A STUDY OF FACTORS EFFECTING PATIENT SATISFACTION OF PRIVATE HOSPITALS IN TERMS OF STRUCTURAL SYSTEM

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A STUDY OF FACTORS EFFECTING PATIENT SATISFACTION OF PRIVATE HOSPITALS IN TERMS OF STRUCTURAL SYSTEM

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ABSTRACT

Private hospitals are reliable and convenient to receive care for health, their patients and their relatives are already aware of this. Moreover, when compared with the time waiting list of getting service and innovation of equipment between public hospitals and Private hospitals that certainly the private hospitals get more popular points in this area, but all of the excellent services have to turn by expensive prices as well. Beyond service are the difference between public and private hospitals, they still have the structure can occur. The objective of this study is to analyze factors affecting the satisfaction of patient to the private hospitals in term of the structural system. To capture aspects of the interaction of customer satisfaction with focusing on affecting the relationship between structure such as technical, interpersonal and amenities/facilities perception can impact to patient's satisfaction.

The quantitative research design was used in this study. The data was collected using only electronic-based questionnaires with random sampling method, distributed to the customer who ever visited in private hospitals within the last 10 years in Thailand via social media applications. A total of 334 questionnaires were responded and all samples were eligible for analysis. Descriptive statistics and multiple regressions were applied to analyze the data.

The research revealed that patients and relatives are highly satisfied with private hospitals in term of structural systems in Thailand. Besides, the findings from the multiple linear regressions analysis showed that technical systems and interpersonal systems had a significant and positive influence on patients' satisfaction. This study has contributed to the body of knowledge to private hospitals managers by providing a detailed understanding of the determinants and relationships that drive the patient satisfaction to private hospitals in term of the structural system in Thailand.

KEY WORDS: Private Hospitals / Structural System/ Patients Satisfaction/ Thailand

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CHAPTER I
INTRODUCTION

1.1 Research Background

In the current environment of healthcare business, corporate efforts to gain competitive advantage require ongoing planning and monitoring. The increasing concentration of competition in markets where costs associated with dissatisfied customers are high has forced organizations to organize and adjust their operations to retain customers and maintain profitability. And competition for customer satisfaction, which is a key driver of business strategy to strengthen their competitive position in the market, has become a strategic objective and a cornerstone of success for many organizations. (Matsebula, & Willie, 2007).

Thailand has many private hospitals with excellent services. Private hospitals play an important role in the health system of the country. However, access to private hospital services is somehow limited due to the higher costs. The beneficiaries of healthcare plans are key customers of the private hospital industry, despite an increase in self-funding cases reported. (Mortazavi, Kazemi, Shirazi, & Azizabadi, 2009). Choosing between public and private hospitals in Thailand can be a difficult decision. You can be attracted by the inexpensive costs of public hospitals, but somewhat skeptical of the treatment quality. You might be confused as to why private hospitals are more expensive. Are you paying for a better doctor? Is the facility better? Or is it something else? Some of the answers will surprise you. When many people hear the term "public hospital", they tend to believe that care is not as good as private hospitals. However, this is not always true. In fact, care can sometimes be better than in public hospitals. Some of Thailand's leading public hospitals, such as Chulalongkorn, Ramathibodi and Siriraj, have top-level specialists and the latest medical equipment's in the world.

The main factor that separates private hospitals from other hospitals is tertiary care. "Tertiary care" is a term that refers to specialized care. For example, at high-end private hospitals, you will find surgeons who specialize in only one type of

liver surgery or who specialize in only one type of brain surgery. At private hospitals, there is waiting less. On top of that, private hospitals tend to have better customer service and more beautiful facilities. As you enter, you will be greeted, and the staff will generally pay special attention to meet your needs. As for interior design, private hospitals tend to be much more modern and sometimes look like hotels, while public hospitals tend to look out of date.

Currently, there are 38,512 hospitals in Thailand, divided into about 34.7% of public hospitals (such as health centers, district public health offices community hospital and general hospitals) and private hospitals 65.3% (i.e. private hospitals and private clinics) if divided according to the size and capacity of medical services found that it is a primary care hospital (Including health centers and health promotion hospitals at the level of more than 9,800 and approximately 24,800 private clinics), up to 98.3% of all hospitals. The rest are 641 secondary and tertiary hospitals, of which 294 (45.9%) are public hospitals / Ministry of Public Health / Local Administrative Organizations / State Enterprises / and Bangkok, while 347 Or 54.1% to a private hospital

Source: Bureau of Policy and Strategy, MOPH (April 2016), Krungsri Research
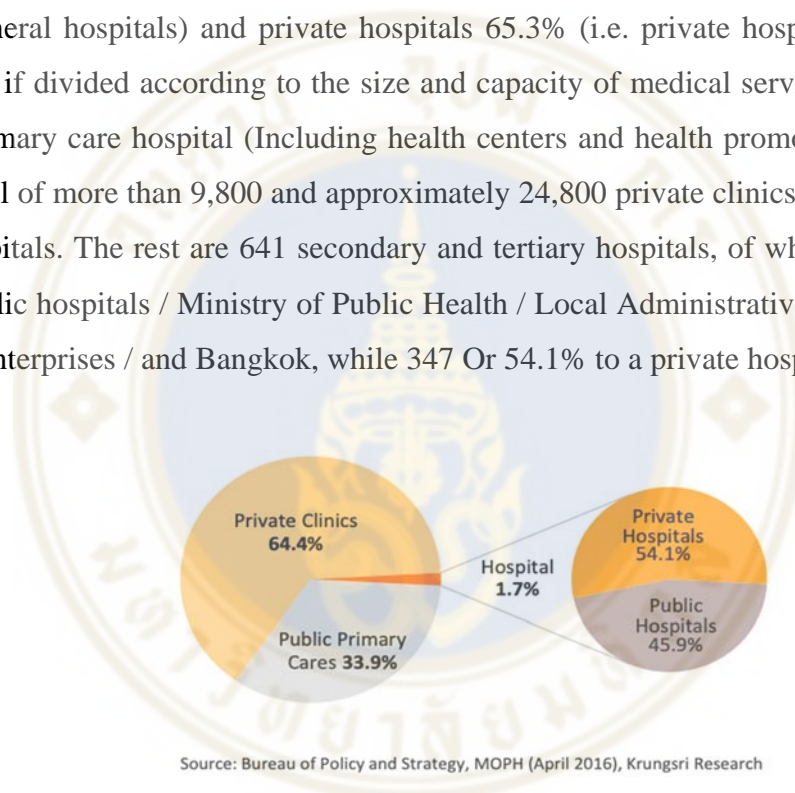
Figure 1.1 Number of Healthcare Facilities in Thailand

Revenue structure for private hospitals is the largest source of income (35.2%) from drugs and medical supplies. The second priority was treatment / medical services (20.0%), followed by laboratory tests and x-rays (13.7%), accommodation costs (8.5%) and other income (22.6%)
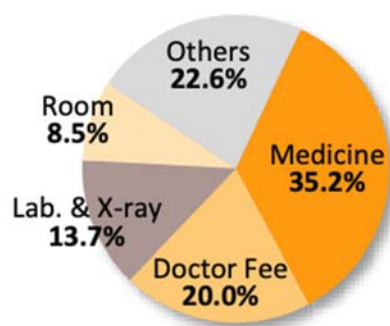
Source: NSO
Note: Sourced from an NSO survey in 2011

Figure 1.2 Revenue Structure

In the three years between 2019 and 2021, hospital operators should see steady growth in their businesses. The larger hospitals that are part of the expanded trade group will be able to take advantage of their advantages in personnel costs and access to a wide range of clients both at home and abroad. However, with the exception of those who have expertise either in terms of their customer base or the treatment they offer, small and medium-sized hospitals with 'stand-alone' operations (i.e. they are not part of the trade group). They are likely to face more challenges as these players rely on the domestic market. This is because private hospitals are not subsidized and depend on income from customers. Therefore, these are more incentives than public hospitals to provide quality services to their patients to meet their needs effectively and efficiently. This evidence supports Patients' perceptions of service quality and key demographic characteristics were also used to predict public or private hospital selection. The models from critical analysis showed satisfactory predictive power. (Andaleeb, 2000). The interdimensional patterns of organizational culture and technological innovation behavior of medical staff are also emerging.

