

THE SUCCESS OF STANDARD CONTROL OF BEAUTY CLINICS IN THAILAND

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Introduction

Statement and significance of the problem

Nowadays, the beauty trend is very popular all over the world. forecast by 2025, market trends Cosmetic surgery and aesthetic services worldwide is expected to reach US\$ 39,842.8 million, compared to US\$ 23,715.6 million in 2017 , with a CAGR of 6.7 % (MURPHY'S HOCKEY LAW, 2020). In Thailand, WGSN (World Global Style Network) points out that Thai people pay attention to skin health. turn to use herbal cosmeceuticals pushing the value of the Thai beauty market in 2022 to reach 5.42 billion US dollars and is expected to grow at a compound annual rate of 5.4% over the 2022-2026 period.

Cosmetic surgery is considered to have gained a lot of popularity with a growth rate of 7.4 % per year and according to the policy of government sector in building competitiveness according to the 20 -year national strategy and the development strategy for Thailand is an international health center (Medical Hub) (2017 - 2026) that promotes beauty businesses to attract Tourists and domestic people use beauty services. because the beauty competition rate is high value from the policy The government's promotion has made beauty clinics. has a higher growth rate within the country because Able to apply for registration of a medical type of clinic and the practitioner does not have to be a specialized physician. beauty, which a general practitioner or GP can open and provide beauty services According to statistical data in 2016, more than 70 % of cases have been prosecuted against clinics and 27 illegal doctors . In the past year 2015, there were 355 complaints of damage from the use of beauty salons and cosmetic surgery, an increase from in 2014 , there were 158 complaints. In 2015, there were 341 complaints received from medical services, 150 of which were related to beauty salons, such as distorted or tilted noses. Inflammation from liposuction etc. And as a result of controlling beauty clinic standards, there are 95 cases of prosecution for violating advertising and the law. hospitals from plastic surgery mistakes In Thailand, it happens often, all from Hospitals or clinics, including doctors who do not have specific expertise and do not consider the safety of the patient. Number one (Department of Health Service Support, 2016) and from the statistical report on complaints related to hospitals and

With values, it is one thing that makes consumers turn to plastic surgery. because it adds Personality makes it easy to socialize and makes it easier to find a job. When doing surgery and then having A more beautiful appearance makes me feel more confident Part of the influence comes from close people such as friends, people Love and famous people who are the things that motivate consumers to be interested and have the idea that they want to do more surgery It cannot be denied that the matter of beauty is a routine that many people cannot be avoided, believing that everyone wants to be beautiful and look good all the time. Beauty is growing exponentially nowadays not only in Thailand but also spread to different regions (Pimkwan Boonjitpimon, 2019). Beauty is a value that Consumers in Thai society pay attention to the present and have tends to be more important in the future, beauty has become a social value that spread to different groups Fast. In the past, people who are interested in beauty tend to be women. energetic middle-aged Buy high or those who must use their image in their careers. has expanded to include teenagers and students Including more groups of men Values

that place importance on facial beauty and skin from the way of life that has changed from the original social or business contacts, most people want to look good. and skin that looks good which helps to build confidence and strengthen good personality for themselves more, and cultures from foreign countries where Thai society is a society that widely open Especially the culture from Korea that is transmitted through the artists who use it. image of beauty of the face and skin as a selling point, according to the Global Web Index, a survey of consumers' behaviors that are interested in cosmetic surgery in male and female group Currently getting younger or aged from 25 to 64 years in the group with purchasing power Level C and higher, such as those who are senior executives in the organization who prefer to spend on Luxury Brand products , found that this group cares about their own image want to know the most information and Ready to try new products Managing a beauty health clinic is one type of management. involved in both the public and private sectors It is a public service to the public that must be of good quality. and high standard This causes employment and foreign customers to use the service in the country. Thailand generates income into the country There is an investment to open this business both domestically and internationally. due to the demand for cosmetic surgery continues to grow, resulting in the opening of many beauty salons. resulting in control Monitor gaps Beauty clinics can be divided into 3 groups: hospital groups, chain beauty clinics, and group 3, general clinics. There are many about 500 cases, which is a group that must be given great importance.

