

SATISFACTION OF SUAN SUNANDHA PALACE'S THAI MASSAGE FOR HEALTH AND ITS SUSTAINABLE DEVELOPMENT

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ABSTRACT

This research aimed 1) to sustain Suan Sunandha Palace's Thai massage, and 2) to evaluate the level of satisfaction of care users who were served by Suan Sunandha Palace's Thai massage. The method of this research referred a quantitative approach using the purposive sampling which the samples were 30 specific volunteers working at Suan Sunandha Rajabhat University. The research instrument was 30 developed postures of Suan Sunandha Palace's Thai massage. The reliability was verified by try-out test and the proved content validity was 0.88. Duration of test was about 60 minutes. The satisfaction survey was analyzed by mean and standard deviation of Statistical Package for the Social Sciences. The results of research found that 1) collection of Suan Sunandha Palace's Thai massage was consisted of 30 postures, 2) evaluation of levels of satisfaction of care users who were served by Suan Sunandha Palace's Thai massage as follows.

2.1 Average score of satisfaction of Suan Sunandha Palace's Thai massage pattern was 4.11 which was implied as "very satisfied".

2.2 Average score of satisfaction of Suan Sunandha Palace's Thai massage service was 4.03 which was implied as "very satisfied".

2.3 Average score of satisfaction of Suan Sunandha Palace's Thai massage facility was 2.30 which was implied as "slightly satisfied".

2.4 Average score of satisfaction on attitude towards the quality of Suan Sunandha Palace's Thai massage was 3.36 which was implied as "moderate satisfied".

2.5 Average score of satisfaction on attitude towards the quality of Suan Sunandha Palace's Thai massage service was 3.51 which was implied as "moderate satisfied".

In summary, overall satisfaction of Suan Sunandha Palace's Thai massage was 3.46 that was implied as moderate satisfied.

Keywords— Thai massage, Suan Sunandha Palace, satisfaction

INTRODUCTION

Suan Sunandha Rajabhat University provided Applied Thai Traditional Medicine Program to arrange the knowledge and proficiency of health sciences for all graduates especially the integration of applied Thai traditional medicine and traditional wisdom, then Thai massage should be developed for being the identity of royalness to study the satisfaction towards Thai massage for health by Suan Sunandha Palace's Thai massage by creating from 10 main energy lines in the massage plan of King Phra Nangklao (Rama III), massage scripture of King Phra Chulachomklao (Rama V), principle of anatomy along with creating the lightness of royal massage and skill of acupressure massage (Chao Chom Kok Aor—royal concubine in the reign of King Rama V, 2006, 1st Edition, Page 265).

Due to Thai massage is the valuable identity of Thailand, the researcher aimed to develop the identity Thai massage for health by Suan Sunandha Palace's Thai massage, massage scripture of King Phra Chulachomklao (Rama V), principle of anatomy along with creating the lightness of royal massage and skill of acupressure massage (Chao Chom Kok Aor—royal concubine in the reign of King Rama V, 2006, 1st Edition, Page 265).

OBJECTIVE

1. To sustain Suan Sunandha Palace's Thai massage.
2. To evaluate the level of satisfaction of care users who were served by Suan Sunandha Palace's Thai massage.

RESEARCH METHODOLOGY

This research was the action research consisted of 4 phases; *Phase 1* – Reviewing on the relevant literature and research in a massage on Suan Sunandha Palace's Thai massage included the general massage and the a court type massage which divided into 2 parts;

1. Data gathering

The researcher studied on the guideline, principle and process of Thai massage for health by Suan Sunandha Palace's Thai massage which were proofed by 5 experts divided into 8 categories; improving 5 of inappropriate Thai massage for health by Suan Sunandha Palace's Thai massage by selecting 50 from 75 as the suggestion of the experts and selecting for 30 after the test (appendix). The experts tested the Item Objective Congruence (IOC) of massage and objectives by using the Content Validity Ratio (CVR) which it was 0.88, providing the questionnaire for Thai massage for health by Suan Sunandha Palace's Thai massage consisted of 5 issues; 1) Satisfaction towards Thai massage for health by Suan Sunandha Palace's Thai massage, 2) Satisfaction towards the services, 3) Satisfaction towards the location and facility, 4) Attitude towards the quality of Thai massage for health and 5) Attitude of sample group towards the Thai masseur for health on Suan Sunandha Palace's Thai massage. 30 personnel of Suan Sunandha Rajabhat University with the office syndrome symptom was selected for being the volunteer by using the purposive sampling method and the completed 30 of Thai massage for health by Suan Sunandha Palace's Thai massage were applied for the sample group.

The Applied Thai Traditional Medical Clinic of Suan Sunandha Rajabhat University was used for data gathering from the sample group during January – April 2016 by assessing Thai massage for health by Suan Sunandha Palace's Thai massage and the satisfaction towards Thai massage for health by Suan Sunandha Palace's Thai massage.

