



A Comparative Study of the Service Quality between the Sub-District Health Promotion Hospital Transferred to the Provincial Administrative Organization and the Sub-District Health Promotion Hospital under the Ministry of Public Health in the Tha Sala District, Nakhon Si Thammarat Province

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Abstract

Background and Aim: A comparative study of the service quality of subdistrict health promotion hospitals transferred to the Provincial Administrative Organization. And subdistrict health-promoting hospitals under the Ministry of Public Health in Tha Sala District Nakhon Si Thammarat Province. It occurred due to the setting and driving of the policy to transfer Subdistrict Health Promoting Hospitals (Subdistrict Health Promoting Hospitals) to the Provincial Administrative Organization. The research objectives are to (1) study and compare the quality of services of Subdistrict Health Promotion Hospitals transferred to the Provincial Administrative Organization and Subdistrict Health Promotion Hospitals under the Ministry of Public Health, (2) determine guidelines for developing service quality. Of Subdistrict Health Promoting Hospital in Tha Sala District Nakhon Si Thammarat Province

Materials and Methods: This research uses a qualitative research method, using data collection tools, which are questions for in-depth interviews, to collect information from key informants. Consisting of (1) a group of officials from Subdistrict Health Promoting Hospital in Tha Sala District, four people, (2) a group of directors from Health Promoting Hospital in Tha Sala District, four people, and (3) a group of village health volunteers, which is a group receiving services from Subdistrict Health Promotion Hospital transferred to the Provincial Administrative Organization and Subdistrict Health Promotion Hospital under the Ministry of Public Health, totaling four people.

Results and Conclusion: The results of the study found that (1) the concreteness of the Subdistrict Health Promotion Hospital services transferred to the Provincial Administrative Organization; There is the concreteness of service by providing services based on the standards of primary care units, 2024 edition, with clean, proportionate, and appropriate service locations. (2) Reliability of service providers. Subdistrict Health Promoting Hospitals transferred to Provincial Administrative Organizations There is a thorough check on the accuracy of dispensing medicines to patients. There is training to provide knowledge on various matters (3) in responding to the needs of Subdistrict Health Promotion Hospital service recipients transferred to the Provincial Administrative Organization. Service information is publicized through village health volunteers and Subdistrict Health Promoting Hospitals under the Ministry of Public Health. (4) in the aspect of providing confidence to Subdistrict Health Promotion Hospital service recipients who are transferred to the Provincial Administrative Organization. As for the Subdistrict Health Promotion Hospital under the Ministry of Public Health, bathrooms are designed with safety in mind. While working, staff wear uniforms and gloves and strictly follow procedures. (5) Understanding and knowing service recipients. Subdistrict Health Promoting Hospitals transferred to Provincial Administrative Organizations Staff provide services with convenience and speed and take care of patients with professional ethics. Pay attention to taking care of patients very well. As for the Subdistrict Health Promotion Hospital under the Ministry of Public Health Staff provide service with a cheerful smile, speak sweetly, and take care of patients closely.

Keywords: Comparison of service quality; Transfer of Subdistrict Health Promoting Hospital

Introduction

Subdistrict Health Promoting Hospital (Subdistrict Health Promoting Hospital) is an important agency in developing the country's health service system. Especially the local health system close to home and heart, where the Subdistrict Health Promotion Hospital will be the first line of care. Promote the health of people in the area holistically with the Ministry of Public Health as a supporting agency. However, the Act on Decentralization Plans and Procedures for Local Administrative Organizations, 1999, has stipulated

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the decentralization of health (Royal Gazette, 1999) to transfer Transfer of subdistrict health promotion hospitals under the Ministry of Public Health to the Provincial Administrative Organization For the people to receive public health services in the mission of the Subdistrict Health Promoting Hospital that is better than before. This is because the Subdistrict Health Promoting Hospital is a primary health care unit close to the people. The information from the National Health Commission found that Patients who live far from the hospital mostly use services at the Subdistrict Health Promoting Hospital. This makes it evident that the Subdistrict Health Promoting Hospital is necessary and should be developed in various areas to increase the potential and quality of primary care services. To create good health for the people and communities Primary Health Service Unit Therefore, it is a service unit in the area that the public can most access. It is a service that is close to the community. It is like the arm and leg of the public health mechanism at the local level (National Health Commission Office, 2022).

The health problem situation of the people in the Tha Sala District area of Nakhon Si Thammarat Province in the year 2023 (Nakhon Si Thammarat Provincial Public Health Office, 2023) found that out of the total population of 1 17,307 people in Tha Sala District, there are a large number of people suffering from 15 diseases that have the highest number of patients, ranking first. Illness from other abnormalities of the teeth and structure was 25,580 people, or 21.81 % of the total population, followed by high blood pressure, 23,152 people, or 19.73 %, and diabetes, 19,063 people. Or equivalent to 16.25 % for these reasons. Therefore, in the area of Tha Sala District, there is a great need for health services that are easily accessible (Figure 1). In addition, the recent outbreak of coronavirus disease 2019 also reflected the interaction of factors that affect the spread of the disease. Both are from individuals who still lack health knowledge, causing inappropriate self-protection behavior. There is also inequality in access to health services, especially in vulnerable groups. In the Tha Sala District area, there is still a lack of proper and rapid communication. Lack of effective environmental health management for disease prevention and control. And there is still a lack of a mechanism for coordinating cooperation between relevant agencies. Challenging issues of disease prevention and control and health-threatening factors It is necessary to build a health system that can recover quickly while developing human potential at all ages and levels, especially in primary healthcare units. Therefore, it is a service unit in the area that the public can access the most. And is a service that is close to the community.