Demonstrate that the way in which these dimensions evoke visions, organizational structures, support mechanisms, and actuators of innovation will support or inhibit technological innovation. The technology also provides sufficient diversity to explore different hospital styles organizational cultures and technologically innovative capacities. (Tuan, & Venkatesh, 2010)

1.2 Definition

1.2.1 Patient's Satisfaction

Patient satisfaction is the extent to which the patient enjoys medical care both in and out of the doctor's office. Measuring the quality of care, patient satisfaction, provides providers with insights into various aspects of the drug, including the effectiveness of care and the level of care. (Sara Health, Patient Engagement HIT, May 24, 2016)

1.2.2 Private Hospital

Private hospitals are established both as a limited company and a public company. Some private hospitals are specialized hospitals such as eye hospitals. Dental hospitals, etc., some have more than one in the same group.

1.2.3 Structure of medical treatment and hospitals

The structure of hospitals considers many issues in seeking to achieve their mission. They must determine how to organize themselves based on who they include, and what they wish to achieve. The structure must also relate to technical, interpersonal and amenities /facilities perception to other organizational units, including administrative units of the hospital and academic medical center. (C. SETH LANDEFELD, MD, List Trans Am Clin Climatol Assoc.127; 2016) The integration of physicians into the management and policy-making structure of the hospital has been widely touted as necessary to achieve organizational efficiencies in a changing health care environment. (Clarke, Pagé, McCartney, Huang, Stratford, Andrion, et al., 2015).

1.3 Problem Statement

There have many researches to discover of patient's satisfaction but mostly focus on services quality and marketing price. Of course, that is the main reason why patients are satisfied with the treatment, but this research focuses on structures such as technical, interpersonal and amenities/facilities perception that can affect the satisfaction of patients.

1.4 Research Questions

What are factors affecting the relationship between structure such as technical, interpersonal and amenities/facilities perception can impact to patient's satisfaction?

1.5 Research Objective

To study of factors affecting the patient satisfaction of private hospitals to capture aspects of the interaction of customer satisfaction with the structure health system that important to outcome relative with quality.

1.6 Scope of the Study

Study clients which including:

Past or present, who have visiting to private hospitals in Thailand for medical purposes within the last 10 years. The person who can answer the questionnaire must be aged 18 years or older to understand the questions.

Identifying key factors affecting a patient's willingness to come to the hospital again in future needs.

CHAPTER II
LITERATURE REVIEW

2.1 Factors effecting of satisfaction of patients visiting private hospitals

Patient satisfaction is glowingly being considered as a result of increases in Performance Pay (P4P) and the public release of data from the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey. (Health Affairs, 2009) While solicitation of TQM tools and capability in the health care service industry are generally commanded, determination of customer satisfaction and factors of dissatisfaction in the hospitals has become magnificently major as the key complement of TQM (Hasin, Seeluangsawat, and Shareef, 2001) To bring customers to personal services such as healthcare, it must be achieved and maintained through constant innovation, quality of service. (Verasoontorn, and Beise‐Zee, 2010) The study identified quality determinants by interviewing OPD and IPD focused patients through a pre-tested structural questionnaire. (Coates and Willans, 1993). Each customer listed many factors, based on which the following may be concluded:

- Cleanliness.
- Service of doctor (Quick response to service requests, doctor's willingness and attention to listen to patients, diagnostic methods, explanations, treatment, politeness)
- Service of nurses (Quick response to request for nursing service, nurse's assistance and attention, politeness)
- Service of officers, i.e. staff (Fast response to financial service requests; Fast response to other service requests; Finance employee courtesy of pharmacy clerk; courtesy of receptionist; courtesy of patient management; readiness and reception).
- Other services (service rate, food and test) (M.A.A. Hasin, Roongrat Seeluangsawat and M.A. Shareef Statistical measures of customer satisfaction for health care quality assurance: a case study International Journal of Health Care Quality Assurance 14/1 (2001), pp.6-13)

2.2 Private hospital

Private hospitals are hospitals that are owned and operated by a non-state organization. (This may include for-profit and not-for-profit corporations) and / or that provide non-state-funded care, such as being funded by patients ("pay for themselves") by insurers or by foreign embassy Private hospitals are part of most healthcare systems around the world. (Wikipedia 2 June 2020,) The hospital market is often characterized by price control and the existence of different types of ownership. (Herr, 2011). In the market of a private hospital, the process of creating a competitive advantage is necessary to present competence, resources, and (Material and human) of the market and customer demand and acknowledge the level of competition in the market. (Diab, 2014).

Building a competitive advantage may be achieved by establishing an internal model that depends on the capabilities and resources of the organization, or the exterior layout of the building, which is fundamentally dependent on the external environment. At market opportunities and public laws and regulations A competitive advantage may arise through the scarce resources and qualifications of human resources, skills and experience. (Diab, 2014).

2.3 Patients Satisfaction

Numerous studies have been done on what influences customer satisfaction levels, Johnston (1995) states that overall satisfaction is "the result of satisfaction with the various transactions that occur during the service process." Satisfaction also increases from the value of the service that the customer receives. (Heskett, Jones, Loveman, Sasser, & Schlesinger, 1994)

2.4 Structure

2.4.1 Technical

Technical care refers to the application of treatment and medical services to personal health problems (Donabedian, 1980) and is based on functional theory, which

can be estimated for efficacy and generally as a standard. Care should be appropriate and necessary. (Kahan et al., 1994; Brook, 1994).

2.4.2 Equipment

Devices and products used in healthcare settings may be important to patient opinion, according to industry reports. (ADAM RUBENFIRE September 15, 2016)

2.4.3 Staff (numbers, qualifications, expertise)

Nurses, who are primary caregivers in all health-promoting environments, including hospitals, clinics, and community settings, have responded to regulatory and clinical advice in a number of ways. Patients and their impact on patient satisfaction within the context of the payment system for quality and measurement challenges, such as lack of consistent vocabulary and a number of contributing factors. (Berkowitz, B., January 31, 2016)

2.4.4 Training

Patient and family-centered care training and employee engagement training were conducted by co-authors in the study in addition to patient and family-centered care trainers from the HR department. Of the hospital to improve teamwork and morale in the department and enable staff to Treat patients to create a positive experience. (Nakul Katyal, MD, Tammy Hether, R.EEG/EP T. RNCS T & Raghav Govindarajan, MD, FAAN, FISQua, FACSc, FCPP, MAcadMED, FASA, January 24, 2018)

2.4.5 Teaching affiliation

The practitioner or physician in the training is a key player in the patient experience in the educational setting and is a key factor in patient satisfaction. (Dr. Diana E Stewart, Aug 2017)

2.4.6 Size of hospita

Overall patient satisfaction varied by site size versus difference in patient trust. However, the strongest correlation was between overall patient satisfaction and site size.

