

**FACTORS AFFECTING CLIENTS' SATISFACTION WITH
MOBILE COUNSELING AND TESTING SERVICE IN
QUAN HOA AND MUONG LAT DISTRICT, VIETNAM**



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ABSTRACT

Mobile HIV counseling and testing (MHCT) plays an essential role in the response to the HIV/AIDS epidemic nowadays, particularly in mountainous and remote areas of Vietnam. However, MHCT services are still relatively new and in the process of being perfected and expanded to meet the growing epidemic amongst the high-risk and “hard to reach” subjects located in the high and distant mountains. This study examines the relationship between health service factors and clients' satisfaction with the mobile HIV counseling and testing service in Quan Hoa and Muong Lat districts, Thanh Hoa province. A sample of 119 participants (51 male, 68 female) was targeted to participate in this survey through the completion of self-administered questionnaires. Female clients show a higher satisfaction. Most clients acknowledged the quality of the mobile service at acceptable and satisfied levels. Moreover, the skill levels, attitude of staff, confidentiality, and consulting information are very important to clients' satisfaction. The findings suggest that managers need to maintain standards of health service quality to satisfy clients' expectations. In addition, the agency needs to conduct refresher courses to enhance the consulting skills of the counselors, and as a result, MHCT in the mountainous settings is likely to be acceptable in Vietnam.

KEY WORDS: HCT/MOBILE HCT/ HIV/AIDS/ CLIENTS' SATISFACTION/

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