Service Quality in the Gynecologic Oncology Unit
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Abstract
This descriptive research study analyzed and compared service needs satisfaction, service quality, and factors related to service quality (age, marital status, and education) in a gynecologic oncology unit. Data were collected from 149 cancer patients who attended the gynecologic oncology unit. The study data were analyzed by frequency, percentage, mean, and standard deviation. The Wilcoxon Signed-Rank and chi-square tests were used to compare differences between groups. The results showed that the service needs, overall and for each of 5 dimensions, were at the highest levels. For satisfied service needs, only the assurance dimension was at the highest level. Overall, and the other 4 dimensions—tangibles, reliability, responsiveness, and empathy—were at high levels. When the differences in satisfied and unsatisfied needs were compared, it was found that unsatisfied service needs were less than satisfied service needs, both overall and for each of the 5 dimensions (P<0.001). Only 24.20% of the subjects with satisfied overall needs rated the overall service quality in the gynecologic oncology unit highly. For the 5 dimensions of service quality, the assurance dimension was the highest quality perceived by the subjects, followed by empathy, responsiveness, and reliability, respectively; while tangible was lowest. There was no correlation between age, marital status, and service quality, either overall or for each of the 5 dimensions. Only education was found to correlate with responsiveness (P=0.05).
Nurse administrators can use these results as evidence-based data to improve service quality to satisfy patients' service needs and improve the quality of services in the gynecologic oncology unit. (Thai Cancer J 2014;34:79-91)

Keywords: service quality, gynecologic oncology unit, gynecologic cancer patient