal, Berry, Parasuranam, 1993). Patient satisfaction significantly influenced end-of-life patients' intention to return to a hospital. If a patient is highly satisfied with admissions, discharge, and other processes it will lead to patients returning to the hospital (Kessler and Mylod, 2011).

To deliver the appropriate levels of expected customer service, an organization's knowledge and measurement of their customer's zone tolerance is cringing tical to designing and overall service package. Customer dissatisfaction occurred when the service delivered falls below the adequate service level. When consumers experience service that exceeds expected service levels, organizations from satisfied customers who remain loyal to the brand. (Iacobucci, shannon, grigoriou, 2015).

Factors Influencing customers service expectations
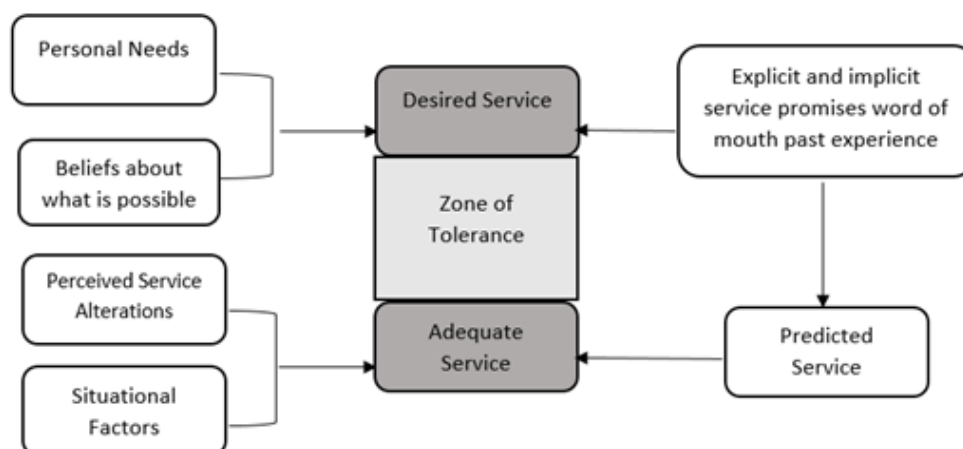
The health providers have to emphasize not only in quality treatment, various kinds of service kings of service package to attract the customers but also the level of customer expectation. The intersection of the hospital provides what the patient wants, and the patient receives what they need, that point can occur customer satisfaction. The level customer expectation can differ base on the culture, knowledge, and experience.

2.2 Dimensions of Service Quality

The role of service quality as an indicator of customer satisfaction and organizational performance is now widely acknowledged in business (Lewis and Mirchell, 1990). Parasuranam (1985) defines service quality as the gap between consumers' expectations of the service, and their perceptions of the actual service delivered by the organization, and suggested that this gap is influenced by several other gaps that may occur within the organization.

After Parasuraman et al. (1985) had clarified The relationship between perceived service quality and satisfaction, they defied theoretically and indicated empirical the concept of perceived service quality by five dimensions:

(1)***Tangibility***: the appearance of the physical environment, equipment, employees, etc.:

(2) ***Assurance***: the employee expertise and knowledge for assuring trust for customers:

(3) *Responsiveness*: the ability to respond to customer demands accurately and timely:

(4) *Reliability*: the accuracy and consistency of service and ability to perform that service:

(5) *Empathy*: the ability to understand other people's feelings and problems.

According to the dimension of service quality, we can classify the relations between each dimension. Patient-related outcomes (patient satisfaction, patient safety, repurchase intention and word-of-mouth [WOM]), health staff-related outcomes (work satisfaction and employee commitment) and management outcomes (hospital efficiency with reduced operating costs, hospital performance) are examined in various studies.

The service quality model looked at service quality as a comparison differentiation between the customer perception and expectation of the service and the actual performance of the service received by the customer provided by the company for a period of time (Parasuraman et al., 1985). The patients' experience with hospital services and the relationship between patients and the hospital are mainly influenced by functional and technical quality dimensions (Gronroos, 1984, Brady et al., 2006; Orava and Tuominen, 2002).

The quality of care, cleanliness of the facility, attitude of the staff and hospital's reputation are the necessities for the Myanmar people who are looking for their healthcare at the foreign countries. The patients believe the greater price of treatment including travel cost to obtain a higher quality of service. The quality employees are one of the most important things for the international customers such as English speaking staff and influent translators, and a supply of clinicians trained abroad.

2.3 Perceived Quality

Perceived service quality results from customers comparing the service they perceive they have received against what they expected to receive. Hospital service quality perception is base on patient judgment of the service given by the hospital, for example, the relationship between the patients and nurse, doctor, and staff (Martinez Fuentes, 1999)

Trumble et al. (2006) explained that patients are able to evaluate the physicians and nurses skills when they are dealing with the patients. The patients'ability to understand and their perception of the hospital services outcomessignificantly influence the overall patient's evaluation experiences (Cronin and Taylor,1994; Lytle and Mokwa, 1992; Marley et al., 2004; Trumble et al., 2006; Zineldin,2006). Although patient perception of the service quality level significantly influences the choice of hospital, it is not easy for a patient to understand the level of service quality provided due to a hospital being a complex area that is unique in all its characteristics and which involves many dimensions to evaluate service quality (Arasli et al., 2008; Hariharan et al., 2004; Hoel and Saether, 2003).

Eleuch (2011) highlighted that patients lack the knowledge and skill to properly judge medical service quality for the technical aspects of services, such as surgeon's skills or practitioner's diagnostics. Patients are more adequately qualified to measure functional quality dimensions, such as lab cleanliness than technical quality aspects (Bakar et al., 2008). In this sense, patients' evaluation of the quality of hospital services refers to the interaction between patients and doctors, and this interaction will develop the confidence of the patients in the quality of the medical services provided by a hospital (Suki et al., 2011).

