

**THE RESEARCH OF BANGKOK'S CONSUMER SATISFACTION WITH
TRADITIONAL CHINESE DOCTOR AND MEDICINE**

ABSTRACT

Title: The research of bangkok's consumer satisfaction with traditional chinese doctor and medicine

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Chinese medicine is a valuable asset of the Chinese nation and has made tremendous contributions to the prosperity and prosperity of the Chinese nation. In many countries and regions of the world, the demand for traditional Chinese medicine is increasing. The therapeutic concept of traditional medicine is gradually being accepted by the world, providing a vast space for the development of Chinese medicine, in order to allow Chinese medicine to go out better. Good for human health services, this article starts with a survey in Bangkok, Thailand, Because Thailand is a country with more overseas Chinese accounting for about one-fifth of Thailand's total population. Thailand was also an early developing country for Chinese medicine. In 2000, It is the first country in the world to legalize traditional Chinese medicine! This is a very successful example and it is very instructive. This study conducted a study of patients with TCM within three months of the Chinese Hospital of Bangkok in order to understand TCM patients' medical motivation, satisfaction, loyalty, and cognitive relationship of TCM. The results of the study are expected to be managed by TCM Hospital. help. In this study, patients with TCM treatment were selected as subjects. A total of 470 questionnaires were sent out, 458 valid questionnaires were recovered, and the recovery rate was 94.4%. The data analysis methods were descriptive statistical analysis, project analysis, reliability analysis, and independent sample t verification. One-factor analysis of variance and regression analysis.

The results showed that the patient's medical motivation was the highest in the "social-psychological" structure average, the lowest in the "economic factor" structure average, highest in the "service" structure average of satisfaction, and lowest in the "product" structure mean, showing patients The factors for the visit to TCM are not cheap but they are effective and safe. Patient loyalty was the highest in the "recommended"

but they are effective and safe. Patient loyalty was the highest in the "recommended" structure average, and the "review" structure was slightly lower. In Chinese medicine, the mean value of the "instrument" structure is high, but the mean value of the "object and efficacy" structure is the lowest, indicating that the general patient's concept of treating Chinese medicine has not yet been opened. This study takes a deeper understanding of the diagnosis and treatment of Chinese medicines by patients and the quality of service of hospitals of traditional Chinese medicine. One-way measurement of patients' perceptions of patients' perceptions, satisfaction, loyalty, and medical motivation of traditional Chinese medicine can be used to manage hospitals and diseases. The basis of the patient's illness is for the reference of the operator.

Keywords: medical motivation, satisfaction, loyalty, Chinese medicine recognition, Chinese medicine, patients.

摘要

题目: 曼谷消费者对中医药满意度研究
作者: 江雨岱
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中医药是中华民族的宝贵财富，为中华民族的繁衍昌盛作出了巨大贡献。世界上很多国家和地区对中医药的需求越来越大，传统医学的治疗理念正逐渐被世界所接受，为中医药的发展提供了广阔的空间，为了让中医药更好的走出去，更好的为人类的健康服务，本文从泰国曼谷入手调查，因为泰国是华侨比较多的国家，约占泰国总人口的五分之一，泰国也是中医药事业发展较早的国家，在 2000 年，是世界上第一个中医合法化的国家！这很成功的一个典范，极有指导意义。本研究透过在曼谷华侨中医院三个月内就诊中医患者进行研究，旨在了解中医患者其就医动机、满意度、忠诚度、中医认知之关系，研究结果期待对中医院所经营有所帮助。本研究以就诊中医的病患为受测对象，总计发出 470 份问卷，回收有效问卷 458 份，回收率达 94.4%数据分析方法为描述性统计分析、项目分析、信度分析、独立样本 t 检定、单因子变异数分析及回归分析。

结果发现病患之就医动机在「社会心理」结构平均值最高、「经济因素」结构平均值最低，在满意度之「服务」结构平均值为最高，「产品」结构平均值最低，显示病患对中医就诊的因素不在便宜而在有效果且安全为考察。病患的忠诚度以「推荐」结构平均值为最高，「再次看诊」结构平均值稍低。在中医认知「仪器」结构平均值较高，但在「对象及功效」结构平均值最低，显示一般患者对中医能治病的观念还没有开通。本研究借此深入了解病患对中医的诊治、中医的医院的服务质量等作单向测知得到病患对中医认知、满意度、忠诚度、就医动机之看法，可作为经营医院与病患间之依据，供经营者参考。

关键词：就医动机；满意度；忠诚度；中医认知；中医；病患