2. Data analysis

Thai massage for health by Suan Sunandha Palace's Thai massage was analyzed by using the qualitative analysis, the average score and standard deviation of the satisfaction of the sample group were analyzed by using the qualitative analysis with 5 rating scales (Best and John, 1997)

RESULT

Table 1

Demographic characteristic of participant who received Suan Sunandha Palace's Thai massage at SSRU Applied Thai Traditional Clinic

| Demographic characteristic | Amount (person) | % |
|----------------------------|-----------------|--------|
| 1. Gender | | |
| 1.1 Male | 10 | 33.00 |
| 1.2 Female | 20 | 67.00 |
| Total | 30 | 100.00 |
| 2. Education | | |
| 2.1 Diploma | 2 | 7.00 |
| 2.2 Bachelor degree | 28 | 93.00 |
| Total | 30 | 100.00 |
| 3. Occupation | | |
| 3.1 Student | 7 | 77.00 |
| 3.2 Private employee | 11 | 37.00 |
| 3.3 Officials | 2 | 7.00 |
| Total | 30 | 100.00 |
| 4. Salary/month (THB) | | |

| | | |
|--|-----------|---------------|
| 4.1 Below 5,000 | | |
| 4.2 5,001-10,000 | | |
| 4.3 10,001-15,000 | | |
| 4.4 15,000-20,000 | 25 | 83.00 |
| 4.5 20,001 Up | 5 | 17.00 |
| Total | 30 | 100.00 |
| 5. Status | | |
| 5.1 Single | 27 | 90.00 |
| 5.2 Married | 2 | 7.00 |
| 5.3 Divorced / Seperated | 1 | 3.00 |
| Total | 30 | 100.00 |
| 6. Objectives to receive Suan Sunandha Palace's Thai massage | | |
| 6.1 Relaxation | 8 | 27.00 |
| 6.2 Pain relieve | | |
| 6.3 Trial | 22 | 73.00 |
| Total | 30 | 100.00 |

Table 1 showed that participants who received Suan Sunandha Palace's Thai massage at SSRU Applied Thai Traditional Clinic were mostly female (67%). The highest education were bachelor degree (93%), worked as government officials (77%) and earned salary 15,000 – 20,000 THB per month (83%). Most of care receivers were single (90%) and aimed to trial the Suan Sunandha Palace's service (73%).

Table 2
Evaluation of SSRU Applied Thai Traditional Clinic Satisfaction Survey (Thai massage pattern)

| No. | Massage | \bar{x} | S.D. | Interpretation |
|-----|---|-----------|------|----------------|
| 1. | Greeting (Wai and apologize before massage) | 4.63 | 0.49 | High |
| 2. | Foot massage | 4.37 | 0.72 | High |
| 3. | Lower leg massage | 4.00 | 0.79 | High |
| 4. | Upper leg massage | 4.23 | 0.73 | High |
| 5. | Arm and hand massage | 3.93 | 1.01 | High |
| 6. | Bum and hip massage | 3.93 | 0.83 | High |
| 7. | Wrist and Back massage | 4.07 | 0.69 | High |
| 8. | Shoulder blade and arm massage | 3.77 | 0.68 | High |
| 9. | Back and shoulder massage | 4.07 | 0.69 | High |
| 10. | Ending (Wai and thank you after massage) | 4.07 | 0.69 | High |
| | Average | 4.11 | - | High |

Table 2 revealed that average score of satisfaction of Suan Sunandha Palace's Thai massage pattern was 4.11 (high) which was implied as "very satisfied".

Table 3
Evaluation of SSRU Applied Thai Traditional Clinic Satisfaction Survey (Service)

| No. | Service | \bar{x} | S.D. | Interpretation |
|-----|--|-----------|------|----------------|
| 1. | Masseur was polite and good manner. | 4.63 | 0.49 | High |
| 2. | Masseur asked about your pain before servicing | 4.37 | 0.72 | High |
| 3. | Masseur massaged with over pressure and care receiver felt pain. | 4.00 | 0.79 | High |
| 4. | Masseur massaged with lower pressure and care receiver felt nothing. | 4.23 | 0.73 | High |
| 5. | Masseur gently applied the massage every part of care receiver's body. | 3.00 | 0.50 | Moderate |
| 6. | Masseur took care and continued massaging until time up. | 3.93 | 0.83 | High |
| | Average | 4.03 | - | High |

Table 2 revealed that average score of satisfaction of Suan Sunandha Palace's Thai massage service was 4.03 (high) which was implied as "very satisfied".

Table 4

Evaluation of SSRU Applied Thai Traditional Clinic Satisfaction Survey (facility)

| No. | Facility | \bar{x} | S.D. | Interpretation |
|----------------|---|-----------|------|----------------|
| 1. | Clean space | 2.30 | 0.70 | Low |
| 2. | Enough and clean facilities mattress/dress/shoe | 2.20 | 0.48 | Low |
| 3. | Clean toilet and good smell | 1.87 | 0.35 | Low |
| 4. | Private room | 2.10 | 0.55 | Low |
| 5. | Guide post | 2.00 | 0.45 | Low |
| 6. | Music | 2.07 | 0.58 | Low |
| Average | | 2.30 | - | Low |

Table 4 showed that the average score of satisfaction of Suan Sunandha Palace's Thai massage facility was 2.30 (low) which was implied as "slightly satisfied".