Perceived service quality is set in the mind as soon as the service is received (Wong and Sohal, 2002). Therefore, it can be stated that perceived service quality is an attitude or a general long-term assessment in perception. It is related to the value assigned through the difference between what is received and what has to be given in exchange (Golicic and Donna, 2003). Perceived quality is different from objective quality; it is a form of attitude, related but not equivalent to satisfaction, and results from comparison of expectations with perception of performance. (Parasuraman *et al.*, 1985, p. 15) As a form of attitude, service quality is related to the satisfaction that emerges as the difference between expectation and performance (Bolton and Drew, 1991b).

2.4 Customer Satisfaction

Customer satisfaction is meeting the customer expectations of products and services by comparing with the perceived performance. If the perceived performance matches customer expectations of services, they are satisfied. If it does not, they are dissatisfied (Oliver, 1997; Zeithaml and Bitner, 2000). Patient satisfaction is defined as the judgment made by patients on their expectations for care services that have been met or not in respect of both technical and interpersonal care (Campbell et al., 2000; Esch et al., 2008).

People with higher education are more health conscious and more aware of their consumer rights – they are more inclined to challenge medical advice and ask questions. The study provides healthcare managers an opportunity to make improvements such as better emergency care, installing a 24-hour phone consultation, etc. (Ho et al., 1998)

Core services, customization, professional credibility, competence, and communications are the other dimensions have been introduced to capture patients' healthcare evaluations (Fowdar, 2005). Communication is the degree to which the patient is heard, kept informed through understandable terms, afforded social interaction and time during consultation and provided psychological and non-technical information (Tucker, 2002). If communication is good, which includes information from the service provider to the patient on the type of care he or she will receive, thereby alleviating the uncertainty that increases his or her awareness and sensitivity about what to expect, then patient satisfaction is higher (Andaleeb, 1988).

The literature on the internationalization of health service also highlights the hospitals should provide effective training and courses for all staff including nurses, doctors, and general staff to enhance their skills in communication and motivation for them to provide an excellent service to patients. Through motivation and such course, it will motivate them to work efficiently, especially in handling patients. Furthermore, Chahal and Kumari (2010) emphasized the need for training programs on patient relationship management as a strategy to enhance employee's performance (Gaur et al., 2011).

The hospital must keep improving their service from time to time to achieve competitive advantage and also need to make sure their service quality is too stable at

the maximum level to gain more market share in the healthcare industry. According to the many previous studies and literature, the hospital service quality has a significant relationship with patient satisfaction, and patient satisfaction has a significant association with behavioral intention.

The concept of service quality is of paramount importance to researchers, academicians and businesses as service quality remain a vibrant competitive that enable service organizations to preserve customer support and build a clear base and also serve as a great tool for winning customer loyalty. For a business to improve and maintain a better positioning in the competitive era, it is necessary to evaluate the performance of services rendered by them. Meanwhile, consumer's expectation is described as what consumers feel service provider should offer, and this could be influenced by their experience, advertisement, personal needs, word-of-mouth and service provider's communication.

The health care industry has been in an increasing trend with many new challenges, for instance, increase the demand for quality health services, customer/patient satisfaction, and increased competition. Facing the challenges, it is important that health care institutions pay more attention in developing effective ways to satisfy the desire and needs of patients. This study focuses on health care service provider from Thailand Hospitals which plays a major role in psychological aspects of every individual from Myanmar people.

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Framework

This study focuses on the SERVQUAL to illustrate the patients' perceived service quality, satisfaction. SERVQUAL provides a technology for measuring and service quality and is founded on the premise that service quality is paramount to marketing success (Buttle, 1996). It is designed to measure service quality as perceived by the customer, that is, customers assess service quality regarding the extent to which service performance on the five dimensions matched the level of performance that consumers through a service should provide (Asubongteng et al., 1996). The five dimension of the service quality is the main attribute for the research to analyze how Myanmar patients evaluate the health-care services provided by Thailand hospitals.
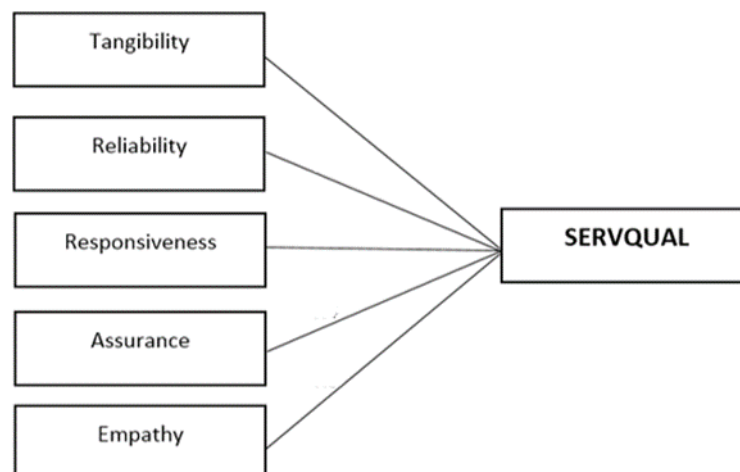
3.2 Research Methodology

Quantitative research is not only useful to quantify opinions, attitudes, and behaviors and find out how the whole population feels about a certain issue, but also suitable to explain some phenomena (Sukamolson, 1999). A structured questionnaire was distributed to the Myanmar people who have experience at Thailand hospitals for health care. Next of kin of patients are also involving in the participant.To analyze the relationship between variables, multiple regression analysis was used. To collect the data with Google forms for quantitative data analysis. Questionnaires have six components which are to reflect the five dimension of SERVQUAL theory framework.

Data would be stored by using online questionnaire, created via Google questionnaire platform. Convenience sampling is a method for the Myanmar people who have experienced in Thailand Medical Tourism.

The questionnaire is composed of 6 parts. Part 1 consists of screening questions; who have experienced in Thailand hospitals. Part 2 to Part 6 is specific questions related to five dimensions of SERVQUAL method. The last part is demographic: gender, age, education, income and next of kin to patient.

