

Competency in Providing Medical Services

Case Study: Ratchaphiphat Hospital

สมรรถนะการให้บริการทางการแพทย์

กรณีศึกษา โรงพยาบาลราชพิพัฒน์

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ABSTRACT

A study of the competency of providing medical services, a case study of Ratchaphiphat Hospital. The purpose of this study was to study various factors as well as the competency of medical services and to use as a guideline for formulating service policies that could respond to the needs of patients and people who came to use medical services in Ratchaphiphat Hospital. Properly the research tool was a questionnaire. The statistics used were frequency, percentage, mean, standard deviation. The hypothesis was tested by statistical t-test and F-test. Statistical data analysis was performed using the SPSS.

The results of the research found that most of the sample who answered the questionnaire were female, aged 40-49 years, self-employed. The level of education is bachelor's degree. Average income 15,001 - 20,000 baht. Domiciled in Bangkok and its vicinity. The results of the study on the competency of providing medical services. In descending order, it was found that acceptance and credibility towards the hospital had the highest average of 4.58. Followed by service personnel with an average of 4.57.

In terms of service efficiency, the average was 4.56. Service system with an average of 4.50. Quality of treatment with an average of 4.44 and facilities with an average of 4.38, respectively.

The results of the hypothesis testing showed that gender, age, occupation, education level, income and place of residence affected the competency of providing medical services. no difference Significantly at the 0.05 level.

Keywords: Competency; Medical Services; Ratchaphiphat

Introduction

Nowadays is the era of health care. Human beings live longer and healthier due to the evolution of technology used in treatment. Human beings are increasingly concerned about their own health. In the past, not many people were interested in taking care of their health when they got sick to the point where they went to see a doctor. Or go to the hospital for treatment. When there is a development of various technologies in medicine to help treat, slow down aging, prevent people from getting sick or can find the cause of illness in the early stages, there will be many opportunities to be cured and return to normal life as usual. With the continuous epidemic situation, the overall picture of the government hospital has more patients. Because the cost is

much lower than using private hospitals. Thai government policy has attempted to address the issue of access to health services based on these guidelines. Everyone has the same right to receive appropriate and standard public health services. The indigent have the right to receive free medical care from public health facilities. A person shall have the right to receive health services from the State which must be thorough and efficient. A person shall have the right to receive appropriate, free and timely protection and eradication of dangerous communicable diseases from the State. Including the state must implement policies in social and public health, promote, support and develop a health system that focuses on health promotion. Which leads to sustainable well-being of the people as

well as organizing and promoting public health services that are comprehensively and efficiently standardized and encourage the private sector and the community to participate in the development of health and the provision of public health services by those in charge of providing such services who perform their duties according to professional and ethical standards shall be protected by law.

Health service system It is a basic human right that everyone should receive from equal care. From the reform of the health system that leads to the universal health insurance policy, the goal is to give all Thai people the opportunity and equality, whether in the public or private sectors, in accessing health services thoroughly. Quality and efficiency under the same standards. From such policies, people have higher expectations of health services. Health service units must have effective administration in line with the needs of the people. Causing competition to create more efficient services at present, medical facilities have a requirement that health services be developed to meet the standards of quality assurance systems developed in Thailand or international

standards. As a result, all health facilities and hospitals, both public and private and other health facilities. The quality of the service system has been developed to meet the standards and the hospital quality has been certified so that people receive quality services with equal efficiency. To comply with such policies as well

For that reason, the researchers neglected the effects of the epidemic. And changes in the hospital service system therefore interested in studying the service process and the results of the management Focus on the achievements that occur with the personnel of Ratchaphiphat Hospital. Including the effect on the service system and the effect on the people who receive the services of the hospital The results of this research will be useful and can be applied in the practice of public and private hospitals in the future.

Research Objectives

1. To study the personal factors of medical service users, a case study at Ratchaphiphat Hospital.

2. To study the competency in providing medical services, a case study of Ratchaphiphat Hospital.

3. To study the factors related to the competency of providing medical services, a case study at Ratchaphiphat Hospital.

Conceptual Framework

Subject research Competency in providing medical services, a case study of Ratchaphiphat Hospital has researched from various concepts and theories, thus being able to define the conceptual framework for this research is as follows.