Situation of health problems of the population in the area of Tha Sala District

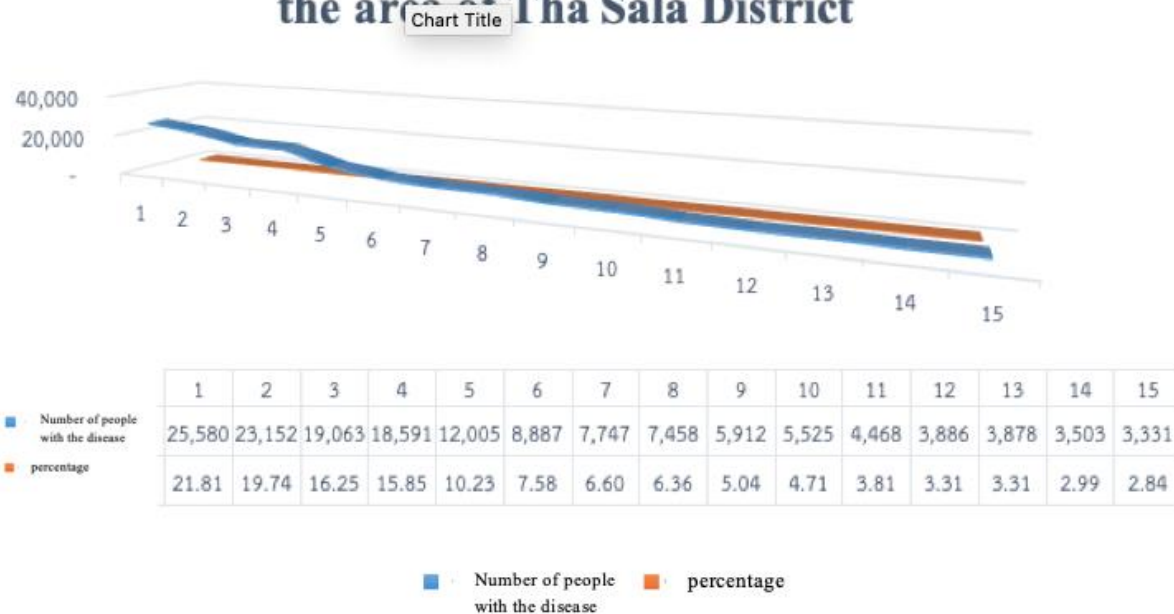


Figure 1: Situation of public health problems in Tha Sala District.

From the background and importance of the problems presented above. This has resulted in 12 of the 16 Health Promotion Hospitals in Tha Sala District being transferred to the Provincial Administrative Organization (Tha Sala District Public Health Office, 2023). The transfer of the Health Promotion Hospitals to the Administrative Organization. The province follows the idea of creating a better response regarding good health. And is sustainable. This mission transfer will also be an opportunity for health system reform. In the future, organizing the primary health care system will be transferred to local administrative organizations. Therefore, various related laws should be reconsidered. To achieve systematic management and create sustainability. At the same time, the Subdistrict Health Promotion Hospital must understand that, at this time, it will not be just a service unit that provides primary care. Or is there just a duty to promote? Only prevent disease. But from now on, it will be elevated to work more, possibly being a “front-of-house hospital” (Thewthong, K., 2022). Service problems and disparity in the services of subdistrict health promotion hospitals that are transferred to the Provincial Administrative Organization. And subdistrict health-promoting hospitals under the Ministry of Public Health. In Tha Sala District Nakhon Si Thammarat Province, There is still a problem of service gaps. There were problems after the transfer of the mission of the Subdistrict Health Promoting Hospital to the Provincial Administrative Organization. Therefore, it is interesting to study and compare the service quality of the Subdistrict Health Promoting Hospital. that were transferred to the Provincial Administrative Organization and Subdistrict Health Promoting Hospitals under the Ministry of Public Health In the area of Tha Sala District Nakhon Si Thammarat Province To be used in determining guidelines for developing the quality of administration of subdistrict health promotion hospitals in the area of Tha Sala District, Nakhon Si Thammarat Province.

Objectives

1. To study and compare the quality of services of subdistrict health-promoting hospitals transferred to the Provincial Administrative Organization. And subdistrict health-promoting hospitals under the Ministry of Public Health In the area of Tha Sala District Nakhon Si Thammarat Province
2. To determine guidelines for developing the service quality of subdistrict health promotion hospitals in Tha Sala District, Nakhon Si Thammarat Province.



Literature review

Kaewoyaem et al (2023) summarized the research results on Decentralization by transferring subdistrict health promotion hospitals to local administrative organizations. The objective is to study the implementation of Decentralization by transferring sub-district health promotion hospitals to local administrative organizations, and to suggest guidelines for preparing the implementation of Decentralization by transferring sub-district health promotion hospitals to local administrative organizations. Health decentralization in the 2000 Decentralization Plan for Local Administrative Organizations is 1) to increase service quality, 2) to increase the efficiency of the public health service system, 3) to respond to needs and inspections from the community, 4) to equality, and 5) for sustainability and acceptance. Carry out health and public health work. Therefore, it is an activity that combines both health promotion, disease control and prevention, medical treatment, rehabilitation and caring for people with disabilities. From operations from 2007-2022, it was found that the problems in transferring the mission of subdistrict health promotion hospitals to local administrative organizations include 1) personnel, 2) budget and medical supply support, 3) aspects, 4) management, 5) satisfaction of service recipients, and 6) executives understand the principles and operational guidelines to drive Decentralization to local government organizations in transferring the mission of subdistrict health promotion hospitals to be carried out continuously. It was accomplished and brought significant benefits to the people in the area.