After receiving the data from respondents, recode in SPSS form for factor analysis. To interpret the SPSS output and to determine the number of significant factors, run in data correlation and regression. In early rounds had lots of factors and lots of cross loadings and cut the variable one by one which is not significant until it can get no better.

CHAPTER IV

DATA ANALYSIS

In this chapter, the profile of respondents, analysis the customer satisfaction of Myanmar patient service provided by Thailand hospital will be stated, and the chapter will end which attribute is most important to get Myanmar patient satisfaction.

This study is based on the survey to the 294 Myanmar patients, who took the health care service at Thailand Hospitals. A structured questionnaire is used to investigate toward every service attributes and performance of Thailand Hospital to Myanmar patients. The customers are interviewed by using the structured questionnaires based SERVQUAL theory's five dimensions. By using this model, the satisfaction of actual service performance is measured by the five-point Likert scale. In each time, respondents are asked to rank the level of service quality (such as Strongly Agree=5, agree=4, Neutral=3, Disagree=2, and Strongly Disagree=1) for each five services of Thailand Hospital.

4.1 Profile of Respondents

The analysis started by exploring the demography of respondents using simple descriptive techniques of frequency and percentage. In this study, we need to describe the certain demographical factor of selected customer of the service provided by Thailand Hospital. Among the various demographical factors, gender, age, marital status, education qualifications are shown in Table (4.1).

Table 4.1 Number of respondent by Demographic Factor

Demographic	No. of Sample	% of Sample
Gender		
Male	150	51%
Female	144	49%
Age		
Under 18 years		
18-25 years	24	8.2%
26-35 years	81	27.6%
36-45 years	66	22.4%
46-60 years	93	31.6%
Over 60 years	30	10.2%
Income		
Less than 100000 kyat	12	4.1%
100000-500000 kyat	39	13.3%
500000-1000000 kyat	105	35.7%
More than 1000000 kyat	138	46.9%
Education		
Middle School	6	2%
High School	27	9.2%
University Student	198	67.3%
Graduate	60	20.4%
Master	3	1%
Other		
Material Status		
Single	90	30.6%
Married	186	63.3%
Divorce/Separate	18	6.1%
Other		
Next of Kin of Patient		
Self	123	41.8%
Parent	90	30.6%
Sibling	21	7.1%
Husband/Wife/Son/Daughter	57	19.4%
Other	3	1%

Table 4.1 indicates the number of respondents by gender, age, marital status, and education qualification to the Thailand Hospitals service. Among the random sample number 150, the number 51% out of 294 is male respondents, and the remaining is female. Marital statuses of respondents are shown in Table (4.1), 30.6% of respondents are single, and 63.3% of respondents are married.

Age respondents are classified into six groups in Table (4.1). This group includes below 18, 18 to 25, 26 to 35, 36 to 45, and 46 to 60 and above 60. The largest group is between 46 and 60 which accounts for 31.6 % of the total respondents. The second largest respondent who age's group is between 26 and 35 is 27.6%. In the sampling survey, education levels of respondents are divided into six groups such as middle school, high school, undergraduate, graduate, master, and others. According to the Table 4.1, in all six level of education. In the level of high school, there are 6 respondents which denote 2% in total. The 9.2% and 67.3% are undergraduate and post-graduate. The second largest respondents are Graduated level. The income level respondents the largest group is the respondents who get more than 1000000 kyats which account for 46.9% of total respondents. Base on the respondents' education and income level, the higher education and income level are more concerns about their healthcare.

Analyze of Customer Satisfaction towards Service Quality provided by Thailand Hospitals

This section includes analysis on service quality of Thailand Hospital. To explore the service quality, five dimensions of SERVQUAL models are separately analyzed based on responses of customers. Tangibility, reliability, responsiveness, assurance, and empathy are the five dimensions of SERVQUAL model. In this study, the mean value of the responses to the questionnaires based customers' satisfactions' towards the service quality of Thailand Hospitals hospital in providing event catering by the five dimension of the SERVQUAL model is estimated.

4.2 Tangibility Dimension

This dimension includes the appearance of physical facilities, equipment, personnel, and communications material. These visual aspects of the equipment are the only visual contact between a customer and an organization. The tangibility of the entity is characterized by the client volume in the value of intangible services and alternative indicators. The physical dimension of service quality hospital measures the appearance of physical facilities such as up to date medical equipment, facilities, cleanliness and hygiene, cleanliness of rooms and toilets, comfort ability of the waiting room and patient's room, peaceful of hospital atmosphere.

Table 4.2 shows the customers' satisfaction percentage of tangibility demission. The results indicate there is no one think the tangible of Thailand hospitals are bad. Most of the respondents are satisfied the tangibility dimensions of hospitals.

Run a correlation matrix for a quick overview of relationships between variables. As the correlation table output, each variable has a statistically significant linear relationship. The direction of the relationship is positively correlated, meaning that these variables tend to increase together.

Table 4.2 Customer's Satisfaction towards Tangibility Dimension

Sir No.	Tangibility Dimension of Service Quality	Excellent	Good	Normal	Bad
1	The hospital using up to date medical equipment.	129 (43.9%)	150 (50%)	15 (5.1%)	
2	The physical appearance of facilities.	99 (34%)	171 (58.8%)	21 (7.2%)	
3	Cleanliness and hygiene in hospital	156 (53.6%)	111 (38.1%)	24 (8.2%)	
4	The cleanliness of patient rooms and toilets.	132 (44.9%)	126 (42.9%)	36 (12.2%)	
5	The hospitals atmosphere is peaceful enough.	63 (21.4%)	165 (55.1%)	69 (23.5%)	

Table 4.3 Correlation Test for Responsiveness dimension

Correlations

		Cleanliness of rooms and toilets	Cleanliness of public area	Medical Equipment	Atmosphere	PhyApperance
Cleanliness of rooms and toilets	Pearson Correlation	1	.780**	.503**	.640**	.528**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	294	294	294	294	294
Cleanliness of public area	Pearson Correlation	.780**	1	.446**	.552**	.497**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	294	294	294	294	294
Medical Equipment	Pearson Correlation	.503**	.446**	1	.413**	.540**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	294	294	294	294	294
Atmosphere	Pearson Correlation	.640**	.552**	.413**	1	.643**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	294	294	294	294	294
PhyApperance	Pearson Correlation	.528**	.497**	.540**	.643**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	294	294	294	294	294

**. Correlation is significant at the 0.01 level (2-tailed).

The table shows (.780) indicate a very strong relationship between the cleanliness of the public area and cleanliness of rooms and toilets. For statistical test 000<.05 as required. This means we can trust the measurement. In other words, (.497) is a good estimate of the real correlation in the overall population.

