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**MULTIDISCIPLINARY
RESEARCH FOR
SUSTAINABILITY**

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CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the International Conference and Global Forum on Multidisciplinary Research for Sustainability (MRS) hosted by Research Synergy Foundation and PT. Lintas Cakra Pusaka as official partner held on November 9 – 10, 2017 at Hi Seoul Youth Hostel, Seoul, South Korea.

The theme of MRS Conference is enhancing innovation and value creation sustainability through academic research. MRS 2017 International Conference shows up as a cutting-edge multidisciplinary platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Seoul and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Ismi Rajjani
Conference Chair of MRS 2017

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Track: Business and Management

The Effects of Quality of Service on the Loyalty of Outpatients

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Abstract

The purpose of this research was to study the quality of service and its effects on the loyalty of people who use the outpatient department, namely 400 outpatients of Vajira Hospital at Navamindradhiraj University's Faculty of Medicine (henceforth referred to as "Vajira Hospital"). The research tools used consist of surveys and multiple regression analysis. The findings are that (1) in the actual practice of meeting the needs of outpatients; Vajira Hospital received a very high average score in all areas. (2) Trustworthiness / reliability are aspects of quality of service which engender a sense of loyalty among users of the outpatient department with a statistical significance of 0.05.

Keywords: Quality of Service, Loyalty of Service Users

I. Introduction

According to the standards of Vajira Hospital, which strive to be patient-centric, all of the activities conducted within the hospital are first and foremost for the benefit of the patients, their families and other users of the hospital's services. The quality of service and care is at the very core of the nation's health service.

It is widely accepted that the quality of service is taken as a pre-measurement of the quality of care by the service user; quality service is thus taken as an indication that the user will receive the desired results, that the care will be carried out according to an acceptable standard to the satisfaction of the user and withal to be in accordance with the philosophy of sufficiency economics.

We are striving to achieve equality of care while recognizing the importance of contributions from across all areas of society. Our goal is to realize comprehensive guarantees of service with an inherent fairness for a healthy society. All this while developing a sufficiency-health system in accordance with the philosophy of sufficiency economics. To that end there

must be governance that focuses on prevention and sees the value in incorporating traditional Thai know-how which will involve building a culture of mutual understanding and exchange between the givers and receivers of care. This is so that 1) the people in the local communities and their associates can form an effective network for the prevention of disease and decrease sickness from preventable diseases or diseases arising from habitual behaviors. They should also be able to use traditional Thai knowledge to address the health issues of themselves and their communities. 2) To have a sufficiently sensitive early warning system which allows imminent health problems to be addressed in a timely manner. 3) To have a proactive health system that is effective in promoting healthy practices in order to prevent and control disease as well as protective the health of consumers. 4) To have a service system with high quality and standards that can meet the needs of the health issues at hand whilst also having good relationships between the givers and recipients of care. 5) To have uniformly effective and robust management system for health-related inventory and finance)as per the summary of the Plan for Social and Economic Development through Public Health No. 11 2012-2016 from the Bureau of Policy and Strategy, Ministry of Public Health).

Hospitals are centers for disease prevention, the promotion of health and rehabilitation. This applies especially to the outpatient department which must service and care for patients and other service users in a way that does not only address their immediate health complaints but also in an educational way so as to equip the patients and service users with the knowledge to take a preventative approach to their health and promote general health in their everyday lives in society. Apart from this, hospitals are also places of research and discovery.

Healthcare is therefore a very complex, sensitive and nuanced field involving contributions from givers and receivers of healthcare, as well as being a service field with an extremely high degree of time-sensitive pressure requiring quick decision making. This kind of environment inherently provides many opportunities for mistakes, misunderstandings, and unwanted outcomes. The rapidly changing economic environment has also resulted in greater demands and expectations being placed on government services by the public; the public now expects a high standard of care whilst demanding low waiting times. These increased expectations have resulted in some dissatisfaction among service users. There have been instances where members of the public have aired their grievances in the mass media and filed complaints with the regulatory bodies for the health professions. This has created some tension and deterioration in the overall relationship between givers and receivers of healthcare. This is particularly true in public health facilities where the conditions are often cramped, crowded and resources to expedite care and even the training of caregivers can be very limited. This

has had a negative effect on the perception of trustworthiness and reliability of the health service among service users. The department which receives the most contact with patients and service users at the beginning of their care prior to more in-depth treatment and also as their treatment is coming to a close is the outpatient department. The outpatient department can therefore be considered as the first tier of treatment which is chiefly concerned with primary care. This entails diagnostics, treatment, and promotion of healthy practices, prevention and rehabilitation¹. In terms of caring for patients, the Public Health Nursing Division has defined the role of the outpatient department as follows; reception, categorization of patients, triage, the ordering of examinations, ensuring the safety of patients while being examined, examination of common ailments, ailments requiring specialist examination, transferring ordinary patients, transferring emergency patients to the cast room, minor surgery room, injection and wound-dressing room, providing health-related information to service users and accompanying relatives, providing health advice and instruction to the service users on how to perform on-going self-administered treatment at home, including the transferring of service users to other departments or facilities for treatment².

