

Factors affecting the Decision to Use the Application of Private Hospitals in Bangkok

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Abstract: *This study is objective for To compare the decision to use the application of private hospitals in Bangkok, classified by personal factors. Study attitudes affecting the decision to use the application of private hospitals in Bangkok. And study awareness affecting the decision to use the application of private hospitals in Bangkok. The sample group was Application users of private hospitals In Bangkok, there are 4 locations, namely Bumrungrad Hospital. Bangkok Hospital Samitivej Srinakarin Hospital, Phyathai 2 Hospital, total 400 people. Data analysis uses frequency, percentage, mean, standard deviation, t-test, f-test and multiple regression analysis. The guidelines from the results that, should pay more attention to application of private hospitals, in the service of consulting health problems through the application to be convenient, all information should be entered in the application of private hospitals completely, and shouldn't be too complicated*

1. Introduction

Nowadays, most people pay more attention to their health. Thus making the health business expand more widely, including health promotion. (Loeppke, Taitel, Haufle, V., Parry, Kessler, & Jinnett, 2009) Treatment of illnesses that arise and recovery of health after treatment Including beauty services that have played a greater role in the lives of today's people. which the growth of the health product market in Thailand (Siripipatthanakul, & Sixl-Daniell, 2021) As a result, the government and private sectors, especially health service businesses such as hospitals, endeavor to upgrade and develop the potential of comprehensive health services Health service businesses, (Weisbrod, 1997) medical, nursing, or other service establishments must compete with each other in terms of services. There are two things by nature of human beings. The first is that when money is paid, (Yousapronpaiboon, & Johnson, 2013) they want a return in return that is the most satisfying for their own satisfaction in all matters. the second is Want to get the best care but want to pay the least amount of service fee? Whether it is the use of health services, such as going to the hospital, would like to Impressive good service What is needed most about going to the hospital is to get the best care. if it is sick I want to get well, get the right treatment, get the right amount of medicine. including the actual service fee that is reasonable (Chiou, & Cheng, 2008)

At present, people's lifestyles are changing rapidly, resulting in changes in Thai society, whether in terms of society, culture, lifestyle and consumption behavior. which always brings new things to people's daily life All of them contribute to facilitating the daily life of people. Therefore, technology transfer was born. and business culture Therefore, businesses must adapt to the changing consumer demands. in order to be able to meet the needs of consumers as much as possible Also in the present is a society of the era. "Globalization" (Subhap, 2011) or English as it is called. Globalization which has an information and communication technology base as a driving force for society This allows the flow of information from one area to another with speed. making life much more comfortable than before from the growth of health business and entering a globalized society causing many private hospitals to develop hospital applications such as Bumrungrad Hospital Bangkok Hospital

Samitivej Hospital, etc., to create convenience for hospital users. For example, you can check the names and dates of the doctor's examinations anywhere, anytime. You can consult on health problems. Searching for a list of doctors to ask to see the history and make an appointment with the doctor in advance calling an emergency ambulance Searching for programs, packages and privileges Viewing news on upcoming events Searching for health articles

From the foregoing, this makes the students interested in studying. Factors affecting the decision to use the application of private hospitals in Bangkok In order to use the information obtained from the study as a guideline for the development of application services to meet the needs of users in the future.

2. Study objectives

To compare the decision to use the application of private hospitals. in Bangkok, classified by personal data

To study the perceptions affecting the decision to use the application of private hospitals. in Bangkok

To study the attitudes affecting the decision to use the application of private hospitals. in Bangkok

Scope of study

Study on the factors affecting the decision to use the application of private hospitals. in Bangkok Using the following theories: Consumer Attitude Theory consists of understanding, feelings and intentions to act. Perception theory consists of perceived quality of service. and perceived risk; and decision theory. Population and samples used in the study Population and sample used in the study is a service user of a private hospital application locations in Bangkok, namely Bumrungrad Hospital Bangkok Hospital Samitivej Srinakarin Hospital, (Kher, & Sernau, 2006) Phyathai 2 Hospital, (Muengtaweepongsa, Thamrongwang, & Hampromrach, 2012)selected a sample of 400 people

Concepts, theories and related research

Study subject Factors affecting the decision to use the application of private hospitals in Bangkok The student has studied documents, concepts, theories and related research. to be used to formulate the conceptual framework and guidelines for the study as follows: (North, Wallis, & Weingast, 2009)