From the results of the Consumer Protection Board of the Office of the Consumer Protection Board Consumers There are more than 400 complaints about beauty clinics or beauty institutes in 2017, and complaints about service quality problems, lack of Fairness, Reimbursement and Contract Termination (Office of the Protection Committee Consumers, 2018). In addition, the Department of Health Service Support received complaints. about the problem Receiving beauty services during the year 2015 - 2016, more than 115 cases (Group Protect and protect the rights of the legal department of Health Service Support Ministry of Public Health, 2016), where complainants often suffer bodily harm and impersonate doctors Accredited by the Medical Council affecting public health safety and reliability of the public health service system.

Ministry of Public Health Complaint Center Department of Health Service Support (Center for Consumer Protection in Health Service System Department of Health Service Support , 2019) found that there were 78.46 percent of complaints in 2018 and 89.18 percent in 2019, and an increase from 2018, representing a 155.17 percent increase, including those who suffered damage from the 2018 statistics that Appeal to clinics/beauty institutes with the Office of the Consumer Protection Board (Consumer Complaint System , 2019) 21.78% and from the analysis of data from the year 2019, it was found that the hospitals with the most complaints were Clinic type hospitals are the most common. in Bangkok Representing 45.8 percent, it was found that most of them were beauty clinics. Each year there are many people who suffer damage related to that beauty clinic. Even though there is a law to regulate nursing homes. But still found that there are offenses and people who have been damaged, including still operating without proper permission or non-compliance with standards and laws which tends to increase gradually according to the increase of hospitals, and it was found that there was no use of doctors or professionals as requested. Despite standard inspection and control But I must admit that it may not be comprehensive. Moreover, there is no specific law to regulate such hospitals. but uses the same standard as a medical clinic which has operational characteristics including different drugs or medical devices According to a review of relevant research results, it was found that There are problems in controlling the business of beauty clinics, especially the fact that the law does not prescribe licensees to be responsible for controlling and supervising non-medical professionals working in a medical facility. Or if the licensee does not provide a hospital operator, there will be no administrative penalty for the

licensee (Thanachot Saenkham and Patcharawan Nuchprayoon, 2018), which points to legal measures in controlling the standard of hospitals that do not exist. coverage and special characteristics are specified separately from other types of medical facilities, including the protection of the rights of the injured person is not covered and the implementation of the standard control of the competent officials whose legal authority is not yet comprehensive and the lack of integration between related agencies within the Ministry of Public Health (Manot Nakawatana, 2016). For this reason, it is necessary to study and find ways to solve the problems that arise. make standard control beauty clinic type hospital has resulted in serious practice.

Research Question

1. What are the current standards of beauty clinics in Bangkok?
2. What factors are involved in controlling beauty clinic standards?
3. What are the guidelines for the development of management for controlling the standards of beauty clinics in Bangkok?

Research Objectives

1. To study the management of standard control of beauty clinics in Bangkok.
2. To study factors affecting management of standard control of beauty clinics in Bangkok.
3. To study guidelines for developing the management of standard control of beauty clinics in Bangkok for maximum efficiency.

Research Hypothesis

1. Organization structure factors personnel factor budget factor place factor material factors and management factors directly affects the success of standard control in beauty clinics.
2. The factors of standard operation in a medical facility in the category of beauty clinics directly affects the success of standard control in beauty clinics.

Scope of the Study

This research uses a mixed research model (Mixed Method Research) as quantitative research. and Qualitative Research to explain research results in presenting guidelines for success of standard control in beauty clinics.

Population and sample

quantitative data study Population and sample determination the population used in the study was the staff working in the hospital. Responsible for the clinic, including 400 people, because the exact number of the population is unknown. Therefore, the method for calculating the samples of Taro Yamane was used by selecting the samples from service establishments. A random sampling method was used from the areas of responsibility, including the central and provincial areas responsible for support centers 1-12, totaling 13 groups to select groups from areas of responsibility. using simple sampling

qualitative data study A semi-structured interview was used to explore in-depth information by conducting in- depth interviews with key informants. Selection criteria were set as follows:

- 1) Covering all departments that are responsible for standard control in clinical hospitals
- 2) Be responsible for standard control in clinical hospitals for at least 1 year before collecting data.
- 3) Cooperate well in data collection.