Table 4.4 Linear Regression Statistical Test for Tangibility Dimension

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.420[a]	.176	.162	.897

a. Predictors: (Constant), PhyApperance, Cleanliness of public area, Medical Equipment, Atmosphere, Cleanliness of rooms and toilets

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.528	5	9.906	12.324	.000[a]
	Residual	231.493	288	.804		
	Total	281.020	293			

a. Predictors: (Constant), PhyApperance, Cleanliness of public area, Medical Equipment, Atmosphere, Cleanliness of rooms and toilets

b. Dependent Variable: TanOverall

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.091	.365		2.992	.003
	Cleanliness of rooms and toilets	.466	.137	.325	3.403	.001
	Cleanliness of public area	.107	.132	.070	.806	.421
	Medical Equipment	.291	.112	.173	2.591	.010
	Atmosphere	-.287	.115	-.197	-2.491	.013
	PhyApperance	.083	.129	.049	.641	.522

a. Dependent Variable: TanOverall

By using linear regression, to analyze which factors are most satisfied and importance for the customer base on the tangibility dimensions. According to the data output of the biggest impact is the cleanliness of rooms and toiles (.466). The hospital's atmosphere is peaceful enough has an adverse impact on the overall tangibility satisfaction. Cleanliness of rooms, medical equipment and atmosphere are statically significant.

4.3 Reliability Dimension

This refers to the ability to perform promised services and duties proficiently to customers. This dimension includes important factors of services such as how hospital provide its services, problem solving skill, service delivery and ability to perform the promised service dependably and accurately. It is very significant to hospitals that need to evaluate their overall service quality level. Since the hospital's schedules, especially in problem-solving for patients, data recording and fulfillment of an agreement for patients are reliable to them, they tend to trust the health care provider and also to the hospital.

Table 4.5 Customer's Satisfaction towards Reliability Dimension

No.	Reliability Dimension of Service Quality	Excellent	Good	Normal	Bad
1	Hospital provides treatment, diagnostic test and other services in an acceptable period.	36 (12.2%)	195 (66.3%)	60 (20.4%)	3 (3%)
2	When a patient has a problem, the hospital shows sincere interest to solve it.	39 (13.3%)	141 (48%)	114 (38.8%)	
3	Feeling safe in their transactions with the staff.	42 (14.3%)	132 (44.9%)	120 (40.8%)	
4	Doctors and nurse explain health conditions, diagnosis, and treatment in understandable ways.	51 (17.3%)	108 (36.7%)	132 (44.9%)	
5	The service provided by hospital complete and satisfied by patients.	36 (12.4%)	153 (52.6%)	102 (35.1%)	
6	If you are admitted, doctors monitor your health status regularly/daily.	27 (9.5%)	126 (44.2%)	129 (45.3%)	3 (1%)
7	Nurses explain to patients exactly when and what they are going to do.	21 (7.2%)	99 (34%)	165 (56.7%)	6 (2.1%)

Table 4.6 Correlation statistical Test for Responsiveness dimension

Correlations

		Reli TDSaccept Period	ReliShow Sincere	ReliFeeling SafeTran	ReliExplain Understand	ReliService ComSatisfy	ReliMonitor Regularly	ReliNurse ExplaExactly	ReliOverall
ReliTDSacceptPeriod	Pearson Correlation	1	.467**	.403**	.519**	.546**	.590**	.480**	-.214**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	294	294	294	294	294	290	294	294
ReliShowSincere	Pearson Correlation	.467**	1	.662**	.590**	.621**	.594**	.587**	-.224**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	294	294	294	294	294	290	294	294
ReliFeelingSafeTran	Pearson Correlation	.403**	.662**	1	.627**	.622**	.603**	.604**	-.267**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	294	294	294	294	294	290	294	294
ReliExplainUnderstand	Pearson Correlation	.519**	.590**	.627**	1	.637**	.656**	.663**	-.362**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	294	294	294	294	294	290	294	294
ReliServiceComSatisfy	Pearson Correlation	.546**	.621**	.622**	.637**	1	.603**	.677**	-.350**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	294	294	294	294	294	290	294	294
ReliMonitorRegularly	Pearson Correlation	.590**	.594**	.603**	.656**	.603**	1	.689**	-.254**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	290	290	290	290	290	290	290	290
ReliNurseExplaExactly	Pearson Correlation	.480**	.587**	.604**	.663**	.677**	.689**	1	-.215**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	294	294	294	294	294	290	294	294
ReliOverall	Pearson Correlation	-.214**	-.224**	-.267**	-.362**	-.350**	-.254**	-.215**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	294	294	294	294	294	290	294	294

(.689) indicate a strong relationship between, the doctors monitor your health status regularly/daily and Nurses explain to patients exactly when and what they are going to do.