2.5 Interpersonal: Interpersonal

Care describes the interactions of healthcare professionals and their users or their careers, including "managing social and mental-logical interactions between clients and practitioners" (Donabedian, 1980). Good interpersonal skills include communication, the ability to relate trust, understanding, and empathy with the patient. (Blumenthal, 1996)

2.5.1 Technology - impact on roles & relationships

Several studies have explored the applications, satisfaction, and perceptions of patients regarding health information technology (HIT) interventions in hospitals. Understanding what is right for who under what conditions is important when considering. Successful intervention in patient care This realistic review aims to define the main features of bedside technology-based interventions to engage hospital patients in their care and analyze them in terms of context, mechanism and outcome. (Shelley Roberts, BMC Health Serv Res. 2017)

2.5.2 Building design

Healthcare design is a very detailed endeavor. Hospitals and medical centers are complex buildings, with strict code regulations as well as operational requirements that demand many different types of spaces fit seamlessly into the design. While it's critical to ensure that healthcare facilities operate smoothly. it's equally important to focus on patient satisfaction. (George Vangelatos)

2.5.3 Social workers

We aim to demonstrate the ability of nursing staff to provide feedback on patient satisfaction to medical social workers in areas such as responding to patient requests and satisfaction. Of the patient and family members towards the social services provided It is hoped that using this satisfaction measurement technique will help resolve the confusion that patients and others are not familiar with the role of medical social workers. This method provides an accurate measurement of the evaluation of the patient's medical social work services. (Social Work in Health Care 48(2):105-18 February 2009)

2.6 Amenities/Facilities

1. Cleanliness: Patients' perceptions of hospital cleanliness can have a profound impact on overall care and hospital experience, according to a new study. Specifically, this data shows a correlation between patients' perceptions of room cleanliness and three key categories: risk of hospital infection. Hospital scores in assessing the consumer's hospital rating of providers and healthcare systems. (HCAHPS) survey; and scores on the HCAHPS teamwork indicators. (Hospital Cleanliness Impacts Overall Patient Experience, November 7, 2016)

2. Presences of convenience: Although in the past, the word comfort was used with words such as lazy or extravagant. But today it indicates an understanding of the chaotic world in which you and your patients live as you provide the basic tools to empower, inform and simplify the lives of patients. You also give them a reason to continue their relationship with you. Can't buy patient loyalty but can be promoted and supported in a few easy steps Your return on investment will be a year of dedicated patients. (Solutionreach, Sep 15, 2016)

3. Ease of access: Keeping patients accessible to healthcare is an essential part of the patient engagement puzzle. (Sara Heath November 29, 2016)

4. Appearances of staff: Patient opinions about the quality of the organization's service, for example, the wait time for a nurse's response, the politeness of the staff, and the operator's communication help to know the organization's service gaps and gaps. How do they affect patient satisfaction with the service experience? Gronros claims that customers assess the quality of service by assessing the gap between service expectations and actual service experience. (Denise M Kennedy, 2017 Jul 17.)

Structure-Process-Outcome relationship with Quality
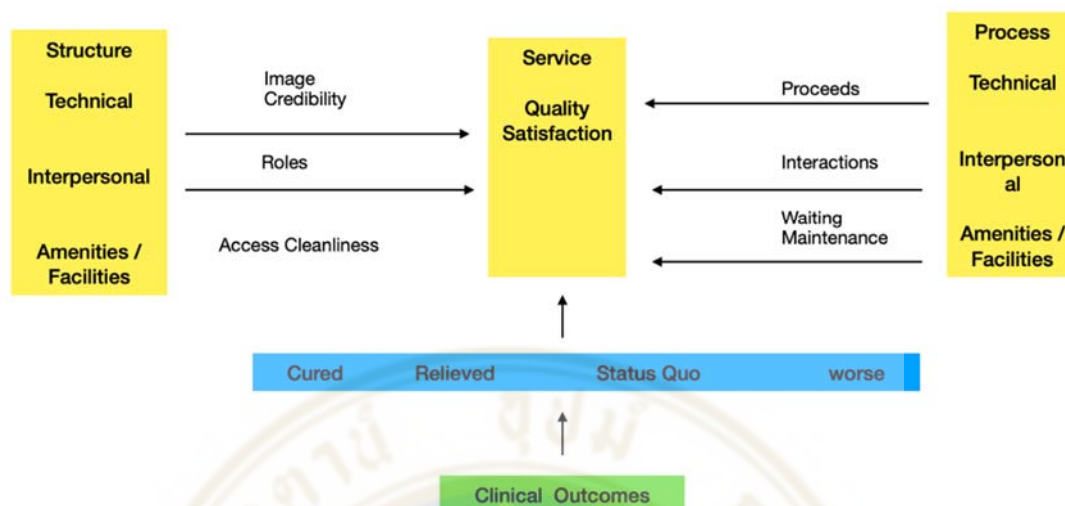
Figure 2.1 The Donabedian model for assessment of quality of care
source: Donabedian (1988)

The Avedis Donabedian Framework (1980) Structure / Process / Results provides a comprehensive quality dimension (Donabedian, 1980). The matrix clarifies the interaction of structure, process and results with the technical components, interpersonal and environmental / physical relations in the Provide health care services This process refers to transactions between employees and customers. The results focus on the end result of the structure / process interaction (within the theoretical and conceptual framework).

The constituents of the outcomes in this study were clinical outcomes of hospitalization: cured (without illness), relief (pain or remission for treatable conditions. But unable to maintain), status quo (no better or worse than when treated) and worse Aggravation of symptoms or illness) (within theoretical and conceptual frameworks)

2.7 Conclusion

Thailand has a well-developed medical system. With 700 public hospitals and 300 private hospitals, the country also has the most developed medical sector in Southeast Asia (Erik Cohen, MEDICAL TOURISM in Thailand). The hospitality industry applies to almost every company that It is related to customer satisfaction and places

great emphasis on structural needs as well. Private hospitals have judged a structure that describes the physical environment and organization in which health care is delivered, including nursing homes, personnel, equipment supporting medical care.

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Method

"A study of Factors effecting the satisfaction of patients to the private hospitals in terms of structural systems" By using quantitative research methods and questionnaires as a tool for data collection in research methodology in this research. The researcher has searched for theories, documents, and various researches, including theories about demographic characteristics. The mixture of satisfaction of patients who come to receive health tourism services in private hospitals in Thailand, which consists of reliable services and effective treatment and focuses on the structure of the place and the characteristics Physical, customer relationship management and loyalty to use the information obtained to create research tools and set which distributed using an electronic tool. The online questionnaire was used to identify the determinants that have to affect foreigner patients' satisfaction and to analyze the relationship between independent variables and dependent variables that were found.

Variables studied in research

Independent variables1: demographic factors, including gender, age, status, education, occupation, income.

Independent variable 2: Satisfaction factors that consumers receive from private hospitals include treatment techniques from specialist doctors and hospital personnel, including modern tools for patients. Interpersonal care describes the interaction of health care professionals and users or their careers. This includes ``the management of the social and psycho- logical interaction between client and practitioner. Amenities has useful feature and facility of a building or place.

Dependent variable: followed was the loyalty of the patients consisting of repeated services, long-term relationship and trust in service

3.2 Population and Sample

The population used in this research is past or current patients and relative that travelled to private hospitals in Thailand for medical purpose within the last 10 years. The person who can answer the questionnaire must be aged 18 years or older to understand the questions.