Table 5

Evaluation of SSRU Applied Thai Traditional Clinic Satisfaction Survey (Quality)

| No. | Quality | \bar{x} | S.D. | Interpretation |
|----------------|---|-----------|------|----------------|
| 1. | Do you agree with healthcare by a court-type Thai traditional massage for health? | 3.50 | 0.73 | moderate |
| 2. | Suan Sunandha Palace's massage is good for health. | 3.20 | 0.48 | moderate |
| 3. | Massage is a simple and best service. | 3.27 | 0.58 | moderate |
| 4. | Massage time is suitable. | 3.10 | 0.55 | moderate |
| 5. | You choose a masseur by age, physical characteristic. | 3.33 | 0.80 | moderate |
| 6. | You are satisfied by masseur. | 3.57 | 0.86 | moderate |
| 7. | Massage service is good for society. | 3.60 | 0.81 | moderate |
| 8. | Massage should be educate and share to others. | 3.30 | 0.65 | moderate |
| Average | | 3.36 | - | moderate |

Table 5 investigated that an average score of satisfaction on attitude towards the quality of Suan Sunandha Palace's Thai massage was 3.36 (moderate) which was implied as "moderate satisfied".

CONCLUSION AND DISSCUSSION

The development of Thai massage for health by Suan Sunandha Palace's Thai massage, the Applied Thai Traditional Medical Clinic of Suan Sunandha Rajabhat University which located on 1 U-Thong Nok Road, Vajira sub-district, Dusit district, Bangkok revealed that there were 30 of Thai massage with 8 categories for 1 hour by starting with studying on the structural characteristic of 10 main energy lines, flow characteristic of 10 main energy lines, position of 10 main energy lines for disease treatment, type of the relevant spot on 10 main energy lines, relationship of flowing and pressing of 10 main energy lines to apply for the massage for health, acupressure massage on the massage scripture in the reign of King Rama III and the massage plan scripture in the reign of King Rama V starting with the sole of foot, ankle, lower leg, upper leg, arm and hand, butt and hip, waist and back, shoulder and arm, back and shoulder and the whole body. Additionally, the interpersonal relations was needed during the massage by the physical act, speaking and eye contacting for the satisfaction, trust and good reaction to each other. The massage should be softness, continuity and linked included the acupressure massage should not be skipped but continuity such as the arm-hand-sole of hand massage with step by step, continuity, balancing, weighting and duration of each time which depended on the structural characteristic and face of the client or asking before the massage. The uniqueness of Suan Sunandha Palace should be focused and proofed by the experts, and consistent with Wichai Eungpinitpong and Nittra Montree (1999: referred in Nartruedee Maneenet, 2006), A Study of Basic Physiology Result of Applied Foot Massage in Normal People, it revealed that the massage was the safely health treatment, not affect to the vital sign (blood pressure, pulse rate, respiratory rate and body temperature), increase an amount of blood flow and body flexibility.

The satisfaction towards Thai massage for health by Suan Sunandha Palace's Thai massage revealed that that it was in the high level in 8 categories of 30 massages for 1 hour, each process of acupressure massage should be weighting through the muscle for 10 – 15 seconds each position which related to anatomy and physiology, increasing and balancing the flow of red and black blood and lymph, higher muscular strength, flexibility of muscle and joint, relaxation of mental health and decrease of stress. The massage affected to a better of mental and emotional health, nervous system, brain, spinal cord, nervous line which activated the whole function of the body, digestive system which adsorbed in and excreted off the body and respiratory system which inhaled the oxygen gas. Some of the massage revealed that the shoulder was injured from 10 – 15 times of pressure.

The satisfaction towards services revealed that it was in the high level, the masseur had a good courtesy, beautiful speaking, asking the symptom and notice the face of the client before the massage, weighting of pressure for each spot which depended on part of the body, massage with the softness and appropriateness throughout the duration.

The satisfaction towards location and facility revealed that it was in the low level, due to it was narrow, light was not bright, no private changing rooms, the restroom was not clean, sign was not clear, air conditioner was not cool and no sounds as it was under construction.

The attitude towards the service quality of massage for health revealed that it was in the moderate level, the massage for health suited for health promotion in order to relax the muscle but it should be arranged for part of the body in the shorter time as the new choice for the client which it should be developed in the further study.

The attitude towards the location of massage for health revealed that it was in the moderate level, the parking lot was not sufficient but the location and the suggestion on health issue was good, the clinic should be developed the standard of masseur in the further study.

SUGGESTION

1. Suggestion for result utilization

1.1 It should study Thai massage for health by Suan Sunandha Palace's Thai massage for responding to the uniqueness and identity policy of Suan Sunandha Rajabhat University.

1.2 The theory of 10 main energy lines and anatomy should be reviewed before drafting Thai massage for health to prevent the hazard by considering on the appropriateness, lightness, softness and meticulousness of massage included the service mind, duration, location and process as the uniqueness of Suan Sunandha Palace's Thai massage.

2. Suggestion for future study

It should be studied the requirement of people and market to compare the effectiveness of massage for elderly people.

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