

THE EFFECTIVENESS AND SATISFACTION OF THAI TRADITIONAL MEDICINE SERVICES AT THE THAI TRADITIONAL MEDICINE CLINIC, WANG SUAN SUNANDHA HOTEL, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

The present study aimed to investigate the effectiveness and satisfaction of Thai traditional medicine services in the Thai Traditional Medicine Clinic at Suan Sunandha Rajabhat University. Specifically, the study had the following objectives: (1) to examine personal factors and service use behavior of Thai traditional medicine services, (2) to investigate the effectiveness and satisfaction from receiving treatment and providing Thai traditional medicine services, and (3) to explore suggestions for utilizing Thai traditional medicine services. The sample population comprised of 30 patients who had either received treatment or utilized Thai traditional medical services at the Thai Traditional Medicine Clinic, Suan Sunandha Rajabhat University. Online questionnaires were employed as the primary data collection tool in this study. The study findings indicated that the following factors were most satisfying to the participants in descending order: (1) Appropriateness of dress worn by doctors and staff, with 14 participants expressing their satisfaction; (2) cleanliness and safety of the facilities, with 13 participants expressing their satisfaction; (3) cleanliness of the clinic and medical equipment, with 12 participants expressing their satisfaction; (4) reasonableness of the medical fees, with 9 participants expressing their satisfaction; (5) provision of advice from doctors and staff, with 8 participants expressing their satisfaction; (6) appropriateness of the welcome behavior from the staff, with 7 participants expressing their satisfaction; (7) the competence of the physician in treating patients, with 6 participants expressing their satisfaction; (8) efficiency of physicians in treating patients, with 6 participants expressing their satisfaction; (9) waiting time for doctors and staff to receive services, with 5 participants expressing their satisfaction; and (10) convenience in traveling for service, with 4 participants expressing their satisfaction. Based on the study findings, the following policy recommendations are suggested: (1) Thai traditional medicine clinics should prepare travel maps and offer comprehensive information on public transportation options to enhance accessibility for patients; (2) Thai traditional medicine clinics should streamline service procedures to reduce waiting times and enhance the overall efficiency of services provided; and (3) Thai traditional medicine clinics should re-evaluate service rates to ensure they are appropriate and reasonable for patients.

Keywords: Effectiveness and service satisfaction

INTRODUCTION

Thailand has provided a definition of the term "elderly" in the Older Persons Act B.E. 2546 (2010 revision), Section 3, which states that it refers to "a person over sixty years of age and of Thai nationality." According to the 2017 survey of the elderly population in Thailand, conducted by the National Statistical Office on five occasions, it has been found that the number and proportion of elderly people in Thailand are increasing rapidly and continuously. In 1994, the proportion of elderly people accounted for 6.8 percent of the country's population, which rose to 9.4 percent in 2002, 10.7 percent in 2007, 12.2 percent in 2011, and 14.9 percent in 2014. The results of this survey showed that the number of elderly people accounted for 5 percent of the total population, with 15.4 percent male and 18.0 percent female. Thailand has witnessed a significant increase in the number and proportion of elderly people, and has become an aging society as a result of a steady decrease in the fertility rate of the Thai population. Consequently, productivity or national income has decreased. However, due to economic, social, and family problems, including some types of expensive medicine, some people in certain families are unable to receive treatment. In view of such limitations, people are increasingly interested in exploring new alternatives for treating diseases, particularly Thai traditional medicine.

The 9th National Health Development Plan (2002-2016) aimed to develop the entire health system based on the philosophy of sufficiency economy and health, with the objective of providing opportunities for various sectors of society to play a role and utilize their potential to develop a well-being society. This plan had ten goals, and goal number five emphasized supporting the development of the intellectual potential of the health system by emphasizing Thai traditional medicine, herbs, and alternative medicine from both Thai and international wisdom.

Currently, there are many Thai traditional clinics, providing consumers with more choices. The Thai Traditional Medicine Clinic at Suan Sunandha Rajabhat University is another location that offers services by organizing a healthcare system with Thai traditional medicine, which has been continuously developed in response to government policies that encourage people to take care of their own health. The clinic has doctors and students of Thai traditional medicine who practice this profession and provide services such as examinations, herbal medicines, herbal compresses, massage treatments, and consultation for health issues at a reasonable fee, making the service efficient and sustainable.

For these reasons, the researcher is interested in examining the effectiveness and satisfaction factors of the Thai traditional medicine clinic services at Wang Suan Sunandha Hotel, Suan Sunandha Rajabhat University, to identify opportunities for the service to reach people and meet their needs, thereby providing maximum satisfaction.

RESEARCH OBJECTIVE

1. To investigate the personal factors and service utilization behavior associated with the provision of Thai traditional medicine services in Thai traditional medicine clinics located at the Wang Suan Sunandha Hotel, Suan Sunandha Rajabhat University.
2. To evaluate the effectiveness and satisfaction levels among clients who have received treatment from the Thai traditional medicine services provided in the Thai traditional medicine clinics located at the Wang Suan Sunandha Hotel, Suan Sunandha Rajabhat University

3. To explore suggestions and recommendations for improving the utilization of Thai traditional medicine services in the Thai traditional medicine clinics located at the Wang Suan Sunandha Hotel, Suan Sunandha Rajabhat University.