Sample group used in this research calculated from the formula for determining the size of the sample that to know the population, which is the customer population of treatment statistics in private hospitals in 2019. In 1 year, Thailand has 68.2 million patients entering private hospitals, with 168 million visits/year. (health meth in HospitalJuly 7, 2019) at a probability of 5% probability of error occurs because population size is large, clear numbers are known. This number includes both new and old patients who come to treatment in private hospital per years. Where n is the sample size, N is the population size, and e is the level of precision (Israel, 2013). For this study, each parameter is determined as the followings;

formula

$$n = \frac{N}{1+N(e)^2}$$

N = The total number of Population size, N is 68.2 million as patients visiting in private hospital. The number was taken from the Health me know in 2019. This number includes both new and old patients who come to treatment in private hospital per years.

n = 100 as a sample size by the level of precision (e) is 5 % whereas the confidence level is 95 %.

The sample size uses Yamane's formula to determine the size of the respondent for this methodology. The level of precision, e, is 10%.

$$n = \frac{68,200,000}{1+68,200,000(0.003)}$$

$$= 333.332$$

As a result, 334 samples (n) was taken for this research analysis.

3.3 Instrument Development

The instrument used in this research is a questionnaire constructed by the researcher based on the study from academic documents and related research. The questionnaire format in this research is divided into 3 parts which are

Part 1: Responder's Demographic in formation. This section describes the data about respondent's demographics Which has 9 questions which are Have you visited private hospitals? gender, age, marital status, average income, country of residence and travel companions. By allowing respondents to mark in the designated box

Part 2: Perspective and factors that influenced you to seek medical treatment in Thailand. Which has 5 questions.

Part 3 Satisfaction on each factor when you receive medical treatments of structural elements in private hospital (Level of satisfaction 5= Very Satisfied, 4= Fairly Satisfied, 3= Neutral, 2=Unsatisfied, 1= Very Unsatisfied) And 4 open-ended questionnaires for the respondents to express their opinions.

3.4 Data Collection

The researcher collected data by collecting data from questionnaires from 334 samples online, and secondary data sources were obtained from electronic document research and data collection and related research, including thesis work previously studied, to be used in the formulation of the research framework. The instrument used in this research has a questionnaire consisting of open-ended questions and closed-ended questions to study factors between the interaction of customer satisfaction and the structure health system that important to outcome relative with quality. To allow respondents to fill in the information by themselves by sending questionnaires directly to people through electronic media in the form of google via email.

3.5 Data Analysis

When collecting data from 334 sets of samples, then data were checked for completeness and operation. The data has been processed using statistical computer software, by selecting the appropriate statistic for calculation according to the characteristics of the measurement scale. The statistics used in data analysis is descriptive statistics by distributing the percentage, mean, frequency and standard deviation. To describe the characteristics of information in various fields as follows

Demographic characteristics of sample groups such as gender, age, status, education level, occupation, income level explain by using frequency and percentage values.

Satisfaction factors which are techniques, interpersonal and amenities explain by using mean and standard deviation

loyalty of the patients consisting of repeated services, long-term relationship and trust in service explain by using mean and standard deviation

The questionnaire duration was approximately 2 months (June 2020 – July 2020). The samples were collected from the patients admitted and used to receive service at private hospitals. In which the researcher took approximately 5 months. In addition, the factors were analyzed using Factor Analysis and tested for the reliability of the variables to measure the internal consistency by finding the Cronbach's Alpha Coefficient and measure the reliability of the questionnaire by using criteria which is greater than or equal to 0.60. (Sekaran, 2003:311) For testing statistical hypotheses are as follows: Multiple Discrimination Analysis is used to analyze the classification of variables by group. To find linear equations or group classification function and can use that function to forecast by relationship should be linear. There are dependent variables are group variables and the independent variables are quantitative variables.

CHAPTER IV
RESULTS

The purpose of this research has to study of factors affecting the satisfaction of patients visited at private hospitals. The sample used in this study consisted of 334 patients and relatives who had been admitted to private hospitals during the last 10 years. The researcher brought the questionnaire in 334 samples put in online Google Form. Forward by social application such as Facebook, Line, Instagram and returned 334 samples, representing 100% of the total questionnaires, to meet the research objectives. The researcher analyzed the data and presented the results by using the descriptive table, divided into 2 parts in the following order.

Past 1 Demographic

Demographic characteristics of sample groups such as gender, age, status, education level, occupation, income level explains by using frequency and percentage values.

Past 2 Satisfaction

Satisfaction factors which are techniques, interpersonal and amenities explain by using mean and standard deviation

$\bar{x}$ = Mean

n = Sample

S.D. = Standard Deviation

SS = Sum of Square

MS = Mean Square

df = Degree of Freedom

t = The statistics used to compare the mean values between 2 groups of samples.

F = Statistics used to compare the mean between more than 2 groups of samples.

4.1 Past 1 Demographic

Demographic characteristics of sample groups such as gender, age, status, education level, occupation, income level explains by using frequency and percentage values.

The analysis of general data of 334 respondent. The past and current foreigner patients that visit in Private hospitals within last 10 years.

Table 4.1 Number and percentage of general information of respondents Classified by gender variables (n = 334)

Gender	Frequency	Percent
Alternative	15	4.5
Females	189	56.5
Male	130	39.0
Total	**334**	**100**

According to the Table 4.1, in a total of 334 participants, the majority of the participants has females 56.5% (189 people) and male 39.0%(130 people) slightest of the participant was alternative gender has 4.5%

Table 4.2 Number and percentage of general information of respondents Classified by Age

Valid	Frequency	Percent
18- 30yr.	54	16.1
31-40yr.	181	54.2
41-50yr.	57	17.3
51-60yr.	38	11.6
60 -70yr.	4	.9
Total	**334**	**100**

According to the Table 4.2, Most people in 31-40 years old has 54.2% (181 people) and 41-50 years old 17.3% (57 people) slightest of participate has 60-70 years old that is retiree's group (0.9%)

Table 4.3 Number and percentage of general information of respondents Classified by where of treatment variable (n = 334)

Layout	Frequency	Percent
Clinic	15	4.5
Private Hospital	182	54.4
Public Hospital	25	7.5
Other	112	33.6
Total	**334**	**100**

According to Table 4.3, According to the analysis, in a total of 334 participants, majority of the participants have received medical treatment in a private hospital before with the percentage of 54.4 (182 people) and public hospital 7.5 % about 4.5 % went to the clinic.

Table 4.4 Number and percentage of general information of respondents Classified by variable nationality (n = 334)

Nationality	Frequency	Percent
Australian	1	.3
Chines	2	.6
Indian	4	1.2
Myanmar	1	.3
Thai	325	97.3
Turkey	1	.3
Total	**334**	**100**

According to Table 4.4, There are 97.3% of Thai people in responses while others are Australians, Turkish, Chinese and Myanmar.

Table 4.5 Number and percentage of general information of respondents Classified by variable education level (n = 334)

Education	Frequency	Percent
Bachelor's degree	196	58.9
Diploma	9	2.7
Hight school/Lower	7	2.1
Master	120	35.7
PHD	2	.6
Total	**334**	**100**

According to Table 4.5, People are mostly earned a bachelor's degree (58.9%) next was Master 35.7% in this survey.