Srisasalux et al (2009) studied the experience of decentralizing public health services by transferring health centers. One factor that helps support the transfer to be completed is motivation, such as having a larger budget, more positions, higher advancement rates, or a shorter chain of command. Makes work more convenient. Decentralization in this pilot health center transfer model has comments and suggestions that understanding the above issues must occur at every level, from central policy to the local level. The transfer should not be carried out too intensively. They should communicate with each other at all times and work together to find the best solution. Consideration should be given to the consistency between the workforce and the new mission. A provincial transfer management center should be responsible for coordinating and providing assistance in every aspect, including having a system to support operations at every level and stage from the beginning. During and after the transfer, a system also continuously monitors performance. Because the result does not depend on the transfer alone, learning to create quality lessons and practices must occur continuously to adapt to operations in the next period.

Sarobon, (2017). Study on decentralization to sub-district administrative organizations to provide health services. The research results found that The Thai Ministry of Public Health brings a decentralized health model to organizations. Local government for implementation of the health decentralization plan for local government organizations (Local Administrative Organizations) No. 1 (2002-2007) National Health Act B.E. 2007 and the Act on Decentralization Plans and Procedures for Local Government Organizations (No. 1) (2002-2007) and No. 2 (2012-2012). The results of the study are as follows: 1) Dividing Governing Power Thesis topic Decentralization to the Subdistrict Administrative Organization to provide health services. 2) Transfer of administrative power. (multi-level service network), 3) establishment of a public organization, and 4) establishment of service units

The special format from health system reform policy

Ministry of Public Health (2023) studied and followed up on the implementation and evaluation of the health decentralization policy by the Health Decentralization Operations Committee. It was found that the central executive authority is the Ministry of Public Health, causing there to be no continuity in carrying out unclear direction and implementation policy of the Ministry of Public Health. The result is that local government organizations are not waiting for the transfer. Moreover, it has established its public health service facility in the area, which is a redundant investment. Decentralization of public health cannot be implemented. The main reason is the lack of clarity in the policy and operational guidelines. Therefore, the implementation of the health decentralization policy is followed up. Health Systems Research Institute Office of Policy and Strategy Ministry of Public Health and the Office of the Decentralization Commission for Local Administrative Organizations. Problems of transferring missions of subdistrict health promotion hospitals to local administrative organizations can be summarized as follows (Srisasalux et al (2009)) and (Leethongdee, 2011). Operational aspects Management of the Ministry of Public Health and local government organizations are different. There is still no common guideline for practice. Management Regulations Related to Administration There is still no clarity on this. Lack of connections and guidelines not conducive to work performance Satisfaction of service recipients People in the area still do not see any change from the transfer. Shows a lack of integration. On the administrative side, there is a lack of





integration between public health administrators. Moreover, administrative organizations are local to empower, and it is a team of nannies to care for. And advice on management during the transition

Chaosuansreecharoen et al (2019) found that the competency of public health academics consists of coordinating cooperation with relevant people and agencies. Management competency, self-control ability, having a vision, Leadership and systematic thinking, leadership, change, Teamwork, planning, budget management, Respect for human dignity and academic performance, Technology and iInformationResearch aspect from routine work to manage health risk factors and knowledge management in managing health factors in the community After receiving training, it was higher than before training. Sudhipongpracha et al (2022)) conducted a study. Development of the Provincial Administrative Organization's primary health system model and guidelines for integrating cooperation between agencies and public participation. Moreover, one of the case studies of this research is the transfer of primary health service missions to the Prachinburi Provincial Administrative Organization. Results from this research Point out important factors that make the transfer efficient and smooth. Under the cooperation of all relevant sectors, important findings are as follows: 1) Political factors from the connection between national and local politics. This creates stability in driving clear goals. The vision of administrators plays an important role in determining the direction and cooperation in transferring missions. 2) Relationships between public health agencies in the area, between Provincial Public Health and the Provincial Administrative Organization. It is one factor that makes the transfer of missions go smoothly. 3) Establishing a clear administrative structure with the establishment of the Public Health Division. Provincial Administrative Organization To support the transfer of missions. In addition, the transfer of missions occurred during this time with the preparation of various agencies involved, from before the mission transfer to after the mission transfer.

Chaipat (2007) stated that service quality is a tangible and intangible characteristic of a service that makes the service receiver perceive that it is consistent with the needs of the service receiver and the process of that service. Until after the service, this must respond to basic needs and cover expectations. (Expectation) of the service recipient

Sangthong et al (2018). Service quality factors (SERVQUAL) and Subdistrict Health Promoting Hospital services. Among the concreteness factors of services include tangible things such as Cleanliness within the hospital, sufficient parking space, and the staff's dress. The reliability factor in providing services is providing services according to appointments. There is accuracy in dispensing medicine. Disease diagnosis, etc. The response factor to service needs shows enthusiasm for providing services. Caring and understanding those who come to use the service Factors that build confidence in service recipients, such as greeting the staff with warmth and smiles and providing useful knowledge. and is desired by those who receive services and the factor of compassion for service recipients

Phukrongchit, D. (2016) conducted a research study on the service quality of Selaphum Hospital. Roi Et Rajabhat University Branch, this research studied and compared the quality of services provided by Selaphum Hospital. Roi Et Rajabhat University Branch The study results of the quality of services provided by Selaphum Hospital, Roi Et Rajabhat University branch. To the opinions of those who receive services regarding the quality of providing Overall, the hospital's services are at a high level. When considering each aspect, It was found that service recipients have opinions about the quality of hospital services. The reliability aspect of the service is the most important, followed by caring for service recipients, responding to the needs of service recipients, building confidence among service recipients, and concreteness of the service, respectively.

