

**SATISFACTION TO HEALTH CARE SERVICES AND REAL
REASON FOR HEALTH SEEKING BEHAVIOR
AMONG THAI PEOPLE; A CASE OF KLONG YONG,
NAKHON PATHOM PROVINCE**

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ABSTRACT

A descriptive cross-sectional study was conducted on 250 households in Klong Yong sub district, Nakhon Pathom province, Thailand to examine the health care seeking behavior and satisfaction for health service utilization after implementation of 30 baht scheme and to identify their self-chosen factors and real demand for health service utilization. Then, we compare them between population characteristics.

Data were obtained from one of member of household who ever have gotten ill previous 3 months and collected by interview questionnaire. Descriptive analytical statistics were made and the relationship among factors by X^2 test, Kruskal-wallis method and 1-sample Wilcoxon test was examined.

There were statistically significant associations between the health seeking behavior and the family income, health insurance coverage, availability of service and accessibility to services. The degree of each self- chosen factors except for the accessibility, were higher among those who chose the private facility compared with other people who chose others. The health care provider's skill is the one of the important factor for respondents in every groups compared with degree of other factors. Their degree of the satisfaction for health center, public facility and private facility were beyond their degree of the self-chosen factors statistically. It was remarkable finding that those who utilized health center and public facility were well satisfied with the cost of treatment. In this study, more than half respondents want to seek the public hospital after smoothing out the obstacles against the health seeking behavior.

It was suggested that the self-chosen factor and the demand among those who want to utilize private facility are more diversified than that of other groups. The accessibility to health facility seems to be easy compared with previous study. It might be due to the 30 baht scheme. However, the respondents still seem to have several obstacles such as more diversified demand, social barriers, the loss of daily wage or traveling cost. Because, in the chronic cases, majority of those who utilized the health center would not choose it any more in the future if the obstacles against the health seeking behavior would smoothed out, despite almost of them satisfied with the health center. However, the more depth study will be needed in the future.

**KEY WORDS : HEALTH SEEKING BEHAVIOR SELF-CHOSEN FACTOR
SATISFACTION REAL DEMAND UNIVERSAL COVERAGE**

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