Table 4.6 Number and percentage of general information of respondents Classified by variable occupation (n = 334)

Occupation	Frequency	Percent
Public Employee	27	8.1
Private Employee	154	46.2
Professionals	32	9.6
Retired	2	.6
Self-Employee/ Entrepreneur	108	32.1
Students	11	3.3
Total	**334**	**100**

According to Table 4.6, Majority of respondents are private employees 46.2% and self- employee/ Entrepreneur has 32.1% in this survey has retired 0.6 %

Table 4.7 Number and percentage of general information of respondents Classified by variable Monthly Household Income (n = 334)

Income (Baht)	Frequency	Percent
>300,000	50	15.0
250,001-300,000	17	5.1
150,001-200,000	29	8.7
100,001-150,000	50	15.0
50,001-100,000	97	29.2
30,001-50,000	53	15.6
15,001-30,000	33	9.9
Under 15,000	5	1.5
Total	**334**	**100**

According to Table 4.7, Most participants earned about 50,0001 – 100,000 Bath, there are 97 responses (29.2%) and 30,001-50,000 Bath 15.6% respectively. The researcher observed that high income is also a factor to determine the patients in private hospitals due to higher cost.

Table 4.8 Number and percentage of general information of respondents Classified by variable Religion (n = 334)

Religion	Frequency	Percent
Buddhism	301	90.4
Christian	20	6.0
Muslim	9	2.7
No religion	4	.9
Total	**334**	**100.0**

According to Table 4.8, 90.4% of participants (301 people) are Buddhists and others are Christians (6%), Muslims (2.7%) and Atheists (0.9%). Because of the survey in Thailand and most of the people has Buddhism.

Table 4.9 Number and percentage of general information of respondents Classified by variable Hospital partner (n = 334)

Hospital Partner	Frequency	Percent
Alone	60	18.0
Care takers	1	.3
Family relative	217	64.9
Friends	15	4.5
Special interest group(agency)	1	.3
Spouse	40	12.0
Total	**334**	**100**

According to Table 4.9, Most of the people went to the hospital with Family/relative (64.9%) while 18% go alone to the hospital and 0.3% go with caretakers or Special Interest group.

4.2 Past 2 Satisfaction

Satisfaction factors which are techniques, interpersonal and amenities explain by using mean and standard deviation

4.2.1 Satisfaction Level

We measured the satisfaction level by using a 5-point Linkert scale ranging from "very unsatisfaction = 1" to "very high satisfaction = 5".

Table 4.10   Patients satisfaction level (n =182)

Satisfaction on each factor when you receive medical treatments of structural elements in private hospitals	Mean	SD
Technical		
You have completed services and treatment by standard equipment	4.5916	.60235
Healthcare staff understand the specific services they are supposed to deliver.	4.6036	62013
You can trust doctors'/nurses' professionalism in examining patients.	4.5766	.65698
When you are treated by the American Board of Medical Specialties (ABMS) or Accreditation Council for Graduate Medical Education (ACGME) you are comfortable.	4.4805	.74268
You have comfortable with the size of the hospital and other facilities.	4.6246	.64021
Interpersonal		
Staff can show gestures movement, touch, facial expression and eye coordination the tone of the voice is also spoken. Gesture language can express emotions that understand the patient.	4.5916	.60235
The ward in the hospital makes you feel comfortable and safe.	4.5285	.68763
The information expressed by staff speaking and writing can be easily and clearly conveyed.	4.4535	.72088
Employees hospitality and courtesy towards patients can help your peace of mind.	4.5916	.62685
Amenities/Facilities		
The physical facilities are visually appealing and cleanliness.	4.5796	.60235
Hospital has easy to make an appointment.	4.6096	.67048
The healthcare staffs have appropriate and neat of uniform.	4.6667	.60619
Satisfactions		
As the results of your visit to the hospital, do you feel satisfied and understand your illness?	4.5465	.66434

Table 4.10   Patients satisfaction level (n =182) (cont.)

Satisfaction on each factor when you receive medical treatments of structural elements in private hospitals	Mean	SD
Are you satisfied with the structure of the building linked between each department?	4.3724	.77192
Are you satisfied and trusted with the medical equipment used to treat you?	4.6036	.62013
After the service, are you willing to recommend friends or relatives for treatment?	4.4655	.72986

According to Table 10 Patients satisfaction level, in term of technical satisfaction majority of responses showed that patients are very satisfied with the size of the hospital and other facilities (Mean score = 4.6246) fallow was healthcare staff understand the specific services they are supposed to deliver (Mean score = 4.6036) next was you have completed services and treatment by standard equipment(Mean score = 4.5916) and lowest with treated by the American Board of Medical Specialties (ABMS) or Accreditation Council for Graduate Medical Education (ACGME) you are comfortable (Mean score =4.4805)

About the interpersonal, majority of satisfaction with employee's hospitality and courtesy towards patients can help your peace of mind (Mean score = 4.5916). follow was the ward in the hospital make you feel comfortable and safe (Mean score = 4.5285) next was Staff can show gestures movement, touch, facial expression and eye coordination the tone of the voice is also spoken. Gesture language can express emotions that understand the patient (Mean score =4.4655) and clearly conveyed was lowest satisfaction (Mean score= 4.4535)

Referred to table showing of Amenities/Facilities, Majority of people satisfaction with the healthcare staffs have appropriate and neat of uniform (Mean score = 4.6667) follow was a hospital has to make an appointment (Mean = 4.6096) next was hospital has the convenience to access (Mean = 4.6066) and lowest of mean score was the physical facilities are visually appealing and cleanliness (Mean score = 4.5796).

Majority of responses showed that patients are very satisfied with trusted with the medical equipment's (Mean score= 4.6036) follow was the result of patient

visit to hospital they feel satisfied and understand your illness (Mean= 4.5465) next was after the services , they willing to recommend friends of relatives for treatment (Mean = 4.4655)and less satisfied with the structure of the building linked between each department (Mean score=4.3724)

Table 4.11   Number of people who have been admitted to private hospitals

	Frequency	**Percent**
Never	20	6.0
No, (First time)	3	.6
Yes	311	93.4
Total	**334**	**100**

There are 20 (6.0%) people who never have received medical treatment in a private hospital before and there are 311 people which is 93.4 % of the responses. However, there are 3 people that received the treatment for the first time.

Table 4.12 The private hospital where the sample was admitted

Name of Hospital	**Frequency**	**Percent**
Bangkok Christian	13	3.9
Bangkok hospital	98	29.4
BNH hospital	11	3.3
Bumrungrad hospital	50	15.0
Others	83	24.9
Phyathi hospital	55	16.5
Samitivej hospital	24	6.9
Total	**334**	**100**

In those who said got the treatment from a private hospital and 29.4% received treatment from Bangkok hospitals, 3.3% joined BNH hospital and there are 24.9% of people who joined other hospitals or joined more than one hospital.