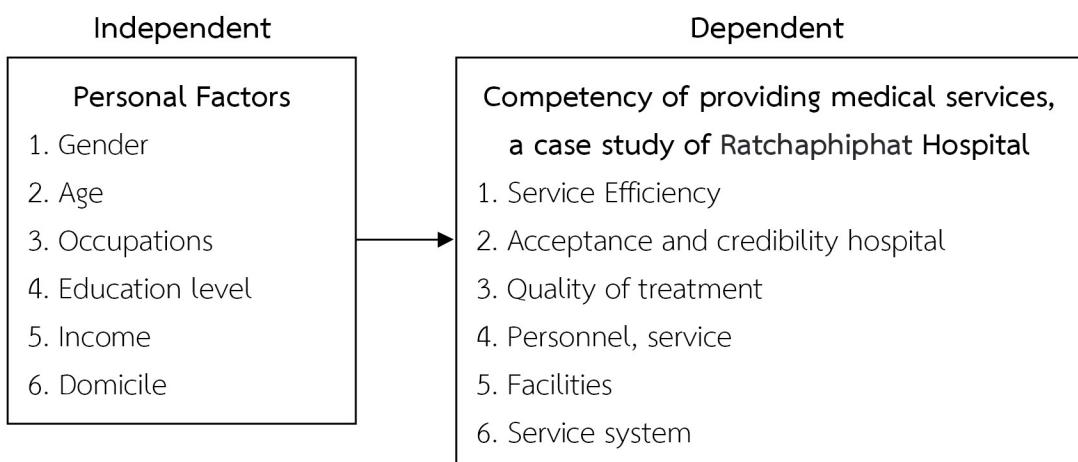


Figure 1 Conceptual Framework

Research Hypothesis

In the study performance of medical services A case study of Ratchaphiphat Hospital The research hypotheses are as follows.

Hypothesis 1. Gender is different. affecting the performance of medical services in various fields no difference

Hypothesis 2. Age difference affecting the performance of medical services in various fields no difference

Hypothesis 3. Occupations are different. affecting the performance of medical services in various fields no difference

Hypothesis 4. Educational levels are different. affecting the performance of medical services in various fields no difference

Hypothesis 5. The average income is different, affecting the performance of

medical services in various fields. no difference

Hypothesis 6. The domicile is different. affecting the performance of medical services in various fields no difference

Scope of Research

This research was to study the competency of providing medical services, a case study of Ratchaphiphat Hospital. The scope of this research study is as follows.

Scope of population

The population used in this study is general people from the age of 20 who have come to use various services. in Ratchaphiphat Hospital Including inpatients, outpatients, vaccination recipients, relatives of patients

Scope of variables

1. Independent Variable

Personal factors include gender, age, occupation, education level. Average income and domicile.

2. Dependent Variables

Competency of medical services in 6 aspects, consisting of service efficiency Hospital acceptance and trust quality of treatment service personnel in terms of

facilities and service system.

Scope of study area

The research area used in the study was Ratchaphiphat Hospital.

Scope of time

The researcher has studied performance of medical services A case study of Ratchaphiphat Hospital from July 1, 2022 to August 1, 2022, the questionnaire will be distributed to the sample population and the results obtained will be studied further.

Expected Benefits

1. Know the personal factors of people who come to use various services in Ratchaphiphat Hospital

2. To know the performance of medical services of Rajaphiphat Hospital.

3. The results from this study can be used to determine service plans, policies, plans and operations of Ratchaphiphat Hospital.

4. In order to be beneficial to various hospitals, both private and government, can bring the results of the study and the information obtained to further develop the potential of providing medical services to the public.

Conclusion

General information of respondents performance of medical services A case study of Ratchaphiphat Hospital classified by sex, age, occupation, education level, income and domicile.