Ministry of Public Health (2023) Service quality is responding to needs based on the expectations of service recipients. This consists of many criteria, such as confidence and trust, access to services, friendly communication, security, etc., when providing primary health services. There is a connection to health care as holistic, continuous, integrated, and focused on prevention. Promote the creation of knowledge to create health for patients, families, and communities by relying on the basis or original context of living and local culture. Therefore, primary health care services are sensitive and have the nuances of health care. More than just medical treatment

Srijabok (2019) defined service quality as It arises from the expectation of service users that they will receive excellent service in 5 areas: the concreteness of the service, Reliability Response to service recipients In terms of providing confidence to service recipients and understanding and knowing service recipients If you receive a service that meets the expected needs of the service recipient, in which all five aspects can meet the needs of the service recipient. It will result in service users being impressed and



evaluating their satisfaction as positive, which is the concreteness of the service. Reliability and responsiveness to service recipients Giving confidence to service recipients

Kamonrat, T. (2021) defined *service quality* as meeting the needs of service recipients. It will result in service users feeling impressed and evaluating their satisfaction as positive: 1) Concreteness of service means concrete work that can be touched and touched and has physical characteristics that appear. For example, officers dress cleanly, neatly, politely, appropriately, and politely and smiling. Willingness to provide services, equipment, tools, and appliances are appropriate. Including having equipment used for communication, such as clear signs indicating service points. 2) Reliability means providing services according to the time promised to users. Every service task assigned to a service user must be accurate. Moreover, it is reliable, such as providing convenient, fast, and timely service, receiving awards for transparency in service provision. Be accurate in recording various information, such as issuing receipts. Alternatively, in various contract documents, officials can resolve problems quickly when errors occur. 3) Responding to service recipients means providing Service quickly. Enthusiastic and willing to provide services. There is a service that is in a sequence of steps and is not complicated. Users can easily access the Service by contacting via telephone or Line, accessing information through the website or application to check information by themselves at any time. 4) Providing Confidence for service recipients means Confidence in the reputation and stability of the service provider. Feeling safe in using services, such as safety in financial transactions. Service from employees with the skills, knowledge, and ability to provide accurate information. The ability to provide services that meet the service recipient's needs with politeness, respect, and good manners. 5) Understanding and knowing the service recipient means providing Service with care. Moreover, friendly Pay attention to listening to problems and opinions. It can provide information quickly up to date, and there are a variety of services to choose from to meet the needs of service users

Conceptual Framework

From a review of the literature on the concept of Service quality of subdistrict health promotion hospitals transferred to the Provincial Administrative Organization and subdistrict health promoting hospitals under the Ministry of Public Health In this research, the researcher has conducted a study and reviewed documents and related research. The researcher divided it into five areas: 1) Concreteness of the service, 2) Reliability of the service, 3) Response to the needs of the service recipient, 4) Providing confidence to the service recipient, 5) Understanding and Getting to know the service recipient It can be applied to formulate a research concept as follows:

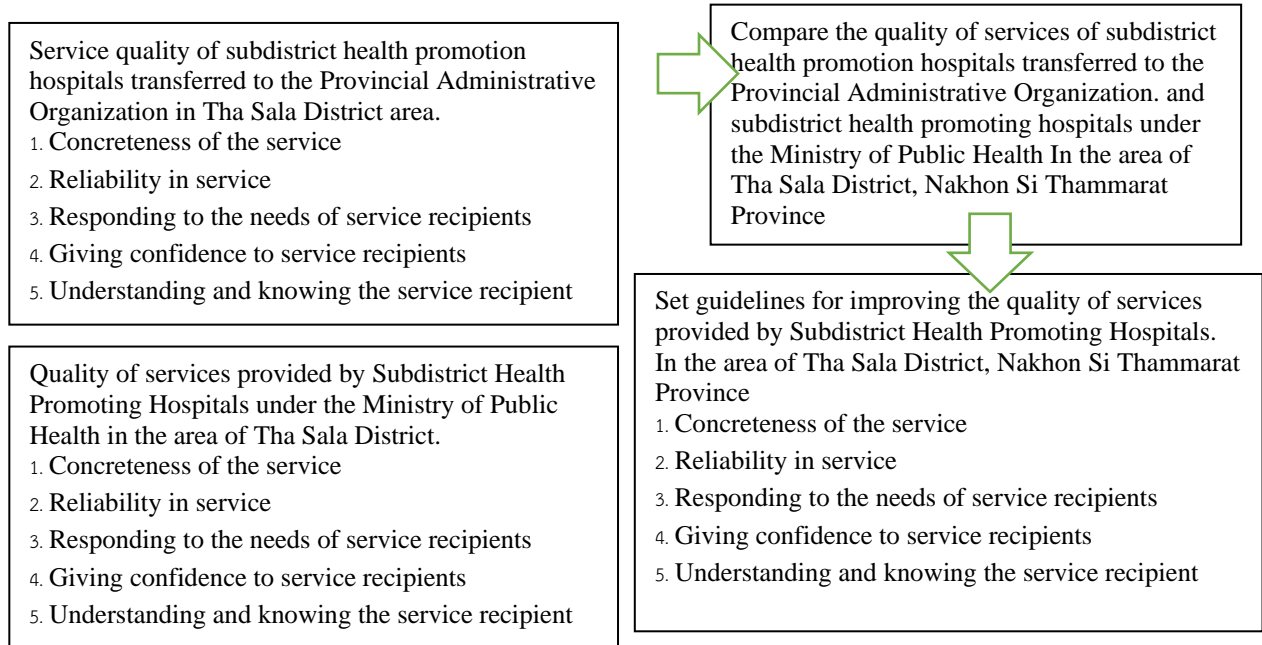


Figure 2 Conceptual Framework



Methodology

The researcher has determined the methodology for conducting the study. Which can be classified in detail as follows:

1) Population and groups of key informants The Population and groups of key informants used in data collection consist of 3 groups as follows:

(1) Group of workers in subdistrict health-promoting hospitals in Tha Sala District. With at least two years of experience working in the area, consisting of 1) professional nurse, 2) public health academic, 3) administrative officer, 4) official or related person.