Table 4.13   Receiving treatment

Treatment	Frequency	Percent
Cosmetic Procedure	9	2.7
Dental Treatment	4	1.2
Medical Check- up	24	7.2
Medical treatment	87	25.8
Other and combine	205	61.6
Surgical Procedure	5	1.5
Total	**334**	**100**

In addition, most of the participants visit hospitals for others and combined purposes with a percentage of 61.6 %. Moreover, 87 people went for treatment in a private hospital and there are only 5 responses that went for a surgical procedure in private hospitals

Table 4.14   Decision of treatment

Decision	Frequent	Percent
An emergency	83	24.9
Decided after arrived	12	3.6
Others	11	3.3
Planned in advance	228	68.2
Total	**334**	**100**

Most of responded planned in advance before going to hospitals (68.2%)

4.2.2 Reliability Test

Table 4.15   Reliability test of Technical

Cronbach's Alpha	N of Items
.885	4

Table 4.16   Reliability test of Interpersonal

Cronbach's Alpha	N of Items
.861	5

Table 4.17   Reliability test of Amenities/Facilities

Cronbach's Alpha	N of Items
.866	4

Table 4.18   Reliability satisfaction ((including all the variables)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.961	.962	18

Cronbach's alpha is used to measure the internal consistency reliability coefficient. A large alpha value indicates that a large proportion of the variance in the test is attributable to general and group factors. All of our factors in this study showed the value exceeded a threshold of 0.70, which is a good reliability score.

Table 4.19   Model summary

Summary Item Statistics						
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	4.539	4.330	4.667	.336	1.078	.008
Item Variances	.462	.363	.704	.341	1.940	.008

According to the model summary table that means people have less variance of scale and have a high mean of scale that resulted in people high satisfaction of structure in private hospitals.

Table 4.20   Model Summary (including all the variables)

Model	R	R square	Adjusted R Square	Std. error of the Estimate
1	.884	.781	.779	.30372

When use Model summary by multiple linear regression, that showed $R^2 = 0.781$ and adjusted R^2 values 0.779 approximately 77.9 % of the variation in satisfaction of patient to visit the private hospitals in terms of the structural systems can be explained by the variables included in Model 1. As predictors are added to the model, each predictor will explain some of the variances in the dependent variable simply due to chance.

Table 4.21   ANOVA (Dependent Variable: Satisfaction)

Model 1	Sum of Squares	df	Mean Square	F	Sig.
Regression	103.153	3	34.384	372.753	.000b
Residual	28.965	314	.092		
Total	132.118	317			

b. Predictors: (Constant), Facilities, Technical, Interpersonal

To explain our regression results. Based on the significant (Sig.) column, the p-values for technical, and interpersonal were less than 0.05.

Table 4.22   Coefficient(a)

Model 1	Unstandardized Coefficients B	Coefficients Std.Error	Standardized Coefficients Beta	t	Sig.
(Constant)	.095	.133		.714	.476
Technical	.538	.051	.501	10.552	.000
Interpersonal	.410	.095	.407	4.334	.000
Facilities	.020	.097	.020	.210	.833

a. Dependent Variable Satisfaction

To explain our regression results. Based on the significant (Sig.) column, the p-values for technical, and interpersonal were less than 0.05. This indicated that only these two factors had significant relationships with patient satisfaction.

An unstandardized coefficient represents the amount of change in a dependent variable of patient's satisfaction due to a change of 1 unit of an independent variable.

From the Coefficient our results Technical had the most significant impact on patients' satisfaction, as it shows the highest Beta value (0.538), followed by Interpersonal (0.410) However, the amenities/facility showed no significant impact on the patients' satisfaction.

CHAPTER V
DISCUSSION AND CONCLUSION

The following chapter concludes this report. A summary of the research is presented, and findings of the study are discussed and interpreted. The significance of this research in the immediate context of factors affecting the patient satisfaction of private hospitals to capture aspects of the interaction of customer satisfaction with the structure health system that important to outcome relative with quality. Recommendations for further and limitation research end the chapter.

5.1 Conclusion and Discussion

The study was an exploratory, descriptive and contextual quantitative study. Study clients which including; Past or present, who have to visit private hospitals in Thailand for medical purposes within the last 10 years. The person who can answer the questionnaire must be aged 18 years or older to understand the questions and identification of the critical factors that affect the intention of the patients of coming to the hospital again in future needs.

whereby the electronic-based questionnaires were sent to social media (Facebook, Instagram and Line application) of responders. A total of 334 questionnaires were responded and all the samples were eligible for the analysis.

5.1.1 Demographic Information of Past or present, who have to visit private hospitals in Thailand for medical purposes within the last 10 years

According to the analysis, in a total of 334 participants, majority of the participants have received medical treatment in a private hospital before with the percentage of 54.4 (182 people) and about 4.5 % went to the clinic. In addition, 318 people (95.5 %) visited a private hospitals within the last 10 years. Majorities of the responses were from women with a percentage of 56.5 (189 people). There are 97.3% of Thai people

in responses while others are Australians, Turkish, Chinese and Myanmar. 90.4% of participants (301 people) are Buddhists and others are Christians, Muslims and Atheists. Moreover, 16.2% and 17.1% of participants are 18-30 yr. and 41-50 yr while 54.4% of responses are 31-40 yr. However, there are 9 people with 61-70 yr. Furthermore, 156 people in the study are married and 168 people are single. 46.2% of people are private employees and 32.1% are self-employed. In cot, People are mostly earned a Bachelor's degree (58.9%) and there are 2 PhD graduate in this survey. Additionally, there are 50 responses with an income of more than 300,000 Bath and 100,0001-150,000 Bath respectively whereas most participants earned about 50,0001-100,000 Bath (97 people or 29.1). Most of the people went to the hospital with Family/relative (64.9%) while 1 person went to the hospital with caretakers or Special Interest group. Lots of private employees who participated in the surveys showed a correlation with income rate as their income are mostly between 50,0001-100,000 Bath. The researcher observed that high income is also a factor to determine the patients in private hospitals due to higher cost. There is no correlation between religion or nationality in this satisfactory survey because this survey is conducted only in Thailand and Buddhism is the major religion in this country. Thus, the nationality and religion might not be good correlations or even indicators for the observation of satisfactory level in this study and should only be kept as demographic data.

5.1.2 Satisfaction factors which are techniques, interpersonal and amenities

According to, Satisfaction factors which are techniques, interpersonal and amenities explain by using mean and standard deviation and multiple linear regression and reliability to analysis.

According to responding, there are 182 people who visit to private hospitals. In additional most of participants visit for others and combined purpose, for example, people go to a private hospital for the medical check-up and Dental treatments at the same hospital. With the percentage of 61.6%. Moreover, went for treatment in private hospitals and they mostly planned in advance before going to the hospital (68.2%) Majority of responses showed that patients are very satisfied with over all of item have high mean score 4.537. There are very satisfaction with healthcare staff have appropriate

and neat of uniform highest mean score 4.67, this item in an amenities/facilities. The base of the result can explain that people, it is important to dress appropriately for the job. Second levels of the mean score result was a comfortable with size of the hospital and other facilities 4.62. The third level was the hospital has easy to make an appointment (4.61) next was the hospital has the convenience to access (4.61) and healthcare staff understand the specific services they are supposed to deliver (4.60)

The overall summary of the result showed that there are many of people who "Very satisfied" and "Satisfied" with various factors in private hospitals. Not many responses displayed neutral, unsatisfied or very unsatisfied.

- Technical

In term of technical, we discovered the comfortable with the size of hospital and facilities factors were the highest impact on patient's satisfaction to visit private hospitals with technical care by good facility size of structural of building and the best of equipment and products used in healthcare and technical of the caregiver in all healthcare promoting environment, community setting because technical care refers to the application of treatment and medical care services(Donabedian, 1980). Another thing, that from the result as meaning that most people less concerned about physicians training. May be in Thailand have existed the excellent of medical school that is the reason why most people less concerned this item.