However, owing to the fact that the outpatient department of Vajira Hospital is the first point of triage and prioritization of the service users' needs according to the severity and emergency of their conditions, there may also be the evaluation of vital signs, transferring to the post-mortem room or the radiography room before the service user can be seen by a doctor. As a designated primary care hospital Vajira Hospital receives a very large number of service users daily, which slows down the entire delivery of health services. The resulting complaints stem from the fact that many service users and their relatives do not understand the prioritization process for the various conditions.

The researcher has considered the problems facing the service users and has therefore decided to study the usage behaviors and the quality of service so as to use the findings to improve the quality of the service delivered to the users of the outpatient department of Vajira Hospital.

II. Research Methodology

The population sample used in this research consists of 583,417 outpatients undergoing examination and treatment at the outpatient department of Vajira Hospital in the Bangkok Metropolitan Area only.

A random sample was selected from the outpatients undergoing examination and treatment at the Vajira Hospital outpatient department in the Bangkok Metropolitan Area. Because the actual population is known it was possible to calculate the random sample size using Taro Yamane formula (Taro Yamane, as referenced by Thirawut Ekkakul, 2000) with a reliability

of 95% and an acceptable error tolerance of 5% or 0.05. The formula yields a sample size of n=400.

III. Findings

The results of the research can be summarized as follows:

Part 1 Quality of service research can be summarized as follows:

Table 1. Quality of service delivered to outpatients of Vajira Hospital.

Quality of Service	Average	S.D.	Opinion
Service in practice	4.6556	.5592	Highest
Meeting the needs of service users	4.6506	.5452	Highest
Reliability and trustworthiness	4.7758	.4149	Highest
Confidence of service users	4.7358	.45	Highest
Knowledge and understanding of the needs of service users	4.7500	.4462	Highest
Overall	4.7136	.4593	Highest

From table 1 it is found that the outpatients of Vajira Hospital have the highest opinion of outpatient department in all areas that were evaluated, in order of highest to lowest; reliability and trustworthiness, knowledge and understanding of the needs of service users, confidence of service users, service in practice, and meeting the needs of service users.

Part 2: The quality of service which has an effect on loyalty.

Table 2 analysis of loyalty using stepwise multiple regression analysis.

Variable	B	SE	t	Sig
Constant	3.91	0.17	23.22	.00
Reliability (x2)	.22	.04	.29	.00
R = .287		AdjustedR2 = .080		
R2 = .082		SE = .39		

From table two it can be seen that the quality of service relating to the reliability and trustworthiness aspects have the greatest effect on loyalty of outpatients at Vajira Hospital.

Discussion

The research on the quality of service, service delivery, usage behavior and the loyalty of outpatients at the Vajira Hospital outpatient department it has been found that:

Outpatients undergoing examination or treatment at the Vajira Hospital outpatient department have the highest opinions concerning the various aspects of quality of service delivered by the outpatient department and overall. It is interesting that the opinions and perception of reliability and trustworthiness matches Vajira Hospital's Hospital Accreditation and its status as a designated primary care hospital in the Bangkok Metropolitan Area. This is in concordance with the research of Sakda Siripatsopon,

Parnthip Thanapikhuptanon (2011)³ who studied the relationship between the quality of service received, the satisfaction levels of the recipients and the loyalty of the patients towards the hospital. In the study of private hospitals in the Bangkok Metropolitan Area it was found that patients tended to have a good opinion of the hospitals and that there was a high rate of satisfaction in the medical services received if their needs were met quickly. The image of the hospital inspires confidence and the attentiveness of the care also have a positive effect on the loyalty of patients.

IV. Conclusion

Vajira Hospital should focus on building on the reliability and trustworthiness aspects of the quality of service by expanding the services of specialist consultant doctors and allowing service users to have more input in their treatment. This will result in even greater loyalty from the outpatients of the Vajira Hospital outpatient department.

Acknowledgment

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FUTURE EVENTS

January 8-9, 2018

Korea International Conference on Emerging Trends in Business, Economic
and Social Science Studies (KIBES)

<http://www.kibes.researchsynergy.org/>

January 18-19, 2018

Singapore International Conference on Management, Business, Economic,
and Social Science (SIMBES)

<http://www.simbes.researchsynergy.org/>

January 22-23, 2018

Hong Kong International Conference on Business, Social Science and
Management Studies for Sustainable Innovation (HIBSSI)

<http://www.hibssi.researchsynergy.org/>

January 29-30, 2018

Japan International Conference on Business, Management Studies and
Social Science (JIBUMS)

<http://www.jibums.researchsynergy.org/>

February 15-16, 2018

Singapore International Conference on Marketing, Management Science
and Business Theory and Practice (SIMBUT)

<http://www.simbut.researchsynergy.org/>

February 5-6, 2018

Korea International Conference on Business, Management and Social
Science: Theory, Current Issues and Research (KIMTIR)

<http://www.kimtir.researchsynergy.org/>

February 19-20, 2018

Hongkong International Conference on International Business, Economic
Studies and Humanities (HIBESH)

<http://www.hibesh.researchsynergy.org/>

February 26-27, 2018

Japan International Conference on Global Business Practice and Theory,
Management Studies and Social Science (JIGMES)

<http://www.jigmes.researchsynergy.org/>