Table 4.7 Linear **Regression Statistical Test for Reliability dimension**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.412a	.170	.149	.755

a. Predictors: (Constant), ReliNurseExplaExactly, ReliTDSacceptPeriod, ReliFeelingSafeTran, ReliShowSincere, ReliExplainUnderstand, ReliServiceComSatisfy, ReliMonitorRegularly

ANOVAb

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.188	7	4.598	8.069	.000a
	Residual	157.276	276	.570		
	Total	189.465	283			

a. Predictors: (Constant), ReliNurseExplaExactly, ReliTDSacceptPeriod, ReliFeelingSafeTran, ReliShowSincere, ReliExplainUnderstand, ReliServiceComSatisfy, ReliMonitorRegularly

b. Dependent Variable: ReliOverall

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.657	.203		18.029	.000
	ReliTDSacceptPeriod	.048	.098	.035	.488	.626
	ReliShowSincere	.056	.098	.047	.573	.567
	ReliFeelingSafeTran	-.053	.097	-.045	-.545	.586
	ReliExplainUnderstand	-.339	.091	-.316	-3.714	.000
	ReliServiceComSatisfy	-.330	.109	-.261	-3.035	.003
	ReliMonitorRegularly	-.049	.108	-.039	-.451	.652
	ReliNurseExplaExactly	.236	.110	.188	2.146	.033

a. Dependent Variable: ReliOverall

Nurses explain to patients exactly when and what they are going to do, doctors and nurse explain health conditions, diagnosis, and treatment in understandable ways and the service provided by hospital complete and satisfied by patients are statically significant. Negative results of factors are an adverse impact on the overall reliability satisfaction. Nurses explain to patients exactly when and what they are going to do is the highest impact on the reliability dimension.

4.4 Responsiveness Dimension

Many patients are dissatisfied when they have to wait hours for treatment and consultation. Hospitals place more emphasis on promptness and communicate relevant treatment plans of time to satisfy customers. Waiting time for admission is also an acceptable period for all patients since there is enough quantity of health care professionals. All health care providers place more emphasis on the consideration of responsiveness and genuineness to deliver quality service. This dimension of service quality measures the willingness to help customers and provide prompt service from Thailand Hospital.

Table 4.8 Customer's Satisfaction towards Responsiveness Dimension

No.	Responsiveness Dimension of Service Quality	1	2	3	4	5
1	The performance of the service promised by a certain time by the staff.	5 (2%)	69 (23.5%)	117 (39.8%)	87 (29.6%)	15 (5.1%)
2	Telling patients exactly when the service performed.	9 (3.1%)	126 (42.9%)	63 (21.4%)	72 (24.5%)	24 (8.2%)
3	Doctors/nurses respond immediately when called by patients.	6 (2.1%)	60 (20.8%)	129 (44.8%)	60 (20.8%)	33 (11.5%)
4	Waiting time for admission is faster than another hospital.	54 (19.1%)	96 (34%)	60 (21.3%)	60 (21.3%)	12 (4.3%)
5	Get prompt service from employee of hospital for the discharging operation.	18 (6.3%)	126 (43.8%)	60 (20.8%)	72 (25%)	12 (4.2%)

Strongly Disagree=1 Disagree=2   Normal=3 Agree=4 and Strongly Agree=5

Table 4.9 Correlation statistical Test for Responsiveness dimension

Correlations

		ResCertain TbyStaff	ResTservice Perform	ResRespon Imme	ResWatiting TAdmission	ResPrompt SerDischarge	ResOverall
ResCertainTbyStaff	Pearson Correlation	1	.798**	.575**	.673**	.715**	.506**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N		294	293	294	294	294
ResTservicePerform	Pearson Correlation	.798**	1	.651**	.768**	.779**	.521**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	294	294	293	294	294	294
ResResponImme	Pearson Correlation	.575**	.651**	1	.712**	.739**	.436**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	293	293	293	293	293	293
ResWatitingTAdmission	Pearson Correlation	.673**	.768**	.712**	1	.852**	.511**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	294	294	293	294	294	294
ResPromptSerDischarge	Pearson Correlation	.715**	.779**	.739**	.852**	1	.549**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	294	294	293	294	294	294
ResOverall	Pearson Correlation	.506**	.521**	.436**	.511**	.549**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	294	294	293	294	294	294

**. Correlation is significant at the 0.01 level (2-tailed).

The table shows (.852) indicate strong relationship between waiting time for admission and prompt service from an employee of the hospital for the discharging

operation. For statistical test 000<.05 as required. This means we can trust the measurement. In other words (.549) is a good estimate of the real correlation in the overall population.

Table 4.10 Linear Regression Statistical Test for Responsiveness dimension

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.585[a]	.342	.331	.746

a. Predictors: (Constant), ResPromptSerDischarge, ResResponImme, ResCertainTbyStaff, ResTservicePerform, ResWatitingTAdmission

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.320	5	16.064	28.851	.000[a]
	Residual	154.231	277	.557		
	Total	234.551	282			

a. Predictors: (Constant), ResPromptSerDischarge, ResResponImme, ResCertainTbyStaff, ResTservicePerform, ResWatitingTAdmission

b. Dependent Variable: ResOverall

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.821	.181		4.532	.000
	ResCertainTbyStaff	.169	.084	.167	2.024	.044
	ResTservicePerform	.094	.082	.110	1.142	.254
	ResResponImme	.017	.070	.018	.247	.805
	ResWatitingTAdmission	.058	.079	.073	.736	.463
	ResPromptSerDischarge	.237	.094	.268	2.533	.012

a. Dependent Variable: ResOverall

The data output of linear regression shows the performance of the service promised by a certain time by the staff and get prompt service from an employee of the hospital for the discharging operation are the statically significant to the overall customer satisfaction of assurance demission. Get prompt service from an employee of the hospital for the discharging operation also the highest impact of the overall responsiveness dimension.

4.5 Assurance Dimension

Assurance dimension includes five items. This dimension consists knowledge and courtesy of employees and their ability to inspire and confidence to provide services from Hospitals. The assurance dimensions include the factors such as competence to perform the service, politeness, and respect for the customers.