(2) Group of Directors of Subdistrict Health Promoting Hospitals with at least three years of experience working in the area, totaling four people

(3) Group of village health volunteers (VHVs), which is a group of service recipients from Subdistrict Health Promotion Hospitals transferred to Provincial Administrative Organizations and Subdistrict Health Promotion Hospitals under the Ministry of Public Health with at least three years of experience working in the area, totaling four people

2) Research tools The tools used to collect this data were questions for in-depth interviews and focus groups.

3) Data collection: Use the In-depth Interview, focus group, and methods together with the observation method. Both with participation and without participation

4) data collection Period: Between January - February 2024, a total period of 3 months.

5) Data analysis There is a method as follows.

(1) Comparative study of service quality of subdistrict health-promoting hospitals. Transferred to the Provincial Administrative Organization and Subdistrict Health Promoting Hospital Under the Ministry of Public Health in Tha Sala District, Nakhon Si Thammarat Province. Use data classification methods. And data comparison in data analysis

(2) Set guidelines for developing the quality of administration of subdistrict health-promoting hospitals. In the area of Tha Sala District, data classification methods are used. And data comparison in data analysis

Results

1. Comparison of the service quality of subdistrict health promotion hospitals transferred to the Provincial Administrative Organization. and subdistrict health-promoting hospitals under the Ministry of Public Health In the area of Tha Sala District Nakhon Si Thammarat Province

1.1 Concrete aspect of the service

Subdistrict Health Promoting Hospitals transferred to Provincial Administrative Organizations The staff's services are based on the standards of primary care units, 2024 edition, family-style services. (Close to home, close to heart) Divide duties according to professional aptitude. The service location is clean and proportionate. Sufficient equipment is ready to use, and there is a re-check. The examination room is divided into appropriate proportions.

Subdistrict Health Promoting Hospital under the Ministry of Public Health Service of service personnel with the heart of their profession according to their roles and responsibilities. An evaluation form is made from service recipients every year. All officers work in place of each other. The service location has passed the quality standards assessment for environmental health management in Subdistrict Health Promoting Hospitals. GREEN & CLEAN has passed the public toilet standards of the Department of Health. Passed the evaluation of the Subdistrict Health Promoting Hospital. Starred

1.2 Reliability of the service provider

Subdistrict Health Promoting Hospitals transferred to Provincial Administrative Organizations. Service users must check the accuracy thoroughly to ensure that medicine dispensing services are provided accurately. Check the accuracy of the information in the Subdistrict Health Promotion Hospital's medical record system with drug allergies and kidney conditions. Check the patient's rights to use the service. Professional rehabilitation and review are performed by attending training sessions at the host hospital.





Service is open Monday to Friday during official hours. Open outside hours until 6:30 p.m. Saturday and Sunday, open from 8:30 a.m. to 4:30 p.m. n.

Subdistrict Health Promoting Hospital under the Ministry of Public Health Every officer will pay attention to the correctness of treatment. Duties are divided according to responsibilities. There is training by the server. And there was an exchange of knowledge. Teach each other in teams. There is an honest risk assessment. Service time Business hours: Monday to Friday during official hours, open outside hours, Saturday and Sunday open from 8:30 a.m. to 12:30 p.m.

1.3 Responding to the needs of service recipients

Subdistrict Health Promoting Hospitals transferred to Provincial Administrative Organizations. Signs indicate the order of steps for using the service in detail. The staff will gradually provide services and explain the steps in detail. Your identity is verified every time you come to use the service. There is public relations through village health volunteers. Access to service information is provided at the community village forum. The community forum is announced at the monthly meeting of village health volunteers. Make a notice board for the Subdistrict Health Promotion Hospital. Announcement through online channels: Medical equipment is adequate and modern according to the Subdistrict Health Promoting Hospital standards. Starred

Subdistrict Health Promoting Hospital under the Ministry of Public Health There is a clear and detailed sign showing the order of steps for using the service. This is communicated through community leaders to inform at the monthly forum. Access to service information village community forum Notify online Continue to spread the news Make a "little letter" invitation to inform about service information. Receive support for medical equipment from the host hospital. Medical tools and equipment can be provided according to quality criteria to support use according to the standards of the Subdistrict Health Promoting Hospital. Starred medical equipment Usage will be constantly updated. and is modern

1.4 Giving confidence to service recipients

Subdistrict Health Promoting Hospitals transferred to Provincial Administrative Organizations. It is safe to provide services. There is a clear sign. Bathrooms for service users are designed with an emphasis on safety. On the defensive side, there is enough kinesiology equipment. Medicines are delivered according to the correct standards. Staff who have undergone professional rehabilitation training in treating and applying knowledge must constantly review, update, change, and adapt new knowledge. There is mutual exchange among the agency teams, and support is provided for the training of the Provincial Administrative Organization. Continuously The staff provide good service and are friendly. Management evaluates and monitors the work of officials in the agency. Listen to the opinions of patients To find solutions to solve problems together.