Gender: Most of the samples were female, 248 people, representing 62.00 percent and 152 males, representing 38.00 percent.

Age found that most of the samples were 40-49 years old, 112 people, representing 28.00 percent, followed by 30-39 years old, 111 people, representing 27.80 percent, 20-29 years old, 92 people, representing 23.00 percent. and aged 50 years and over, 85 people, representing 21.20 percent, respectively.

Occupation: Most of the samples were self-employed, 97 people, representing 24.30 percent, followed by housewives / butlers, 94 people, representing 23.50 percent, private company employees, 86 people, representing 21.50 percent. 81 people, representing 20.30 percent, government officials / state enterprise employees, 40 people, representing 10.00 percent and other occupations, 2 people, representing 0.40 percent,

respectively. Educational level, it was found that most of the samples were educated in bachelor's degrees, 153 people, representing 38.30 percent, followed by master's degrees, 73 people, representing 18.30 percent, high school or equivalent, 63 people, representing one hundred. 15.80 per person, lower than high school, 59 people, representing 14.80 percent, diplomas of 45 people, representing 11.30 percent and doctoral degrees, 7 people, representing 1.50 percent, respectively.

Income It was found that most of the samples had an income of 15,001 - 20,000 baht, 149 people, representing 37.30 percent, followed by income less than or equal to 15,000 baht, 81 people, representing 20.30 percent income 20,001 - 25,000. Baht, 69 people, 17.00 percent, income 25,001 - 30,000 baht, 60 people, 15.00 percent, 30,001 - 35,000 baht, 41 people, 10.00 percent and 35,000 baht or more, 5 people, 100 0.40 each respectively

Domicile It was found that most of the samples were domiciled in the Bangkok area. And the vicinity of 133 people, representing 33.30 percent, followed by the northern region of 57 people, representing 14.30 percent,

the southern region of 56 people, representing 14.00 percent, the eastern region of 54 people, representing 13.40 percent of the western region of 52 people, is 13.00 percent and the central region of 48 people, representing 12.00 percent, respectively.

Other factors of the competency of medical services, a case study of Ratchaphiphat Hospital

The results are summarized as follows.

In terms of service efficiency, it was found that the level of competency of medical services in Ratchaphiphat Hospital in terms of service efficiency overall, it was at the highest level. The mean was 4.56, scoring the confidence in the recording and keeping the information of users who use the service within the hospital the highest with an average of 4.68, followed by the aspect of having a standard service ranking with an average of 4.54 in terms of convenience and speed in the process of contacting with an average of 4.54 and the speed of providing services/treatment with an average of 4.47 affecting the competency of providing medical services, respectively

Regarding acceptance and credibility towards the hospital, it was found that the level of acceptance and credibility towards Ratchaphiphat Hospital overall, it was at the highest level. There was an average of 4.58, with a score of being open to hearing opinions of people who came to use the service, such as opinion boxes, questionnaires, the highest with an average of 4.71, followed by safety credibility for medical treatment. with an average of 4.57. The reputation of the hospital was accepted. The average was 4.53 and the hospital was certified. with an average of 4.50 affecting the competency of providing medical services, respectively.

Regarding the quality of treatment, it was found that the level of competency in providing medical services at Ratchaphiphat Hospital in the quality of treatment overall, it was at the highest level with an average of 4.44, with the quality rating of drugs or medical supplies having the highest standards and quality. with an average of 4.60, followed by modern and clean medical equipment for treating diseases. The mean was 4.55. The diagnosis was standardized. with an average of 4.41 and for the side of giving advice on the

use of drugs and medical supplies with an average of 4.21 affecting the competency of providing medical services, respectively.

Regarding service personnel, it was found that the level of competency in providing medical services at Ratchaphiphat Hospital in terms of service personnel overall, it was at the highest level. with an average of 4.57 The hospital's personnel score was adequate for providing services, the highest with an average of 4.80, followed by doctors who paid attention to the patient's illness and gave good advice on treatment. with an average of 4.75. The staff are courteous and welcoming. with an average of 4.69 and physicians who have expertise and reputation in treating and diagnosing specific diseases with an average of 4.04 affecting the competency of providing medical services, respectively.