Table 4.11 Customer's Satisfaction towards Assurance Dimension

Sir No.	Assurance4 Dimension of Service Quality	1	2	3	4	5
1	The employees are knowledgeable to answer patient's questions.	6 (2.1%)	42 (14.4%)	150 (51.5%)	78 (26.8%)	15 (5.2%)
2	Patients feel confident when receiving medical treatment.	0 (0%)	30 (10.4%)	129 (44.8%)	105 (36.5%)	24 (8.3%)
3	Patients feel secure that they recovered well before they are discharged.	0 (0%)	39 (13.7%)	120 (42.1%)	72 (35.8%)	24 (8.4%)
4	Doctors are competent.	0 (0%)	9 (3.1%)	60 (20.6%)	153 (52.6%)	69 (23.7%)
5	Nurses are skillful.	6 (2.1%)	21 (7.2%)	153 (52.6%)	84 (28.9%)	27 (9%)

Table 4.12 Correlation statistical Test for Assurance dimension

Correlations

		AssEmpKnow ToAns	AssFeel Confident	AssFeelSecure	AssDoc Competent	AssNures Skillful	AssOverall
AssEmpKnowToAns	Pearson Correlation	1	.714**	.580**	.392**	.708**	.131*
	Sig. (2-tailed)		.000	.000	.000	.000	.024
	N	294	292	289	293	294	294
AssFeelConfident	Pearson Correlation	.714**	1	.798**	.492**	.782**	.191**
	Sig. (2-tailed)	.000		.000	.000	.000	.001
	N	292	292	287	291	292	292
AssFeelSecure	Pearson Correlation	.580**	.798**	1	.558**	.714**	.270**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	289	287	289	289	289	289
AssDocCompetent	Pearson Correlation	.392**	.492**	.558**	1	.498**	.286**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	293	291	289	293	293	293
AssNuresSkillful	Pearson Correlation	.708**	.782**	.714**	.498**	1	.206**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	294	292	289	293	294	294
AssOverall	Pearson Correlation	.131*	.191**	.270**	.286**	.206**	1
	Sig. (2-tailed)	.024	.001	.000	.000	.000	
	N	294	292	289	293	294	294

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

The table shows (.798) indicate a solid relationship between patients feel confident when receiving medical treatment. And patients feel secure that they recovered well before they are discharged.

Table 4.13 Linear Regression Statistical Test for Assurance dimension

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.334a	.111	.095	.648

a. Predictors: (Constant), AssNuresSkillful, AssDocCompetent, AssEmpKnowToAns, AssFeelSecure, AssFeelConfident

ANOVAb

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.644	5	2.929	6.968	.000a
	Residual	116.849	278	.420		
	Total	131.493	283			

a. Predictors: (Constant), AssNuresSkillful, AssDocCompetent, AssEmpKnowToAns, AssFeelSecure, AssFeelConfident

b. Dependent Variable: AssOverall

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.957	.221		8.858	.000
	AssEmpKnowToAns	-.050	.070	-.061	-.716	.475
	AssFeelConfident	-.094	.098	-.109	-.951	.343
	AssFeelSecure	.207	.083	.251	2.506	.013
	AssDocCompetent	.189	.062	.209	3.046	.003
	AssNuresSkillful	.033	.082	.041	.405	.686

a. Dependent Variable: AssOverall

The data output of linear regression show patients feels safe that they recovered well before they are discharged, and doctors are competent are the statically significant to the overall customer satisfaction of assurance demission. The negative result that that factor is an adverse impact on the overall assurance satisfaction

4.6 Empathy Dimension

This dimension is the ability to provide individualized care and attention to the patients. An excellent customer/employee relationship can be established when the employee understands the personal needs and values of customers. The attention paid to the client and the uniqueness in the manner in which this is addressing build trust, empathy, and satisfaction between the customer and service provider.

Table 4.14 Customer's Satisfaction towards Empathy Dimension

Sir No.	Empathy Dimension of Service Quality	1	2	3	4	5
1	Well treatment to patients' visitors.	3 (1%)	27 (9.4%)	159 (55.2%)	84 (29.2%)	15 (5.2%)
2	The doctors and nurse are giving special attention to the patients.	6 (2.1%)	57 (19.6%)	102 (35.1%)	99 (34%)	27 (9.3%)

Table 4.14 Customer's Satisfaction towards Empathy Dimension (cont)

3	Doctors spent enough time with each patient.	6 (2.1%)	12 (4.1%)	60 (20.6%)	123 (42.3%)	90 (30.9%)
4	The employees avoid the terms that the patients could not understand.	6 (2.1%)	27 (9.4%)	150 (52.1%)	81 (28.1%)	24 (8.3%)

Table 4.15 Correlation statistical Test for Empathy dimension

Correlations

		EmpWllTreVisitor	EmpSpecial AttPatient	EmpDoc SpentEnoTime	EmpAdvoid Terms	EmpUnder SpecNeeds	EmpOverall
EmpWllTreVisitor	Pearson Correlation	1	.638**	.413**	.549**	.469**	.297**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	294	294	294	292	294	294
EmpSpecialAttPatient	Pearson Correlation	.638**	1	.610**	.654**	.657**	.318**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	294	294	294	292	294	294
EmpDocSpentEnoTime	Pearson Correlation	.413**	.610**	1	.579**	.371**	.295**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	294	294	294	292	294	294
EmpAdvoidTerms	Pearson Correlation	.549**	.654**	.579**	1	.643**	.244**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	292	292	292	292	292	292
EmpUnderSpecNeeds	Pearson Correlation	.469**	.657**	.371**	.643**	1	.402**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	294	294	294	292	294	294
EmpOverall	Pearson Correlation	.297**	.318**	.295**	.244**	.402**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	294	294	294	292	294	294

**. Correlation is significant at the 0.01 level (2-tailed).

(.657) indicate a strong relationship between the doctors and nurse are giving special attention to the patients and the nurses and staffs understand the patient's specific needs.

