

FACTORS PERSUADING IMPRESSION OF PREGNANT WOMEN ATTENDING AT HIGH RISK PREGNANCY CLINIC

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ABSTRACT

The aims of this cross sectional study were 1) to study the service quality at high risk pregnancy clinic 2) to study the factors promoting impression. The purposive samples used in this study, 400 of high risk pregnant women. A quality service questionnaire was designed and surveyed. The statistics used in data analysis were percentage, mean, standard deviation, and F-test which statistically significant at $p < 0.05$ level. The results revealed that service quality of high risk pregnancy clinic's services were at the good level for overall (mean = 4.22) and for all aspects. When considering each aspect, the credibility and trust aspect was at a highest level (mean = 4.36) and followed by the attention aspect (mean = 4.26) the tangible service (mean = 4.19) and clients responsiveness aspect (mean = 4.07) respectively. When comparing the service quality classified by personal factors of clients, the result shows that clients who have different age have a significant difference of the opinion of service quality at statistically significant ($p < 0.05$); while the clients who have different education, occupation, income per month, the treatment pattern and the number of times used services had no significant difference. The factors that enhanced the impression were expertise and professional service, provides with detailed medical advice and full instructions, gives the appointment, provides accurate and accurate treatment, responsible for their duties, staff explain the right to medical treatment, staff was quick and accurate in charge of the procedure. In conclusion of factors that cause of impressive were credibility and trust, attention, tangible services and clients' responsiveness.

The results of this study showed that service providers should pay more attention the first was the factors that cause of impressive, credibility and trust aspect, attention aspect. The second was the age and the treatment pattern of people who receive services to provide services responding to the needs of the service even better.

Keywords: impression, high risk pregnancy clinic, antenatal care, pregnant women

INTRODUCTION

Impressions are the quality of service and care. It is the significant factor of the health service system. This is to certify that the service is providing satisfactory and the satisfaction to the service recipients. The quality of service must be in accordance with accepted standard and the least risk and error can meet the needs of the services. It can also reduce the cost and length of hospital stay. As a result, the recipients have the maximum benefit. [1]

The quality of health services must be meet the need and expectations of users. It is very sensitive and complicated to provide services that meet the needs and expectations of diverse people and risk or illness which they increases the need and expectation of each service. From the Hospital Accreditation defines the quality dimension of care for patients by the Ministry of Public Health Thailand, including: 1) Competency, knowledgeable and competent staff 2) Acceptability: accepted and met by the patient / service recipient. 3) Appropriateness: correctness both in ethics and academic. 4) Effectiveness: get well or survived, quality of life 5) Safety: Security in service. 6) Efficiency: economics 7) Accessibility: access to services or services provided, and 8) Continuity: continuum of care [1].

Based on that principle, high-risk pregnancy clinic at Rajavithi Hospital recognizes the importance of providing quality services in accordance with the Ministry of Public Health and because of the high risk pregnancy clinic is a tertiary care unit, it is a specialized service unit. Based on that principle, high-risk pregnancy clinic at Rajavithi Hospital recognizes the importance of providing quality services in accordance with the Ministry of Public Health and because of the high risk pregnancy clinic is a tertiary care unit, it is a specialized service unit.

The mission is to effectively care for patients and impressed them with the service. In addition, the agency also focuses on continuous and systematic self-monitoring and development in order to provide more effective treatment and caring. It is the effort of this clinic that needs to improve the quality of services such as the provision of equipment, facilities, and medical personnel to accommodate high risk pregnant women. Nowadays clients who attended high risk clinic at Rajavithi Hospital were increased every year. It may effect on the services not to be thorough or not fully qualified or may not be up to date and it affects the service complaints of the service recipients. The quality of service is the right to patients with quality medical care. Combined with the need to develop quality care services in accordance with service standards, with professional ethics and based on the satisfaction of the service and according to the quality provided by hospitals under the Ministry of Public Health [1]. This study needs to find out what needs to be improved to achieve the service impression. Thus this study was focus on factors that are promoting impressions on pregnant women who attended at high risk antenatal care. To look forward to achieve that will be a guideline for the development and management of the services of high risk pregnancy clinics and the search for best practice and excellent service behavior of Rajavithi Hospital in the next.

RESEARCH OBJECTIVES

1. To study the opinions of the clients about the quality of the high-risk pregnancy services.
2. To study the factors that enhancement impression of clients in high risk pregnancy.

METHODOLOGY

This research is a cross-sectional research study. Samples were purposive sampling from pregnant women who attended at high risk pregnancy clinics, Rajvithi Hospital since October - December 2015. The researcher interviewed volunteers who participated in the research by using the questionnaires. Participants must be able to speak Thai and no problems with cognitive and memory awareness. Of 400 participants were totally.

Research Instrument

The instrument used in this research are questionnaires that developed by the researcher which are based on theoretical concepts and related research which were divided into two parts.