Subdistrict Health Promoting Hospital under the Ministry of Public Health There is a clear sign. And make a symbol to show that the bathroom of the service user is designed with safety as the main focus. The efficiency of staff is rehabilitated annually by the Maternity Hospital in rehabilitation. Reviewing the profession of public service Safety of staff by wearing uniforms, wearing gloves, and strictly following procedures The skills, knowledge, and ability to provide information of the staff members have developed skills and knowledge. They constantly review, refresh, and update their skills and knowledge by the Provincial Public Health Office, network, and foundation. Staff provide services with a smile and cheerfulness. Jai transforms academic language into language that villagers can understand.

1.5 Understanding and Knowing Service Recipients

Subdistrict Health Promoting Hospitals are transferred to Provincial Administrative Organizations. The staff is supervised in providing services. Provide convenient service. Be quick to take care of service users with professional ethics. Services like family and friends, taking care of patients well. Visit the area to provide knowledge about treatment and prevention in health care. Service recipients receive information about the service. Community village forum and community forum Service options include traditional Thai medicine treatment. There is a dentist who maintains oral health.

Subdistrict Health Promoting Hospital under the Ministry of Public Health There is staff supervision in providing services. Patient treatment results are tracked online. Smiling, cheerful, sweet-looking, going





to the area to follow up with patients, and visiting the homes of bedridden patients. Service recipients receive information about the service. Village community forum Notify via an online system to spread the news further

2. Guidelines for developing the service quality of subdistrict health promotion hospitals in the Tha Sala District area of Nakhon Si Thammarat Province

1) Guidelines for the concreteness of services

(1) Subdistrict Health Promotion Hospital should have a clear development plan, such as a community development plan, environmental promotion and development work plan, Social welfare work plan, Plan to promote the quality of life of the elderly, etc.

(2) Subdistrict Health Promotion Hospitals should manage the environment outside the building and within the workplace. Carry out measures according to 5S.

(3) Subdistrict Health Promotion Hospital should organize a project to develop volunteers to care for the elderly and improve the quality of life of people with disabilities, the elderly, and patients in the surveillance period.

(4) Subdistrict Health Promotion Hospitals should strengthen health care and disease prevention networks at the community level.

2) Reliability of the service provider

(1) Subdistrict Health Promotion Hospitals should have a personnel development plan with knowledge and abilities in line with the various changes.

(2) Subdistrict Health Promotion Hospitals should prepare a clear financial plan. To manage financial liquidity, there should also be clear guidelines for managing financial and fiscal discipline.

(3) Subdistrict Health Promoting Hospitals should collect information on those receiving services and record them systematically in the medical record, or electronic information systems, and there should be a data backup system

(4) Subdistrict Health Promoting Hospitals should plan to expand their opening and closing hours outside of official hours to accommodate more service providers. There will be at least ten off-duty gathering hours daily for five days per week.

(5) Subdistrict Health Promotion Hospital should establish a system for receiving complaints. Listen to opinions and evaluate the satisfaction of service recipients to improve and develop the service system

3) Responding to the needs of service recipients

(1) Subdistrict Health Promotion Hospitals should create a project to support the operations of campaigns to prevent non-communicable diseases of agencies within the province, such as supporting the operations of the Provincial Public Health Office in campaigns to prevent diabetes, obesity, and blood pressure.

(2) Subdistrict Health Promoting Hospitals should expedite the development of emergency medical systems. Emergency Medical Incident Report Center Project 1 6 6 9 Project to strengthen the emergency medical system in the province in collaboration with local administrative organizations.

(3) Subdistrict Health Promotion Hospitals should speed up efficiency development in implementing infectious disease surveillance projects, and healthcare projects for people in the community

4) Giving confidence to service recipients

(1) Subdistrict Health Promotion Hospital should have rehabilitation training. Knowledge and skills Continuously review the profession of staff

(2) Subdistrict Health Promotion Hospital, project to develop the potential of village health volunteers in health promotion care

(3) Subdistrict Health-Promoting Hospitals should have guidelines to prevent medication errors, such as monitoring drug use in patients with chronic kidney disease level 3 and above who use NSAIDs and monitoring the repeated use of NSAIDs.

(4) Subdistrict Health Promotion Hospitals should develop counseling services regarding promotion. Disease prevention and control, as well as maintenance and restoration of health, so that people in the community can manage their and their families' health.





- 5) Understanding and knowing service recipients
- (1) Subdistrict Health Promotion Hospital should communicate to staff to understand the manual on quality of primary health service standards.
 - (2) Subdistrict Health Promoting Hospital should increase personnel to meet the needs of service users.
 - (3) Subdistrict Health Promoting Hospitals should speed up the development of service quality to meet continuous standards.

Discussion

The important points of the results of the study can be discussed below.

1. Concreteness of services (1) Sub-district health promotion hospitals transferred to the Provincial Administrative Organization found that the staff provided services as friends. Take care, help, take care Easier access to services, friendly, fast (close to home, close to the heart), clear personnel management work There are more officers. Divide duties according to aptitude and profession. Access to new service recipients Work skills are adjusted. The service location is clean, proportionate, and orderly inside and outside. (2) Subdistrict Health Promoting Hospital under the Ministry of Public Health found that Service of service personnel with the heart of their profession according to the role. The services of the staff are evaluated by the service recipients every year. Responsibilities are divided into daily schedules. All staff can work in place of each other. The service location has passed the quality standards assessment for environmental health management in Subdistrict Health Promoting Hospitals. GREEN & CLEAN has passed the public toilet standards of the Department of Health. Passed the evaluation of the Subdistrict Health Promoting Hospital. Starred, consistent with the nickname Srijabok (2019), has defined service quality as arises from the expectation of service users that they will receive excellent Service in 5 areas: the concreteness of the Service, reliable response to service recipients terms of providing confidence to service recipients and understanding and knowing service recipients. As a result, service users are impressed and evaluate their satisfaction positively, which is the concreteness of the Service. Reliability and responsiveness to service recipients Giving confidence to service recipients

This may be due to the concreteness of the services of the Subdistrict Health Promoting Hospital transferred to the Provincial Administrative Organization and the Subdistrict Health Promoting Hospital under the Ministry of Public Health. Going in the same direction by adhering to the Primary Health Service Quality Manual 2023 standards regarding quality criteria and standards in primary health care services.