Therefore, it is important to provide the variation in patient trust between overall satisfaction and facility size including innovation of equipment to care in private hospitals in Thailand. The result was similar to the finding of (George Vangelatos) Healthcare design is a very detailed endeavour equals to it's equally important to focus on patient satisfaction.

- Interpersonal

Base on a result, we found these interpersonal factors were second of impacting of patient's satisfaction to visit private hospitals. By most people concerned about the carer giver to illustrate the abilities of nursing staff to provide information and technique of caring to patient. To describe their health from professionals, that will be helpful to resolve any question to patient and members.

Therefore, private hospitals should be trained staff especially staff service employees to take time for giving information to patient and relative. The result was

similar to the finding of (Blumenthal, 1996) good interpersonal skills including communication, the ability to build a relationship of trust, understanding and empathy with the patient lead to patient satisfaction.

- Amenities/ Facilities

These amenities/ facilities factors get less concerned with responders it may be average people to think it is the standard that all hospitals should be and less impact on their health than other factors. But in term of amenities or facilities that the appearances of the staff were a higher score, for example, the healthcare staffs have appropriate and neat of uniform. We wonder of cleanliness get a lower score.

Therefore, the uniform that shows the identity of each private hospitals should be neat. For good perception and trust that lead to satisfaction of patient and relative. The result was similar to the finding of (Denise M Kennedy, 2017 Jul 17.) Nurse responsiveness, staff courtesy, and provider communication—offers a glimpse into an organization's service gaps and those gaps influence patient satisfaction with the service experience.

- Determinants of factors affecting the satisfaction of patients to visit the private hospitals in terms of structural systems

By answering this question, the study achieved the following objectives: The study confirmed that the Technical is factor affecting the satisfaction of patients to visit the private hospitals results showed that Technical had the most significant impact on patients' satisfaction, as it shows the highest Beta value get the high value from multiple regression linear regression analysis the following is interpersonal. These attributes identify the main factors that factors affecting the satisfaction of patients to visit the private hospitals in terms of structural systems. Below figure 6.0 provides A study of factors effecting the satisfaction of patients to the private hospitals in terms of structural systems found in our research. That the technique is the most important factor.
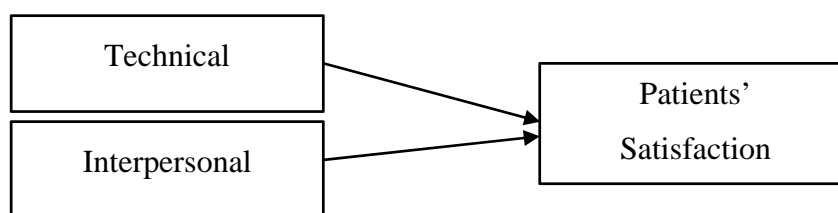
Figure 5.1 Factors effecting the satisfaction of patients to the private hospitals in terms of structural systems

Technical processes and technology will become a business strategy. As a result, new technologies have been developed to achieve the same accuracy and standard. Nowadays, we can see in the media that many private hospitals are trying to demonstrate the potential of medical services tools. It is playing a role and has become one of the key elements and strategies to build customer confidence and satisfaction. This finding is supported by the previous literature of (Kahan et al., 1994; Brook, 1994) by Theory of the function of technical and technology which can be estimated for efficacy and generally standard- dished. Care should be appropriate and necessary.

For the interpersonal, it is a creative attitude in which a person expresses understanding and respect of others is an important tool. Another for nursing in self-therapeutic use and it is something that can be developed, although not easy, accepting others is not superficial expression. Rather, it must refer to the level of feelings and emotions of a person who are sincere, an attitude that a person can have and express without manipulation or deflect the expression with fair acceptance to be a harmonious blend of words. The mannerisms and feelings that are conveyed to another person are expressions on the level of the overall development of that person. This finding is supported by the previous literature of (Donabedian, 1980). Care describes the interaction of health care professionals and users or their careers. This includes "the management of the social and psychological interaction between client and practitioner" and (Blumenthal, 1996) A number of skills underlie good inter-personal skills including communication, the ability to build a relationship of trust, understanding and empathy with the patient.

5.2 Managerial Implication

Infrastructure in private hospitals is a tangible attribute of the delivery of services (including equipment in a company or location comprising availability of resources Etc.), it can be said that these are man-made, physical environments, or "Services capes". But it should be hygienic, especially in the field of health care because services are intangible. Thus, in most cases, customers judge the quality of service based on tangible aspects of service, hospital technological capabilities, as well as equipment.

Anyone involved in the delivery of interpersonal, such as doctors, nurses, staff and service support personnel, are expected to respond to credibility with a friendly, cordial and courteous expression, which tends to increase. The perceptions of the quality of service of hospitalized patients (Parasuraman et al. (1985)) Private hospitals use the patient confidence, understanding and empathy dimension to define the definition of Personnel quality (Hasin, Seeluangsawat, and Shareef (2001); Sower, Duffy, Kilbourne, Kohers, and Jones (2001) and manners and respect and concern Respectively to represent quality personnel

The results also highlight the importance of providing technical and interpersonal in term of structure in private hospitals to increase patient's satisfaction. With this in mind, below are the recommendations for managers:

1. For healthcare staff have appropriate and neat of uniform, we recommend to HR manager to preparing uniform that suitable to each responsibility such as in emergency room should be the flexibility of fabric texture in performance because it has to be fast to move.

2. For comfortable with the size of the hospital and other facilities, we recommend to CEO to prepare information in each department or setting information counter for communication with the customer. Setting the environment of the hospital to relax and safety such as the lighting in the hospital including decorations.

3. For healthcare staff understand the specific services they are supposed to deliver, we recommend to the HR manager or training team give orientation the same pattern of communication to customers and scope of information that each levels staff can give to patients.

5.3 Limitation

This research has limitations as follows.

Restriction 1 on sample scope This is because a questionnaire was made from a sample of working-age people in Bangkok.

Recommendations for Future Research Query submission should be broadly controlled not just in Bangkok and surrounding areas for clearer information

Restriction 2 on the method of sampling. As most of the questionnaires are collected online, there may be restrictions on the sample who are not comfortable accessing the Internet. Therefore, it does not cover the sample groups that do not have the expertise or do not use the Internet.

Recommendations for Future Research There should be additional offline questionnaire in order to reach non-Internet groups.
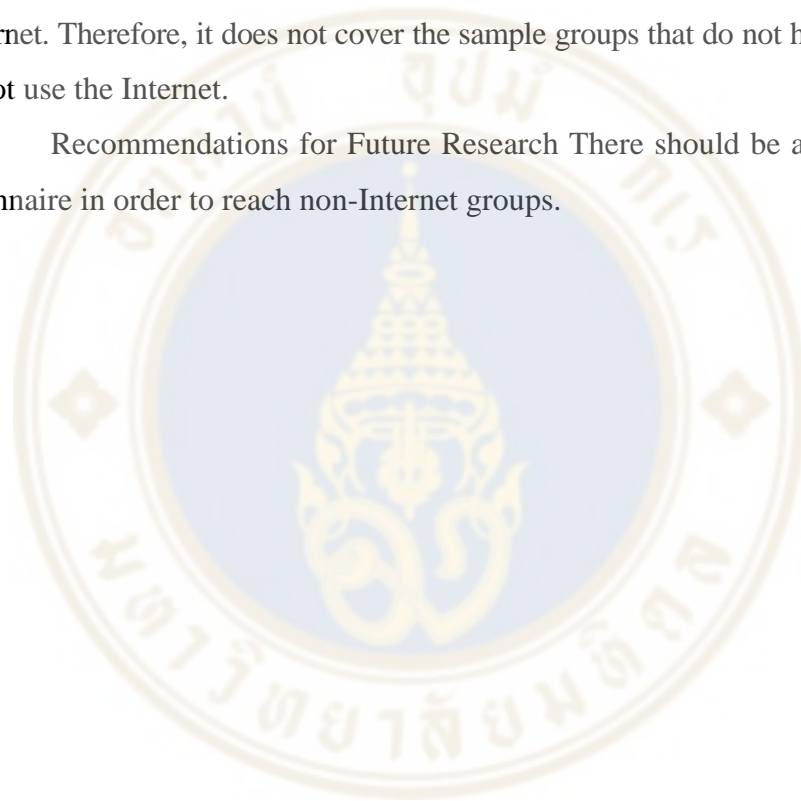
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APPENDICES