Consumer attitude theory

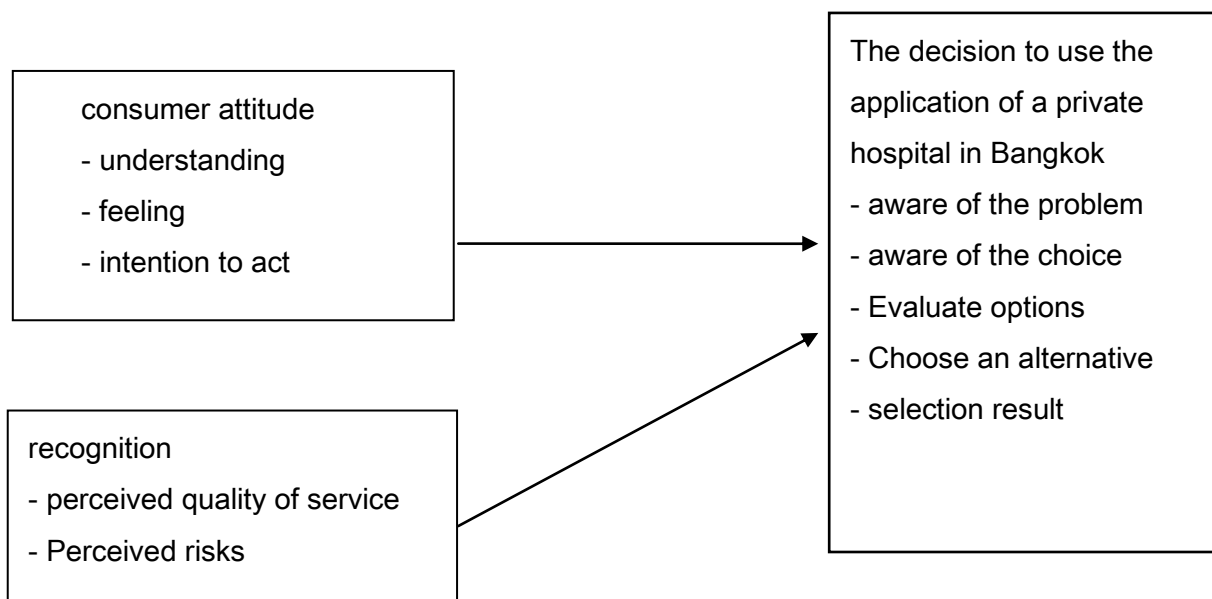
Attitude is the result of evaluating something such as a person, object, controversial issue, etc. which indicates whether something is good or bad satisfactory or unsatisfactory like or dislike and is it beneficial or harmful? perception theory The meaning of perception has given the meaning of "perception" to the process by which an individual human being chooses, organizes and interprets a stimulus. go into meaning and is the image attached To give a simple meaning Cognition is the way we see the world around us. If each consumer, stimulated by the same stimuli in the same environment, chooses, manages and interprets them differently depending on their needs. Values and Expectations

Decision Theory, Definition of Decision

Consumer decision-making is defined as the process of identifying problems and identifying alternatives. If it's a simple decision, consumers will make a decision with their familiarity. But if it's a complicated decision The consumer will evaluate the options from several available options, after making a decision and then act on the choice that has been made. In the event that a decision cannot be made, consumers will try to create new alternatives. But if the consumer has no other choice, the consumer may decide to abandon the problem. (Payn, Bettman, & Johnson, 1991)

Conceptual framework in education

From the above study The study was based on consumer attitude theory. perception theory and purchase decision theory Summarize and coordinate as a conceptual framework in the study of factors affecting decision-making to use private hospital applications. in Bangkok as follows:



3. Research mythology

Study subject Factors affecting the decision to use the application of private hospitals in Bangkok by using a quantitative study method (Quantitative Method) (Johnson, & Christensen, 2000) and use a questionnaire. (Questionnaires) to collect information There are methods and methods for conducting research as follows:

Substituting the values according to the formula gives the following results:

$$\begin{aligned}
 n &= \frac{0.5(1-0.5)(1.96)^2}{0.05^2} \\
 &= \frac{0.9604}{0.0025} \\
 &= 384.16 \text{ หรือ}
 \end{aligned}$$

When calculating from the formula for determining the sample size Therefore, the sample size was calculated as 385 people. In order to make the research less inaccurate and high confidence, the researcher adjusted the sample number in this research to 400 people by selecting a specific sample (Purposive Sampling) for only the sample group. who used to use the applications of private hospitals in Bangkok (Bloor, & Wood, 2016).

Methods for collecting data

In order to complete the study, there was a method for collecting data. The following information was collected from Research from various sources, including textbooks, documents and other research results. related information obtained from answering the questionnaire of the target group and get it back by yourself Conduct a complete check to ensure that the questionnaire is complete, complete, and that it can be further analyzed, data processing and analysis is done to process the data obtained from the questionnaire. With a computer program by finding the percentage (Percentage) and the average (Mean) program, Microsoft Excel, a program for creating pie charts (Pie Chart) and bar charts (Bar Chart) with explanations. and bring the results obtained from the chart to present for analysis according to the characteristics of various variables

Statistics used in data analysis

Descriptive Statistics Percentage Mean to describe the demographic data of the respondents and variables. Inferential Statistics were used for hypothesis testing. The statistics used were t-test. ANOVA (Park, 2009) analysis used F-test, (One-way ANOVA), Pearson Product Moment Correlation and Multiple Regression Analysis. (Chatterjee, & Simonoff, 2013)

Information on attitudes affecting judgments of private hospital applications in Bangkok

Comparison of consumer attitudes affecting the decision to use the application of private hospitals.