Part 1: Personal data which were general information: age, education, average monthly income, occupation, rights type of service, number of times you visit the clinic. The questions were with in type of selected answer.

Part 2: Factors affecting the impression of the services, quality of service at high risk pregnancy clinics. It consists of four components: credibility and trust aspect, attention aspect, tangible services and clients' responsiveness.

The reliability was analyzed by using the correlation coefficient alpha (Cornbrash's Alpha Coefficient: α) as 0.94.

Translation criterion of quality of service and impression score as following:

Translation criterion of: 4.51 - 5.00 means the impression is very high.

3.51 - 4.50 means the impression is high. 2.51 - 3.50 means the impression is moderate.

1.51 - 2.50 means the impression is low. 1.00 - 1.50 means the impression is low.

Translation criterion of quality services: 4.51 - 5.00 means the quality of service is very good.

3.51 - 4.50 means the quality of service is good. 2.51 - 3.50 means the quality of service is moderate.

1.51 - 2.50 means the quality of service is low. 1.00 - 1.50 means the quality of service is minimal.

Data analysis

Data were analyzed using statistical packages. Descriptive statistics were used. Describe the sample characteristics and opinions on quality of service and impression, and use the One Way ANOVA to test the difference of personal factors and scores on quality of service when found the F test was significant will test the couple differences by Scheffe's method.

RESULT

The result as describe the following.

1. The personal factors of the sample.

Most of the respondents were 35 years old or 34%, average 31 years old, 18 years old and 43 years old. High School 41% have income from 10,001-15,000 baht or 26.80%. 44.80% had the right and 39.80% for cash, 47.50% attended for antenatal care and 47.50% of them came to the clinic for the first time.

2. Opinions on quality of service

The opinions of pregnant women attending the service quality of the high risk pregnancy clinic. The overall level is good. When considering in each aspect. It was found that: all aspects of service quality were with in good level. The highest was credibility and trust aspect, and follow were attention aspect, tangible services and clients responsiveness respectively were shown in Table 1.

Table 1.

Shows the mean (\bar{X}) and standard deviation (S.D.) of quality of service and levels

Quality of service	\bar{X}	S.D.	Levels
Credibility and trust aspect	4.36	0.45	Good
Attention aspect	4.26	0.47	Good
Tangible services	4.19	0.46	Good
Clients responsiveness	4.07	0.54	Good
Average of over all	4.22	0.42	Good

3. The comparison of service quality of clients. Quality of service Classified by personal factors and found that the age of the clients different and the quality of service was significantly different too at the 0.05 level as shown in Table 2.

Table 2.

Shows the comparison of opinions on service quality, classified by age of the client

Age (Yr)	N	Quality of service	F	P Value
> 21	29	Over all of Quality of service	4.44	0.002*
21 - 25	64	Credibility and trust aspect	3.96	0.004*
26 - 30	73	Attention aspect	4.83	0.001*
31 - 35	98	Tangible services	1.90	0.11
> 35	136	Clients responsiveness	3.78	0.005*

* Difference is significant at the 0.05 level ($p < 0.05$)

Table 3

Shows the mean (\bar{X}) and standard deviation (S.D.) of impression on credibility and trust aspect and levels

Credibility and trust aspect	\bar{X}	S.D.	levels
Doctor /staff Expertise and professional service.	4.49	0.57	high
The doctor provides you with detailed medical advice and full instructions.	4.48	0.63	high
The officer informs the date and time and gives the appointment card to the designated doctor or doctor.	4.47	0.60	high
The doctor provides accurate and accurate treatment.	4.43	0.60	high
The officers are responsible for their duties.	4.25	0.63	high
The staff explained the right to medical treatment.	4.23	0.65	high
The staff was quick and accurate in charge of the procedure.	4.18	0.62	high
Average of over all	4.36	0.45	high

From the table 3, the factors that affect the impression and reliability and trust at a high level. The most desirable factor is the personnel factor. Doctors and staff are knowledgeable and professional. Carefully detailed and easy to understand instructions. Have a date and time and give appointment cards that specify the time of visit or visit the doctor clearly. Provide accurate and accurate treatment. Responsibility to perform duties well. Explain the right to treatment. The cost of doing the procedure is correct and fast, respectively.

Table 4

Shows the mean (\bar{X}) and standard deviation (S.D.) of impression Attention aspect and levels

Attention aspect	\bar{X}	S.D.	levels
Doctors and interested listeners and telling your symptoms and giving advice.	4.48	0.64	high
The doctor /staff provides you with equal services.	4.43	0.63	high
Service staff is friendly and friendly.	4.32	0.61	high
The staff is available to assist you with every step of the services.	4.29	0.62	high
Staff answer questions and explain questions with clear and easy to understand.	4.23	0.67	high
The staff is well advised on the use of the drug and how it is treated.	4.17	0.62	high
The doctor has follow-up after treatment.	4.12	0.61	high
You have been notified of the promotion each time.	4.07	0.72	high
Average of over all	4.26	0.47	high

From Table 4, the impression of attention aspect is high level. The most impressive factors were the attentive and willing to listen from doctor, tell the symptoms and advised and follow by doctor provided equal service to others. Service is friendly and friendly. Detailed introduction to all services. Answer and clarify questions clearly and easily. Recommendations on the use of drugs and procedures after the service is clear and clear. Follow-up after treatment is continued. The service is postponed every time, respectively.

