

ABSTRACT

With intense competition in the hospital industry in Thailand, customer service and service quality constitute the main driving force in the business world. The evaluation of hospital service quality is important in providing motivation and suggestions on the effectiveness of hospital plans and management.

The main purpose of this research is to determine the relationship between medical, hospital service quality, queuing quality and customer satisfaction at SS Hospital. The methodology used in this research is a questionnaire survey. The SERVPEERF dimension consists of tangibles, reliability, responsiveness, assurance and empathy in medical and hospital service quality and queuing quality. These factors were applied in designing the research questionnaire. All 250 respondents of SS hospital are defined as the target population of the study. The researcher uses descriptive statistics to analyze the respondents' demographic data. Multiple Linear Regression and One sample t-test were used as major data analysis method to test all three hypotheses in this research. The results showed that all three factors are positively significant to customer satisfaction, namely the factors of medical, hospital service quality and queuing quality. The highest influencing factor is queuing quality followed by medical and hospital service quality respectively. The result from this study would help SS hospital and also other hospital industries to concentrate on suitable factors to improve service quality and as well as also help in increasing customer satisfaction.