LITERATURE REVIEW

Theoretical concepts and research related to Thai traditional medicine service in Thai traditional medicine clinic, Suan Sunandha Rajabhat University in order as follows

1. History of Suan Sunandha Rajabhat University
2. Health system in Thailand
3. Models of Thai traditional medicine services in hospitals
4. The model of Thai traditional medicine services at the clinical level
5. Thailand towards the development of global health service system

Suan Sunandha Rajabhat University is divided into 2 types of personnel:

1. Academic Staff
2. Academic Support Staff

It can be seen that academic support personnel are an important force in leading the organization to achieve its goals. The performance of personnel is an important part of driving the organization towards the objectives by measuring success from performance.

RESEARCH METHODS

1. Population and Sample: The study population consisted of patients who received treatment or traditional Thai medical services at the Thai Traditional Medicine Clinic, Suan Sunandha Rajabhat University. A sample of these patients was selected for participation in the study.

2. Research Tools: An online questionnaire was developed by the researcher to assess the effectiveness and satisfaction of Thai traditional medicine services. The questionnaire was specifically designed to explore patients' perceptions of the quality of care they received at the Thai Traditional Medicine Clinic, Suan Sunandha Rajabhat University.

3. Data Collection: Data were collected by allowing patients to receive treatment or traditional Thai medical services at the Thai Traditional Medicine Clinic, Suan Sunandha Rajabhat University. Following treatment, medication dispensing, and payment, patients were asked to complete the online questionnaire. The data collected through the questionnaire were analyzed using statistical methods.

4. Data Analysis: After collecting the data, the following steps were taken for data analysis:

- 4.1. The accuracy and completeness of every response questionnaire were verified.
- 4.2. The online questionnaire program was used to analyze the statistical data automatically.

RESULTS

This study of the effectiveness and satisfaction of Thai traditional medicine services in the Thai traditional medicine clinic, Suan Sunandha Rajabhat University. The researcher studied the level of satisfaction of patients receiving clinic services at Wang Suan Sunandha Hotel. To gather data for this study, a two-part questionnaire was designed, comprising a general information questionnaire and a satisfaction questionnaire on Thai traditional medicine services, consisting of ten items, as outlined below:

1. Convenience of travel to receive the service
2. Waiting time for doctors and staff to receive services
3. Appropriateness of the welcome behavior exhibited by staff
4. Appropriateness of dress worn by doctors and staff
5. The competence of the physician in treating patients
6. Efficiency of physicians in treating patients
7. Cleanliness of the clinic and medical equipment
8. Provision of advice from doctors and staff
9. Cleanliness and safety of the facilities
10. Reasonableness of the medical fees

DISCUSSION

Part 1: Study Results from General Information

The following section presents the study findings related to general information of the participants.

1. Gender: The study revealed that the majority of participants were female, with 80 percent of respondents identifying as female and 20 percent as male.
2. Domicile: The study further found that the majority of participants were domiciled in provinces other than Bangkok and its vicinity, with 73.3 percent of respondents residing in other provinces and 26.7 percent residing in Bangkok and its vicinity.
3. Age: The study identified the age range of the participants who used the service the most, which were as follows: 23 years, 22 years, 24 years, and 25 years. Specifically, 40 percent of respondents aged 23 used the service, followed by 36.7 percent of respondents aged 22, 20 percent of respondents aged 24, and 3.3 percent of respondents aged 25.
4. Level of education: The study found that the majority of participants held a bachelor's degree or higher, while no usage of the service was reported among those with primary or secondary level education. Specifically, 96.7 percent of users held a bachelor's degree, while 3.3 percent held a diploma, and 0 percent were primary or secondary level graduates.
5. Average monthly income: The study also examined the average monthly income of the participants who used the service. The results showed that individuals with an average monthly income of 5000-10,000 baht represented the largest group of users, accounting for 23.34 percent of respondents. Other income groups included individuals with an average monthly income of 0

baht, 3.44 baht, 2000-5000 baht, 12,000 baht, 13,000 baht, 15,000 baht, 17,000 baht, 18,000 baht, 19,500 baht, 20,000 baht, 25,000 baht, and 35,000 baht, representing 3.31 percent, 3.31 percent, 3.31 percent, 3.31 percent, 3.31 percent, 23.34 percent, 10 percent, 6.62 percent, 3.31 percent, 6.62 percent, 6.62 percent, and 3.31 percent of respondents, respectively.

ACKNOWLEDGMENT

The author would like to thank the Graduate School and Suan Sunandha Rajabhat University for their support. President and Associate Professor Dr. Duangsomorn Rungsawan Pho, Dean of the Graduate School, and all respondents who participated in the research.

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