2. Regarding the reliability of service providers, (1) Subdistrict health promotion hospitals that were transferred to the Provincial Administrative Organization found that The correctness of the Service is that medicines are dispensed to users. They must check the correctness thoroughly. Check the Accuracy of service user information in the medical record system of the Subdistrict Health Promoting Hospital. with drug allergies and kidney conditions (2) Subdistrict Health Promoting Hospital under the Ministry of Public Health found that the Accuracy of Service Every officer will pay attention to Accuracy in treating service users. Duties are divided according to responsibilities. There is training by the review server. And there was an exchange of knowledge. Teach each other in teams. There are measures to assess risks honestly and Accurately when dispensing medicine to service users. Consistent with Saengthong et al. (2018), the reliability factor is providing services according to appointments. There is Accuracy in dispensing medicine. Disease diagnosis, etc. The response factor to service demand shows enthusiasm for providing services. Caring and understanding those who come to use the service Factors that build confidence in service recipients, such as greeting the staff with warmth and smiles and providing useful knowledge. and is desired by those who receive services and the factor of compassion for service recipients

This may be due to the reliability of the service providers of the Subdistrict Health Promoting Hospital. Transferred to the Provincial Administrative Organization and Subdistrict Health Promoting Hospital Under the Ministry of Public Health. They differ in terms of service times at the Subdistrict Health Promoting Hospital. Transferred to the Provincial Administrative Organization, we can provide more services because there is readiness regarding human resources. Personnel work according to their profession





and can work in various ways. For personnel to work efficiently, achieve the organization's goals, and develop career paths to create motivation and morale for workers. To work as efficiently as possible, Working in line with your duties will create the most efficiency. And provide services to those who receive services, including community service coverage if there is a transfer of personnel or a position is lacking. Please consider the impact on the operations of the Subdistrict Health Promoting Hospital. Personnel should be allocated to replace positions quickly to reduce service impact.

3. Regarding responding to service recipients' needs, (1) Subdistrict health promotion hospitals that were transferred to the Provincial Administrative Organization found that The order of steps for providing services has signs showing the order of steps for using services. The staff will gradually provide service and explain the steps in order of service. Users must confirm their identity every time. There is public relations through village health volunteers. Access to service information is provided at the community village forum. And community forum. It is announced at the monthly meeting of village health volunteers. Create a noticeboard for the Subdistrict Health Promotion Hospital. Notify online medical equipment It is considered sufficient according to the standards of the Star Subdistrict Health Promoting Hospital (2) Subdistrict Health Promoting Hospital under the Ministry of Public Health found that Sequence of steps in providing services: Each time someone comes to receive services, they must bring their ID card every time. Clear and detailed signs show the Sequence of steps for using the service. The staff will gradually provide the service and explain the steps in detail, in the order of service. Service users must have their identity verified every time they use the service with their national ID card. Notified through community leaders at the monthly meeting. Access to service information village community forum Notify via online system Make a "little letter" invitation letter giving information about services and medical equipment. This aligns with the Primary Health Service Quality Standards Manual, 2023, Quality Criteria and Standards for Primary Health Services. Citizens will receive primary health services as specified as follows: 1) Holistic health services, 2) Health services from the beginning, 3) Continuous health services, 4) Integrated personal health care, and 5) Health information and advice services. Providing health advice to people on the list. 6) Promoting people's potential and knowledge in managing their health and those of their families. 7) Promoting and supporting the participation of citizens and network partners.

This may be due to the response to the needs of the subdistrict health promotion hospital's service recipients who were transferred to the Provincial Administrative Organization. Subdistrict health-promoting hospitals under the Ministry of Public Health are going in the same direction by adhering to the Primary Health Service Standards Quality Manual 2023 standards regarding quality criteria and standards in primary health services.

4. Regarding providing confidence to service recipients, (1) Subdistrict health promotion hospitals transferred to the Provincial Administrative Organization found that Safety is a clear sign in providing services. And make visible signs that the bathrooms for service users are designed with Safety in mind. Vaccination staff check health all the time. In the area of protective Safety, there is enough ergonomic equipment. There are wheelchairs for older people. There is constant training for staff in the rehabilitation process. Review of the profession of providing public services (2) Subdistrict Health Promoting Hospitals under the Ministry of Public Health found that Safety There is a clear sign of Safety in providing services. And make visible signs. Bathrooms for service users are designed with Safety in mind. Annual rehabilitation of staff performance by the host hospital for rehabilitation. Reviewing the profession of public service: Safety of staff by wearing uniforms, gloves, and strictly following procedures. The hospital immediately records the incidence of medication errors (Medication Errors) and the knowledge and ability of the staff to provide information. Continuous development of skills and knowledge by servers and Provincial Public Health Offices from the foundation network. Convert academic language into language that villagers understand. In line with the Ministry of Public Health (2023), service quality is a response to needs based on the expectations of service recipients. This consists of many criteria, such as confidence and trust, access to services, friendly communication, security, etc., when providing primary health services. There is a connection to health care as holistic, continuous, integrated, and focused on prevention. Promote the creation of knowledge to create health for patients, families, and communities by relying on





the basis or original context of living and local culture. Therefore, primary health care services are sensitive and have the nuances of health care. More than just medical treatment