Table 4.16 Linear Regression Statistical Test for Empathy Dimension

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.458[a]	.210	.196	.801

a. Predictors: (Constant), EmpUnderSpecNeeds, EmpDocSpentEnoTime, EmpWllTreVisitor, EmpAdvoidTerms, EmpSpecialAttPatient

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.594	5	9.719	15.160	.000[a]
	Residual	183.351	286	.641		
	Total	231.945	291			

a. Predictors: (Constant), EmpUnderSpecNeeds, EmpDocSpentEnoTime, EmpWllTreVisitor, EmpAdvoidTerms, EmpSpecialAttPatient

b. Dependent Variable: EmpOverall

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.122	.257		4.372	.000
	EmpWllTreVisitor	.192	.083	.162	2.307	.022
	EmpSpecialAttPatient	-.054	.085	-.058	-.637	.525
	EmpDocSpentEnoTime	.219	.067	.230	3.246	.001
	EmpAdvoidTerms	-.212	.087	-.198	-2.432	.016
	EmpUnderSpecNeeds	.409	.078	.401	5.223	.000

a. Dependent Variable: EmpOverall

The data output of linear regression show well treatment to patients' visitors, doctors, spent enough time with each patient, the employees avoid the terms that the patients could not understand and the nurses and staffs understand the patient's specific needs are the statically significant to the overall customer satisfaction on empathy demission. The negative result (-0.212) indicate the employees avoid the terms that the patients could not understand. Which means that that factor is an adverse impact on the overall empathy satisfaction

Table 4.17 Satisfy level of respondents for five dimensions of SERVQUAL

Dimensions	Not at all Satisfied	Somewhat Satisfied	Satisfied	Very Satisfied	Delighted
Tangibility	15 (5.1%)	24 (8.2%)	117 (39.8%)	102 (34.7%)	24 (12.2%)
Reliability	24 (6.1%)	93 (31.6%)	138 (46.9%)	42 (14.3%)	3 (1%)

Table 4.17 Satisfy level of respondents for five dimensions of SERVQUAL (con.t)

Responsiveness	48	93	117	36	
	(16.3%)	(31.6%)	(39.8%)	(12.2%)	
Assurance	9	30	195	57	3
	(3%)	(10.2%)	(66.3%)	(19.4%)	(1%)
Empathy	15	60	129	78	9
	(5.2%)	(20.6%)	(44.3%)	(26.8%)	(3.1%)

Table 4.18 Correlation Statistical Test for overall Satisfactions

Correlations

		TanOverall	ReliOverall	ResOverall	AssOverall	EmpOverall	Overall Satisfied
TanOverall	Pearson Correlation	1	.434**	.148*	.540**	.505**	.041
	Sig. (2-tailed)		.000	.011	.000	.000	.485
	N	294	294	294	294	294	294
ReliOverall	Pearson Correlation	.434**	1	.743**	.616**	.637**	.209**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	294	294	294	294	294	294
ResOverall	Pearson Correlation	.148*	.743**	1	.460**	.518**	.222**
	Sig. (2-tailed)	.011	.000		.000	.000	.000
	N	294	294	294	294	294	294
AssOverall	Pearson Correlation	.540**	.616**	.460**	1	.676**	.195**
	Sig. (2-tailed)	.000	.000	.000		.000	.001
	N	294	294	294	294	294	294
EmpOverall	Pearson Correlation	.505**	.637**	.518**	.676**	1	.292**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	294	294	294	294	294	294
OverallSatisfied	Pearson Correlation	.041	.209**	.222**	.195**	.292**	1
	Sig. (2-tailed)	.485	.000	.000	.001	.000	
	N	294	294	294	294	294	294

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

(.743 **)** indicate a strong relationship between reliability overall satisfaction and responsiveness overall satisfaction**.**

Table 4.19 Linear Regression Statistical Test for overall Satisfactions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.324ᵃ	.105	.089	.762

a. Predictors: (Constant), TanOverall, ResOverall, AssOverall, EmpOverall, ReliOverall

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.587	5	3.917	6.755	.000^a
	Residual	167.025	288	.580		
	Total	186.612	293			

a. Predictors: (Constant), TanOverall, ResOverall, AssOverall, EmpOverall, ReliOverall

b. Dependent Variable: OverallSatisfied

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.647	.217		12.211	.000
	EmpOverall	.270	.075	.302	3.587	.000
	AssOverall	.036	.098	.031	.369	.712
	ResOverall	.054	.078	.061	.690	.491
	ReliOverall	.014	.098	.014	.144	.886
	TanOverall	-.117	.059	-.144	-1.984	.048

a. Dependent Variable: OverallSatisfied

As shown in Tables, the overall satisfaction of service quality dimensions is in the positive and adverse. The negative score is founded only in tangibility. Responsiveness, reliable, assurance and empathy dimensions are in positive scores. It can be said Thailand Hospital can provide services for customers. The smallest negative score is founded in tangibility dimension by (-.117) which means an adverse impact on the overall satisfaction the largest impact score is empathy (0.270). It can be concluded that Thailand Hospital can provide to fulfill customers' satisfaction level in physical aspect and need to improve infrastructure and facilities of the hospital. As shown in the table, empathy dimension mark is the highest point. It can be said that customers are satisfied on empathy dimension.

CHAPTER V
CONCLUSION AND RECOMMENDATION

This study has focused on the service quality of Thailand Hospital and customer satisfaction on those activities. The purpose of this study is to analyze the Myanmar customers' perceptions on the quality of Thailand Medical Service. This chapter presents the recommendations and suggestions. Moreover, to be more precise and comprehensive, this chapter includes the limitations and needs for further research of the study. This study assessed the five type of service quality dimension of Thailand Hospital. These five dimensions include tangibility, reliability, responsiveness, assurance, and empathy.

5.1 Finding

The According to the result outcomes, the cleanliness of the patient's rooms and toilets and medical equipment are the most impact on the tangible satisfactions. The hospitals atmosphere and physical appearance have negative impact on the satisfactions. Which mean that the participants are mostly come from the high level. They expect the more they paid, the more they get the high quality of hospital service and physical appearance. Therefore, we can assume that the socio-economic conditions of the patients may influence their evaluation of service quality. For the reliability, the negative impact is on the doctors and nurse explain health conditions, diagnosis and treatment in understand ways. The communication language is most important between the customers and the service providers. If the patients unclear their condition and do not understand the process of treatments, could be happen unsatisfied the hospitals service quality.