Appendix A: Certificates of Authenticity (COA)

This document is a record of review and approval/acceptance of a study protocol

Protocol Title: *The Study of Factors Affecting the Satisfaction of Foreign Patients Visiting Bumrungrad International Hospital*

Principal Investigator: *Ms. Thitiruch Noyunasan*

Protocol No.: *COA. No. 2020/03-123*

Type of approval/acceptance: Protocol Amendment:

1) *Title: A Study of Factors Effecting the Satisfaction of Patients to the Private Hospitals in Terms of Structural Systems*
2) *Research proposal*
3) *Questionnaire*

IPSR-Institutional Review Board (IPSR-IRB) met on 30th August 2020 and decided to issue the COA to the above project.

Signature

(Professor Emeritus Pramote Prasartkul)

Chairman, IPSR-IRB

Date: August 30, 2020

IORG Number: IORG0002101;   FWA Number: FWA00002882;   IRB Number: IRB0001007

Office of the IPSR- IRB, Institute for Population and Social Research, Mahidol University, Phuttamonthon 4 Rd., Salaya, Phuttamonthon district, Nakhon Pathom 73170. Tel (662) 441-0201-4 ext. 223

Appendix B: Questionnaire

This questionnaire is the part of research in order to study of factors affecting the satisfaction of patients visiting private Hospitals. Please go through the following questionnaire and identify the appropriate responses for each of them. This questionnaire for patients/relative of private hospitals within the last 10 years and aged 18 years or older to understand the questions. The participants' private information will be kept confidential. It will not be subjected to individual disclosure but will be included in the research report as part of the overall results.

The questionnaire is divided into 3 sections. Each section contains a direction for completing the questionnaire. Please provide the most accurate answer. Your provided answer and information will be kept anonymous and confidential.

Section 1: Sociodemographic data

Section 2: Perspectives and factors influencing you to receive treatment in a private hospital.

Section 3: Determinants influencing on satisfaction of structural elements in private hospitals.

The participant has the right to withdraw from the project anytime without prior informing needed. No participation or withdrawal will not affect your work or study or any services at all.

Please write your answer or check ✓ the box. ☐ Which match your answer.

Part 1: In respondents' demographic model

1. When you or your close relatives feel uncomfortable, where do you first go to treatment? (Multiple selection is allowed)

☐ Public Hospital   ☐ Private Hospital   ☐ Clinic

2. Have you visited private hospital within the last 10 years?

☐ Yes   ☐ No

3. Gender

☐ male   ☐ Female   ☐ Alternative

4. Age

☐ 18- 30yr. ☐ 31-40yr. ☐ 41-50 yr.

☐ 51-60yr. ☐ 60 -70yr. ☐ 70-80yr.

☐ 80-90yr. ☐ > 90yr.

5. Nationality

☐ Thai (…………………) ☐ Europeans (……………….)

☐ Chinese (……………) ☐ Australians/New Zealanders (……)

☐ African/ Middle Easterners (………)

☐ Latin-Americans (……………….)

6. Religions

☐ Christian ☐ Jewish ☐ Hindu

☐ Muslim ☐ Buddhism ☐ No religion

7. Marital Status

☐ Single ☐ Divorced ☐ widowed

☐ Married/ living with partner

8. Education level.

☐ Hight school/ lower ☐ Master ☐ Bachelor's degree

☐ Diploma ☐ PHD

9. Career

☐ Students ☐ Public Employee

☐ Self-Employee/ Entrepreneur ☐ Private Employee

☐ Retired ☐ Professionals (Lawyer, Doctor………….)

10. Household income per month: Approximate baht

☐ Under 15,000 Baht ☐ 15,001- 30,000 Baht

☐ 30,001-50,000 Baht ☐ 50,001-100,000 Baht

☐ 100,001-150,000 Baht ☐ 150,000 - 200,000 Baht

☐ 250,000-300000 Baht ☐ >300,000 Baht

11. Travel Companions (can select more than 1)

☐ Family/ relative ☐ Alone ☐ Spouse

☐ Special interest group ☐ Friends ☐ Others (………….)

☐ Care takers

Part 2: Perspective and Factors that in influenced you to seek medical treatment in private hospitals.

12. Have you received medical treatment in private hospitals before?

☐ Yes ☐ No, this is my first time ☐ No, haven't

13. If yes, which private hospitals did you usually visit?

☐ Bumrungrad hospital ☐ Bangkok hospital ☐ Phyathai hospital

☐ BNH hospital ☐ Samitivaj hospital. ☐ Bangkok

☐ Christian hospital ☐ Other

14. Which type of treatment have you had in private hospitals? (Mark ✓ in a box for all applies)

☐ Medical treatment ☐ Surgical procedures

☐ Cosmetic procedures ☐ Dental treatment

☐ Medical Check-up ☐ Others (…………………)

15. Your last medical treatment in private hospitals was:

☐ Planned in advance ☐ Decided after arrived

☐ An emergency

Part 3 Please rate your level of satisfaction on each factor when you receive medical treatments of structural elements in private hospitals (Level of satisfaction 5 = Very Satisfied, 4 = Fairly Satisfied, 3 = Neutral, 2 = Unsatisfied, 1 = Very Unsatisfied)

Factors	1	2	3	4	5
Technical					
14. You have completed of services and treatment by standard equipment's.					
15. Healthcare staff understand the specific services they are supposed to deliver.					
16. You can trust doctors/'nurses' professionalism in examining patients.					
17. When you are treated by the American Board of Medical Specialties (ABMS) or Accreditation Council for Graduate Medical Education (ACGME) you are comfortable.					

Factors	1	2	3	4	5
18. You have comfortable with size of the hospital and other facilities.					
Interpersonal					
19. Staff can show gestures movement, touch, facial expression and eye coordination the tone of the voice is also spoken .Gesture language can express emotions that understand the patient.					
20. The ward in hospital makes you feel comfortable and safe.					
21. Information expressed by staff speaking and writing can be easily and clearly conveyed.					
22. Employees hospitality and courtesy towards patients can help your peace of mind.					
23. Interpreter can help you as a link between you and physician's information.					
Amenities/Facilities					
24. The physical facilities are visually appealing and cleanliness.					
25. Hospital has easy to make appointment.					
26. Hospital has convenience to access.					
27. The healthcare staffs have appropriate and neat of uniform.					
Satisfactions					
28. As the results of your visit to the hospital, do you feel satisfied and understand your illness?					
29. Are you satisfied with the structure of the building linked between each department?					
30. Are you satisfied and trusted with the medical equipment used to treat you?					
31. After the service, are you willing to recommend friends or relatives for treatment?					