In terms of facilities, it was found that the level of competency in providing medical services at Ratchaphiphat Hospital in terms of facilities overall, it was at the highest level. with an average of 4.38, with the highest score on service space for adequate patients. with an average of 4.65, followed by convenient buildings

comfortable and clean with an average of 4.49, the sufficiency of facilities such as toilets, public telephones, drinking water, sitting chairs with an average of 4.24 and the hospital located in the center of the city, convenient to travel with an average of 4.14 affecting service performance medical respectively.

Regarding the service system, it was found that the level of competency in providing medical services at Ratchaphiphat Hospital in terms of service systems overall, it was at the highest level. with an average score of 4.50, giving the highest score on the usefulness of the service results received. with an average of 4.80, followed by the aspect of thoroughness, sufficient for service with an average of 4.76 in terms of value and fairness in the price of the service with an average of 4.75 in the progress and development of the service system with an average of 4.14 and convenience in terms of requesting services with an average of 4.07 affecting the performance of medical services, respectively.

Summary of research hypotheses

Hypothesis 1: Gender differences affect the performance of medical services

at Rajapipat Hospital. They were not different. In conclusion, gender differences affected the selection of medical services in terms of service efficiency. Hospital acceptance and trust service personnel Facilities and service systems no difference but for the quality of treatment affecting the selection of medical services difference.

Hypothesis 2 Age difference Affecting the performance of medical services at Ratchaphiphat Hospital It is not different. It can be concluded that age difference Affecting the performance of medical services at Ratchaphiphat Hospital in terms of service efficiency Hospital acceptance and trust quality of treatment service personnel Facilities and service systems no difference.

Hypothesis 3 Occupations are different. Affecting the performance of medical services at Ratchaphiphat Hospital Not different. It can be concluded that the occupations are different. Affecting the performance of medical services at Ratchaphiphat Hospital in terms of service efficiency Hospital acceptance and trust quality of treatment service personnel Facilities and service systems no difference.

Hypothesis 4 Educational levels are different. Affect opinions on choosing medical services. were not different. In conclusion, the level of education was different. Affecting the performance of medical services at Ratchaphiphat Hospital in terms of service efficiency. Hospital acceptance and trust quality of treatment service personnel Facilities and the service system no difference.

Assumption 5 Income is different. It affects the performance of medical services at Ratchaphiphat Hospital. Not different. In conclusion, the income is different. Affecting the performance of medical services at Ratchaphiphat Hospital in terms of service efficiency. Hospital acceptance and trust quality of treatment service personnel Facilities and service systems no difference.

Hypothesis 6 The domiciles are different. Affecting the performance of medical services at Ratchaphiphat Hospital in terms of Not different. It can be concluded that the domiciles are different. Affecting the performance of medical services at Ratchaphiphat Hospital in terms of service efficiency. Hospital acceptance and trust quality of

treatment service personnel Facilities and service systems no difference.

Discussion

According to the results obtained from the study of the competency of medical services A case study of Ratchaphiphat Hospital this time. The key points that can be used to discuss the hypothesis results are as follows.

The results of the study of the performance of medical services in Ratchaphiphat Hospital in all 6 aspects are service efficiency. Hospital acceptance and trust quality of treatment service personnel Facilities and service systems. The average was at the highest level. When considering each aspect, it was found that

Service efficiency overall service performance was at a high level. The item with the highest average value was the aspect of confidence in recording and keeping information of internal service users. The information in the treatment of patients and those who used the service was very important. The hospital must have a systematic collection of information if later patients and people who have used the service Come back

to use the service with the hospital to have information or history of treatment for speed and accurate treatment.

Hospital acceptance and trust Hospital acceptance and trust performance Overall, it was at a high level. The item with the highest average is the aspect of being open to hearing opinions of people who come to use the service, in line with the concept of scholars that Diskorn Singyamuang (2021) has given the meaning of accepting that Symbolic Adoption is a psychological acceptance as part of the acceptance process. Therefore, the acceptance of innovative ideas after evaluating but not yet operating begins to apply that knowledge. The acceptance of practice or after having tried these things is an acceptance process.