This may be due to the aspect of providing confidence to service recipients. The Subdistrict Health Promoting Hospital transferred to the Provincial Administrative Organization, and Subdistrict Health Promoting hospitals under the Ministry of Public Health Going in the same direction by adhering to the standards of the Primary Health Service Standards Quality Manual 2023 regarding quality criteria and standards in primary health services. Linking Mechanisms and Primary Health Services at the Local Level Shortly after the mission transfer, Mechanisms for driving health services at the local level cannot be separated. However, it is necessary to design health services in the area together. By taking the health problems of the people in that area as the basis, the public health mechanism continues to regulate standards, control service quality, and support the delivery of local health services. As for the Provincial Administrative Organization, as the provider of primary health services at the local level, it must advance local health policies that meet the needs and expectations of local people. To create a healthy society

5. Regarding understanding and knowing service recipients, (1) Subdistrict health promotion hospitals transferred to the Provincial Administrative Organization found that Caring for staff in providing services and convenient service operations is important. Be quick to take care of service users with professional ethics. With an awareness of helping patients, providing services like family and friends, and caring for patients well, visit the area to provide knowledge about treatment and prevention in health care. The service recipient receives information in the service. Community village meeting forum and community forum Make an invitation letter to inform service users. Put up a notice board of the Subdistrict Health Promotion Hospital. Notify the group of village health volunteers online. Notify the community leader group on Line Post announcements of news updates on Facebook about the Subdistrict Health Promotion Hospital and its options for providing services. There is traditional Thai medicine treatment. There is a dentist who maintains oral health, presenting information options for decision-making in treatment planning and medication use. (2) Subdistrict Health Promoting Hospital under the Ministry of Public Health found that staff care in providing services and patient treatment results are tracked online. Professional service to users: Smiling brightly, speaking sweetly, and visiting the homes of bedridden patients. The service recipient receives information in the service. Village community forum, Facebook of the Subdistrict Health Promotion Hospital, LINE group of village health volunteers. To spread the news further, make an invitation letter. Service options There is traditional Thai medicine treatment. and dentists to maintain oral health. Consistent with Kamonrat (2021), he defined service quality as being able to meet the needs of service recipients. It will result in service users being impressed and evaluating their satisfaction as positive. Therefore, understanding and knowing the service recipient means providing service with care. And friendly. Pay attention to listening to problems and opinions. It can provide information quickly up to date, and there are a variety of services to choose from to meet the needs of service users

This may be due to the need to understand and know the service recipient. The Subdistrict Health Promoting Hospital was transferred to the Provincial Administrative Organization, and subdistrict Health Promoting hospitals are under the Ministry of Public Health. They are going in the same direction by adhering to the Primary Health Service Standards Quality Manual 2023 standards regarding quality criteria and standards in primary health services.

Recommendation

1. Policy recommendations

1) The Ministry of Public Health sets clear local health policies and guidelines for Providing preventive health services in the area. The main goal is to create a healthy society.

2) The Ministry of Public Health requires the preparation of strategic plans and plans for the Subdistrict Health Promoting Hospitals in general and area by area together with the Nakhon Si Thammarat Provincial Administrative Organization. With the Nakhon Si Thammarat Provincial Public Health Office, Nakhon Si Thammarat Provincial Hospital and Tha Sala District Hospital Conduct reviews, develop, integrate, and deliver medical and treatment database systems, including HOSxP, JHCIS, and PCC,





including training on how to use them, conditions, contraindications, and confidentiality. And other necessary measures

3) In collaboration with the Nakhon Si Thammarat Provincial Administrative Organization, Develop a human resource management system, including a workforce framework, in collaboration with the Nakhon Si Thammarat Provincial Public Health Office. Position determination, competency framework, career advancement path plan, Performance evaluation system, Reward system, and mechanism to participate in transparent governance in many sectors.

2. Practical suggestions

1) Nakhon Si Thammarat Provincial Public Health Office Survey the health situation in each area. Analyze needs and desires for competency development. To prepare a plan to develop personnel potential Community health volunteers and the public sector that participates

2) Nakhon Si Thammarat Provincial Public Health Office Set up emergency medical systems and plans for primary care units to cover all Nakhon Si Thammarat Province areas.

3) The Nakhon Si Thammarat Provincial Administrative Organization and the Nakhon Si Thammarat Provincial Public Health Office Create a Community of Practice (CoP) to develop knowledge and establish internal units responsible for training and development within the Provincial Administrative Organization in collaboration with the Provincial Public Health Office.

4) The Nakhon Si Thammarat Provincial Administrative Organization And the Nakhon Si Thammarat Provincial Public Health Office require all public health hospitals to prepare and create plans to upgrade primary care services such as Intermediate Care, Long-term Care, using the wisdom of traditional Thai medicine, alternative mobile service units. Family volunteers develop the quality of life in other dimensions, considering each area's different social and economic environments.

3. Suggestions for next research

1) The transfer of missions of primary health care units throughout the system should be studied in terms of institutional components and organizational structure design.

2) A comparative study of the service quality of subdistrict health promotion hospitals transferred to the Provincial Administrative Organization should be studied. And subdistrict health promotion hospitals under the Ministry of Public Health in quantitative research (Quantitative Research) aimed at finding facts and quantitative conclusions. Use numerical data as empirical evidence confirming the service quality of the Subdistrict Health Promoting Hospital.

3) Information obtained from research or studies should be used. The results should be analyzed in a predictive analysis (Predictive Analysis) by using data to analyze trends in public health. Predictive analyses are designed to set directions or policy recommendations for public health.

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