

<b>Thesis</b>	The Factor affected to intention of clients who receive the services from the hospital registered with the Stock Exchange in Bangkok.
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## ABSTRACT

The purposes of this study were to 1) study the factor affected to satisfaction and attention of clients who receive the services 2) to analyze of structural causal of clients who receive the services from the hospital registered with the Stock Exchange in Bangkok. A questionnaire that was examined content validity was used as an instrument for data collection from samples that uses service more than 1 time at 9 hospital registered with the Stock Exchange in Bangkok. The samples were randomly selected with quota sampling method, totaling 400 samples. Data were analyzed Factor Analysis and Path Analysis to check the consistency of the structural equation model.

The results show that the causal structure of the intention of clients who receive the services consists of four variables: Service Quality, Logistics Service Quality, Satisfaction and intention. The conceptual model aligns with the empirical data (Chi-square=100.035, Chi-square/df=1.531, df=195, p=0.003, GFI=.973, CFI=.995, RMR=.012, RMSEA=.037, MFI=.986) The finding of this research indicate that the factor affected to intention of clients who receive the services from The hospital registered with the Stock Exchange in Bangkok Significantly: Service Quality, Logistics Service Quality and Satisfaction. The Logistics Service Quality is positively correlated with quality of service and indirect influence on the intended use of the service Passed through the satisfaction of clients. The results of the research link between logistics service quality and service quality. Especially the logistics knowledge that benefits the health business more.

**Keywords:** Service Quality, Logistics Service Quality, Satisfaction, Intention