

ABSTRACT

Title : Model of Total Service Quality, Market Orientation and Marketing Innovation towards Performance of Private Hospitals in Thailand

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The research aimed to study situation of private hospitals in Thailand, to study and find of a model of total service quality, market orientation and marketing innovation towards performance of private hospitals in Thailand.

The research methodology was the questionnaire and interviews by collecting data from Manager of private hospitals or who been authorized to represent the private hospitals of Association of private hospitals in 2014 from 207 samples. The researcher was separate private hospitals into two groups, small groups of patient beds overnight were 10 – 100 beds, medium and large groups of patient beds overnight were 101 beds and more. The structured equation modeling (SEM) was implemented by SPSS program version 14.0 and AMOS version 6.0.

The results of the study showed that most of the samples were female, aged less than 40 years old, undergraduated, type of private hospitals were common diseases and executive board were targeting the most. Analysis of factors affecting to the operation of private hospitals found that most internal marketing, customer orientation, product innovation and service innovation and customer satisfaction.

Model of total service quality, market orientation and marketing innovation towards performance of private hospitals in Thailand in 3 models, the private hospitals of all size model, the small size model and the medium with the large size model. The results of the analysis showed that all factors had been a causal relationship direct. The models were consistent with empirical

data, Elements of the models were accurate and had been ability to predict and were an acceptable level in 73.0 percent, 74 percent and 72.8 and standard of above 40 percent.

The analysis of structural equation modeling: SEM. The research found that 1) Model of total service quality, market orientation and marketing innovation towards performance of private hospitals in Thailand of all size. The finding found that 3 factors of the latent variables. total service quality factor, market orientation factor and marketing innovation factor. The Total service quality factor was arranged descending level of importance as response consumer and strategic planning respectively. The market orientation factor was arranged descending level of importance as focus on competition and coordination within the organization respectively. As for the marketing innovation factor was arranged descending level of importance as management innovation and process innovation respectively. 2) Model of total service quality, market orientation and marketing innovation towards performance of private hospitals in Thailand of small size. The finding found that 3 factors of the latent variables. total service quality factor, market orientation factor and marketing innovation factor. The Total service quality factor was arranged descending level of importance as response consumer and market information systems respectively. The market orientation factor was arranged descending level of importance as focus on competition and coordination within the organization respectively. As for the marketing innovation factor was arranged descending level of importance as management innovation and process innovation respectively. 3) Model of total service quality, market orientation and marketing innovation towards performance of private hospitals in Thailand of medium size with large size. The finding found that 3 factors of the latent variables. total service quality factor, market orientation factor and marketing innovation factor. The Total service quality factor was arranged descending level of importance as strategic planning and response consumer respectively. The market orientation factor was arranged descending level of importance as focus on competition and coordination within the organization respectively. As for the marketing innovation factor was arranged descending level of importance as management innovation and process innovation respectively.

The suggestion for development of performance structure of small size and medium size with large size by used multiple regression to graph for increase of performance of private hospitals. The suggestion of Operation, The Entrepreneur should be bring the high factor loading used to private hospitals, to increase the performance of private hospitals.