There is no any negative impact in responsiveness dimension in result outcomes. The performance of the service promised by a certain time by the staff and getting the prompt service from the employee of hospital for the discharging operation

are the highest impact on this dimension. In assurance dimension, patient feel confident when they receiving the medical treatment and the employee are knowledgeable to answer patient's questions have negative impact result. These two facts have high influence on the customer evaluation on the hospitals service quality. The nurse and staffs understand the patient's specific needs is highest impact on the empathy on the empathy dimension. This result indicates the patient's expectation is not only in the way of treatment, advance technology but also the high quality and performance of all the people who are involving their medical treatment.

5.2 Suggestions and Recommendations

Customer satisfaction is one of the important factors for the success of the hospital in health care industry. At survey, customers are satisfied with service quality of Thailand Hospital. According to the data from the survey, the hospital needs to train the skill, knowledge, competency, training for the employee, and also this finding suggests that for all employees should be taken to get the more customer satisfaction. Thailand Hospital should provide to fulfillment the more performance level than the importance level.

The staffs and nurses should improve to give the best services to the customer for sustainable development in the health care industry. The hospital should care for clients can be assured the customer more satisfaction through training and monitoring employee's performances. The service provider should care about to serve about the new technology, new product and service, caring and respectful towards customer's complaints, and solving the customers' problem in eagerly. Also, needs to provide the internal training that concern with service knowledge, and technical expertise to their junior staffs to get more knowledge about the health care services.

To maintain a high level of customer satisfactions toward their service, the hospital should focus more on service quality and new service. The development of a new service should be made according to the customers' specific needs to be met with customer's importance. Moreover, to be able to tackle the problems of customers' satisfaction, employees must be trained in modern service management techniques. Customers can also feel cared through customer is always right policy.

Furthermore, the hospital needs to be more effective and efficient to do services on time, as promised and right on the first time. This can be done if the management increases their employees' performance regarding service delivery, by motivation, monitoring, and coordination and controlling their activities. The staff that is directly linked to the provision of services should be trained to tackle routines and different situation. Moreover, the service provider should improve to give the best services to the customer for sustainable development for the health care industry.

In this survey, all service quality dimensions are kept up the good work, but any services dimensions have negative, and that indicates the service quality of Thailand Hospital must be improved to get more customer satisfaction. Among five dimensions of service quality shown in the figure, empathy and tangibility of hospitals are indicated to care about hospitals services for customer satisfaction. The data output showed the service quality provider should care about to serve the polite and friendly, prompt and timely give services to the customers.

5.3 Limitations of the Study

This study analyzed only two hundred and ninety-four Myanmar customers among those who are using services provided by Thailand Hospital. Although there are ten dimensions to analyzed service quality, this study only emphasizes the five-dimension model for the customers of Thailand Hospital. The remaining dimension of service quality needs to be highlighted in the future research. If we have more time and more respondents for the whole country, the outcome result can be changed in the utilization of Thailand Hospital. If there will be a change of customer's need, want and preference, the survey data can be changed by the situation of customer's preference on services of Thailand Hospital. That can replace the outcome result by the different location of the respondents and the duration of the survey. This survey data collected from the Myanmar respondents who admitted to Thailand Hospital in the inquiry period.

5.4Needs for Further Result

For the difference in types, nature, and target market of service organizations, there may be many issues to be revealed for management decision making. Also, an important issue for future research is to know about the relationship between internal service quality and external customer satisfaction. This paper only focuses on the service quality provided by Thailand Hospital for Myanmar customers. The survey questionnaires are also limited to the theories applied. There are many opportunities to extend this study. This research is only based on the 294 customers of the Thailand Hospitals, and if we have more respondents for this survey, the outcome result can be changed. On the other hand, it can make another study research for the different services of other industry.

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APPENDICES

Appendix A: Interview Questions

No	Questionnaires
1	Have you ever experienced medical checkup or treatment in Thailand?
	Tangibility Dimension
2	The hospital using up to date medical equipment.
3	The physical appearance of facilities.
4	Cleanliness and hygiene in hospital.
5	The cleanliness of patient rooms and toilets.
6	The hospitals atmosphere is peaceful enough.
7	Overall how satisfied were you with the hospital's tangible dimension?
	Reliability Dimension
8	Hospital provides treatment, diagnostic test and other services in an acceptable period.
9	When a patient has a problem, the hospital shows sincere interest to solve it.
10	Feeling safe in their transactions with the staff.
11	Doctors and nurse explain health conditions, diagnosis and treatment in an understandable ways.
12	The service provided by hospital complete and satisfied by patients.
13	If you are admitted, doctors monitor your health status regularly/daily.
14	Nurses explain to patients exactly when and what they are going to do.
15	Overall, how satisfied were you with the hospital reliability dimension?
	Responsiveness Dimension
16	Performance of the service promised by a certain time by the staff.
17	Telling patients exactly when the service performed.
18	Doctors/ nurses respond immediately when called by patients.
19	Waiting time for admission is faster than other hospital.
20	Patients who will be discharged get prompt service from employee of hospital for the discharging operation.

21	Overall, how satisfied were you with the hospital reliability dimension?
	Assurance Dimension
22	The employees are knowledgeable to answer patient's questions.
23	Patients feel confident when receiving medical treatment.
24	Patients feel secure that they recovered well before they are discharged.
25	Doctors are competent.
26	Nurses are skillful.
27	Overall, how satisfied were you with the hospital assurance dimension?
	Empathy Dimension
28	Well treatment to patients' visitors.
29	The doctors and nurse are giving special attention to the patients.
30	Doctors spent enough time with each patient.
31	When communicate with the patients, the employees avoid the terms that the patients couldn't understand.
32	The nurses and staffs understand the patient's specific needs.
33	Overall, how satisfied were you with the hospital empathy dimension?
	Demographic
34	What is your gender?
35	What is your age range?
36	Please indicate your monthly personal income.
37	What was your highest level of education?
38	What is your current material status?
39	Next of kin to patient