Key informants by purposive sampling consisted of 10 people: (1) Director-General of the Department of Health Service Support; Ministry of Public Health (2) Head of Consumer Protection Group for Health Service System Division of Hospitals and Art of Healing, 1 person (2) Head of Protection and Rights Protection Group Law Division, 1 person (3) Head of Law and Case Group, Law Division, 1 person and (4) Police Officer Suppression of offenses related to consumer protection: 2 people (5) medical doctors in state hospitals, 5 people

Significant of the Study

The results of this study will be useful to relevant agencies, namely public health agencies. and agencies related to law enforcement Aware of the problems of standard control in beauty clinics. and can use such information as a guideline for determining standard control guidelines and protection in medical facilities such as beauty clinics and protection of the rights of those who have been damaged properly and appropriately.

Definition of Term

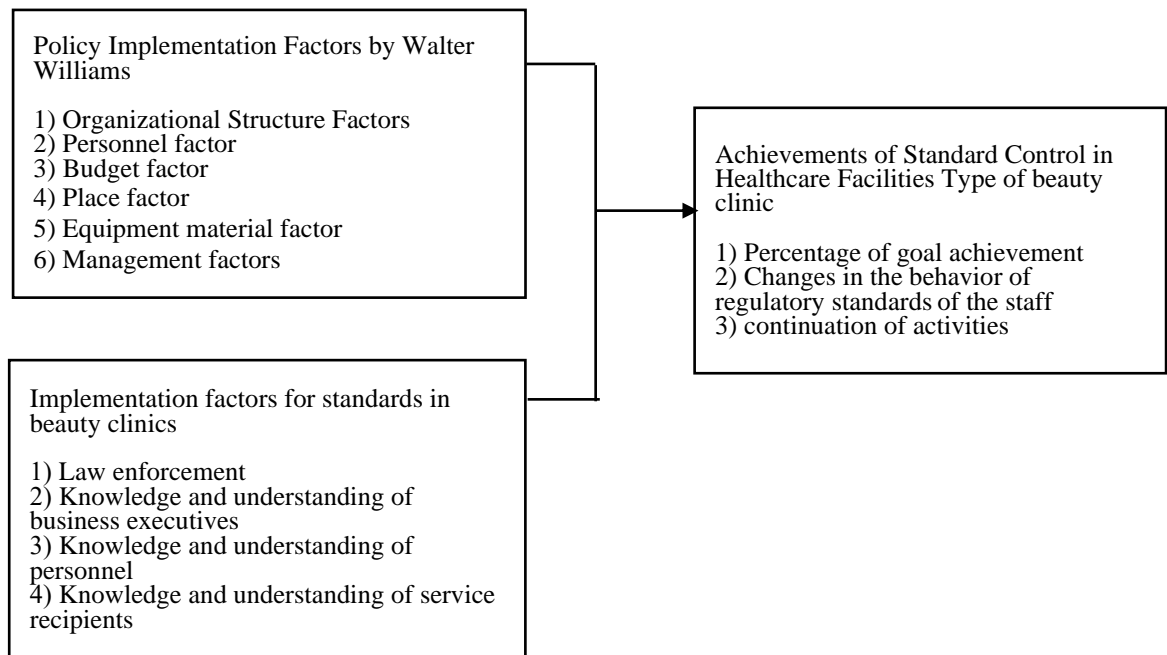
Aesthetic clinics refer to the place of business of a beauty clinic that has Performed and provided by a professional physician, plastic surgeon, or dermatologist.

Standards in beauty clinics are defined as Correctly located and licensed medical facility There is a real doctor There is a clear treatment setting. There are standardized medical supplies. Name of the hospital Including the 11- digit license number attached to the front of the hospital.

Theoretical concepts

1. The 13th Economic and Social Development Plan (2023-2027) on the issue of value-creating economy
2. The concept of implementing the policy
3. The concept of standards in hospitals
4. The concept of marketing mix theory
5. The concept of perception theory
6. Theoretical concepts of development management
7. Theoretical concepts of human resource development
- 8 Concepts of Participation Theory
9. Awareness Theory
10. The concept of service quality management of beauty clinics in Bangkok consisted of 1) Service process aspect 2) Customer response aspect 3) Client accessibility 4) Service creation aspect Knowing, 5) Understanding and getting to know the service recipients, 6) Giving confidence to service users, and 7) Taking care after using the service. The concept of policy implementation
11. The concept of standards in a medical setting
12. The concept of service quality management of beauty clinics in Bangkok consists of 1) service process aspect 2) aspect Responding to users, 3) Accessibility of service users , 4) Creation of services to be known, 5) Understanding and knowing customers , 6) Giving confidence to users, and 7) Care after service.
13. Related Research
14. Conceptual Framework

Conceptual Framework



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