Quality in the treatment of disease Quality performance in disease treatment Overall, it was at a high level. The item with the highest average value was the quality of medicines or medical supplies that were standard and of good quality. It can be said that quality is an efficient operation that meets the required requirements. The product or service creates satisfaction for customers. and

has a reasonable operating cost as an advantage over competitors customers are satisfied and willing to pay the price to buy that satisfaction which is not an assessment of tangible things or concrete only on one side but other factors must be taken into account. The abstract is taken into account as well. Can be separated into 2 characteristics, Namely the quality of the product and the quality of the service.

Service personnel service personnel competency Overall, it was at a high level. The item with the highest average was that the hospital's personnel were sufficient to provide services. The personnel factor is one of the important factors because the service of the personnel will make the customer decide to use the service or not. For example, if employees provide good service to customers. Impress customers. It will make the customer satisfied in receiving the service from the staff. Will make a decision to use the service willingly, but on the other hand, if the personnel who provide services to customers without receiving bad service Not satisfying customers will result in customers not deciding to use the service.

In terms of facilities, performance, overall facilities were at a high level. The item with the highest average value was that there was enough space to support services to patients. which facilities mean Things that the hospital has prepared to facilitate the adjustment of patients and those who come to use the service. Inside the hospital

Service system service system performance Overall, it was at a high level. The item with the highest average value was the utility value of the received service. This is in line with the concept that Prasaphpon, K (2018) said that providing good customer service Must be able to manage customer expectations. when customers come to use the service Customers expect products to be good and worth the price. and besides Customers also expect Procedures for receiving services must be good. As there may be a comparison of customers like 8 types of ships, in which customer service personnel must have different service techniques as follows

1. Salt boat customers make decisions slowly. The service provider must calmly explain to customers the

value of the product. to incentivize the purchase decision

2. Fast ship customers make decisions quickly, service providers must be prepared. must know the season Must look carefully at the situation whether the customer wants us to introduce the product or not.

3. Warship type customers have confidence in yourself service providers must be conscious do the right service process Be confident and show professionalism to your customers.

4. Patrol boat customers who like to wash, troubleshoot, service providers must have good information, know competitors well, be able to compare products. and show the strengths of the product Explain to customers

5. Customers who are dinghy, hesitant, indecisive the operator must help him decide. Recommend products that best suit customer needs

6. Rowing boat customers Quiet, one child, likes to listen, the service provider must show friendliness. Recommend a variety of products for customers to make decisions.

7. Long tail boat customers likes

to talk loudly service providers must listen catch the point well in order to present products to suit the needs and try to close the sale as soon as possible

8. Passenger boat customers This type is a normal customer. Service providers must have product and service standards. to be able to clearly explain to customers the confidence in the product

Suggestions

1. From the study, it was found that the sample focused on various factors. affecting the performance of medical services at Ratchaphiphat Hospital in terms of having modern, clean and safe medical equipment in treating diseases Therefore, the hospital should pay special attention to such matters and develop them further. because it affects the choice of receiving medical services the most

2. From the study, the researcher found that the level of factors of patients affecting the performance of medical services at Ratchaphiphat Hospital at a high level were attentiveness, advice, and assistance of staff. Therefore, the hospital This should be used as a prominent

point in publicizing the hospital. And should improve the availability of adequate public utilities of the hospital. because from the study it was found that there were factor levels of medical service recipients is the last of all options. so the hospital Should improve in such matters to impress the service users.

Suggestions for further research

1. Further research should be studied. Regarding benefits in various areas, such as the right to life right of access to medical care to know the right

to use health check-up services in various hospitals.

2. There should be a qualitative study on factors for choosing hospital medical services by interviewing. to add even more in-depth information

3. There should be a study of the population in other hospital settings. to compare and will use the information obtained as a guideline for improvement Develop a service system for those who come to use the service in the hospital further.

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