Factors Influencing Clients’ Satisfaction in Primary Care Unit, Nakonsawan Province*

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Abstract
Purpose: To evaluate client satisfaction in the primary care unit and to study the factors that could correlate and predict client satisfaction in a primary care unit in Nakhonsawan Province.
Design: Cross-sectional explanatory research.
Methods: The sample contained 200 clients who were older than 15 years and who utilized the health care services of primary care units. The data were collected by Questionnaire. Statistical analyses used were frequency, percentage, mean, standard deviation, Pearson’s Product Moment Correlation Coefficient and Stepwise multiple regression.
Main findings: Rerinding satisfaction, it was found that client satisfaction was at a high level (77.0%). Regarding attitude toward health care, it was found that majority of clients’ health care attitude was at a high level (72.5 %). Perception of services in the primary care units was at a high level (95.5%), Perception of responsibility of nurses in the primary care units was also at a high level (91.0 %). Health care attitude, perception of the services in the primary care units, perception of responsibility of nurses in primary care units were positively correlated to the satisfaction of health care service in the primary care units with a statistical significance (p < .01). Education level was negatively correlated to the satisfaction with a statistical significance (p < .05). It was found that the perception of the responsibility of nurses in primary care units and health care attitude were statistically significant and predicted the clients satisfaction and power of prediction at 19.5 percent
Conclusion and recommendations: The results of this study suggest that the improvement should be applied to the development of increased standardization of nursing services as follows: cooperation in decisions regarding the selection of treatment, instructions regarding diagnostic results and the progression of the disease and longitudinal service as home health care service. Furthermore, primary health care units should monitors service quality and supplies to obtain the greatest benefit in terms of establishing a service system for communicating information to patients by use of a cable sound system for providing healthcare news.

Key Words: satisfaction, primary care unit, perception, health care attitude