Table 5**Shows the mean (\bar{X}) and standard deviation (S.D.) of the tangible impression of service and levels**

Impression in tangible service	\bar{X}	S.D.	levels
The physician /staff is polite and clean.	4.54	0.55	Very high
Tools and equipment for treatment are adequate and modern.	4.33	0.56	High
The clinic environment is clean and well lit.	4.19	0.60	High
Cleanliness of the materials used in the service such as bed linen, pillowcases and changing packs for patients.	4.17	0.65	High
Have a clear guide to the service sequence enough.	4.03	0.72	High
Have a clear guide to the service sequence.	4.03	0.76	High
There are documents and publications that educate people about high risk pregnancies.	4.03	0.77	High
Average of over all	4.19	0.46	High

From Table 5, found that the Impression in tangible service with in high level. The factors that enhanced the most impression was the politeness and cleanliness of the doctor and staff.

Table 6**The mean (\bar{X}) and the standard deviation (S.D.) of Impression in clients responsiveness and levels**

Impression in clients responsiveness	\bar{X}	S.D.	Levels
The doctors are interested and enthusiastic about the treatment.	4.39	0.68	High
The doctor can provide you with information and clarification when you suspect it.	4.37	0.73	High
The staff /nurse is ready to serve all the time.	4.23	0.71	high
The staff advise on the needs of the service.	4.12	0.66	high
You have timely service and assistance.	4.06	0.67	high
The procedure is convenient and fast.	4.02	0.74	high
You can access and contact the clinic easily. (Contact by phone)	3.93	0.79	high
The time you spend waiting to see a doctor.	3.47	0.87	moderate
Average of over all	4.07	0.54	high

From Table 6, found that the level of Impression in clients' responsiveness was high. The factors that increased impression were attention and enthusiasm in the treatment, ability to provide information, be ready to serve all the time, provide advice on the service needs, receive timely service and assistance, convenient and fast, easy access to contact the clinic.

DISCUSSION AND CONCLUSION

The overall of opinion on quality of service with in good levels and the most aspect was credibility and trust. The following were attention aspect, tangible services and clients' responsiveness respectively. The factors that enhancing impression were described as the following.

1. Credibility and trust aspect.

The majority of clients opinion stated that the service provided by trustworthy personals. The eminence factor that enhancing impression was professional knowledge and professional services. Because of the specialization treatment, be prepared and up-to-date in the care and treatment of patients who are pregnant and in high-risk

conditions for mothers and babies. The service provider must be credibility and ethics. The service should be properly as agreed and punctual [2, 3, 4].

2 Attention aspect

The impressive point is interested and listening by physicians and staff to the symptoms of the patient and give advice as well, friendly and acquaint. These reflecting on good care and the service impressed of clients who used service at this clinic. This is an important factor. Because of the effective listening and communication, appropriate responses, and compassion will promote the quality of human relationships between service providers and customers [6,7, 8]. In addition supported by health providers, health care providers will be able to better understand health information and affected on health providers more responsive to the needs of their patients which according to the study of Kantapong Prabsangob (2016) [10].

3. The tangible service

The factors that increased the impression were the personals: doctor / staff is polite and clean, clean environment, clean materials, having a proper seat, and suggestion. The study found that the importance factor was the appropriate dress and the personality of the medical and health personnel. This was the main point of the agency needs to emphasize that promoted credibility of organization and enhanced impression. Dressing up, smiling, paying homage or greeting polite modesty is a basic feature. In addition, the friendly attitude of the service is enthusiastic. Always show willingness to serve. These important factors are the basis of the service provider. This is consistent with the concept of Peter and Donnelly [6] that tangible services are the physical characteristics of tangible facilities, such as equipment, tools, and appliances. Employee uniform decorating a place and the environment is good.

4. Clients responsiveness

The majority of clients had very impression in clients responsiveness was found from the study were: give advice that the service wants to know at that time, Easy access to service hospital. Thus should be specified in the policy to encourage service providers to respond promptly. It has been emphasized that clinicians are aware of the policy. This is a guideline to work for the service recipients. This is the primary factor that will lead to target excellent service. The responsiveness must meet the needs or exceed the needs of clients quickly, customer satisfaction. It is the essential to being a good service provider [3, 6,7].

SUGGESTION

The service is a result of the processes and activities that the factors persuading impression organization must set up in order to achieve the ESB (Excellence Service Behavior) goals of all health care units. There are suggestions for the factors that encourage the impression of the service recipient will have to focus on the four aspects: credibility and trust aspect, attention aspect, tangible services and client's responsiveness.

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