consumer attitude	Std.		Beta	t	Sig.	Test
	B	Error				
(Constant)	.637	.096		6.616	.000*	
Understanding	.341	.039	.391	8.719	.000*	ฝั
Feeling	.207	.040	.230	5.125	.000*	ฝั
Intent to act	.288	.034	.326	8.474	.000*	ฝั
R = 0.862, R ² = 0.744, F = 383.349, Sig = 0.000*						

* Statistically significant at .05 (2-tailed) level

Consumer attitudes affecting the decision to use the application of private hospitals include: understanding feeling and the intention to act affects the decision to use the application of private hospitals At the statistical significance level of 0.05 with a high multiple correlation coefficient (R = 0.862), the forecasting power was 74.4 percent (Adjusted. R2 = 0.744).The aspect that influenced the decision to use the application of private hospitals the most was understanding (B = 0.391), followed by intention to act (B = 0.326) and feeling (B = 0.230), respectively.

Information about perceptions affecting decision-making on private hospital applications. in Bangkok

The results of the data analysis by using statistics comparing perceptions affecting decision-making in the use of private hospital applications. The results of data analysis and comparison are summarized in the table below. Comparison of perceptions affecting decision to use applications of private hospitals.

Recognition	Std.		Beta	t	Sig.	Test
	B	Error				
(Constant)	.340	.079		4.273	.000*	
service quality perception	.516	.034	.540	15.371	.000*	ฝั
Risk perception	.401	.034	.418	11.904	.000*	ฝั
R = 0.913, R ² = 0.834, F = 999.340, Sig = 0.000*						

* Statistically significant at .05 (2-tailed) level

It was found that the perceptions affecting the decision to use the application of private hospitals were the aspect of service quality perception. and the perception of risks affecting the decision to use the application of private hospitals At the statistically significant level of 0.05 with a high multiple correlation coefficient (R = 0.913), the forecasting power was 83.4 percent (Adjusted. R2 = 0.834). The aspect that influenced the decision to use the application of private hospitals the most was perceived quality of service (B = 0.540), followed by perceived risk (B = 0.540)

4. Conclusion

To study the perceptions affecting the judgment of using the application of private hospitals. in Bangkok and 6) to study attitudes affecting decision-making to use the application of private hospitals. in Bangkok 400 sets of questionnaires were used as data collection tools and statistical data were used for data analysis, i.e. percentage, mean, t-test, F-test (One-Way ANOVA), and Multiple Regression Analysis. Data analysis can be summarized. as follows: personal data from the study It was found that most of the respondents were female, aged 31-40 years, with marital status. Bachelor's degree Occupation/company employee Average monthly income between 20,000 – 30,000 baht

Data on consumer attitudes in using the application of private hospitals

From the study of information about consumer attitudes, it was found that the level of opinions on consumer attitudes The average is included in the high level. and considering the level of opinion At a high level, 3 items consisted of understanding intent to act and the feeling The details are as follows. understanding The results of the study found that The overall average was at a high level. and considering the level of opinion At a high level, 4 items consisted of 1) applications of private hospitals. Able to check the list and date and time of the doctor's examination anywhere, anytime 2) an application of a private hospital Able to make an appointment for a doctor in advance 3) an application of a private hospital can call an emergency ambulance and 4) an application of a private hospital can consult on health problems feeling The results of the study found that The overall average was at a high level. and considering the level of opinion At a high level, 4 items consisted of 1) Do you think that the use of the application of the private hospital showing modernity 2) Do you think that the use of private hospital applications Makes you feel at ease about your health. 3) Do you think that using private hospital applications gives you peace of mind about your health; and 4) you think that Using the application of private hospitals There are many easy steps.Intent to act The results of the study found that The overall average was at a high level. and considering the level of opinion At high level, 3 items consist of 1) you intend to continue using the private hospital application in the future 2) you intend to use the private hospital application regularly and 3.) You intend to use the application of a private hospital.

Information on consumer perceptions of using private hospital applications

From the study of information about perceptions, it was found that the level of opinions on perceptions The overall average was at a high level. and considering the level of opinion At a high level, 2 items consisted of perceived risk and perceived service quality, respectively, with details as follows: Risk perception The results of the study found that The overall average was at a high level. and considering the level of opinion At a high level, 5 items consisted of 1) applications of private hospitals. There is a system to help when the account is in use. 2) Applications of private hospitals. It is safe to use 3) Private hospital applications have an anti-theft system 4) Private hospital applications have a good history and data collection system and 5) Apps Applications of private hospitals There is a good identity verification system for service users.Service quality perception The results of the study found that The overall average was at a high level. and considering the level of opinion At a high level, 5 items consisted of 1) applications of private hospitals. There are no complicated procedures. 2) Applications of private hospitals. Can meet your needs as well. 3) Applications of private hospitals. It shows results in an acceptable time, 4) it's easy to sign up for the private hospital application, and 5) the private hospital application has complete information.

Information about the decision to use the application of private hospitals in

Bangkok From the study of information about the decision to use the application of private hospitals. In Bangkok, it was found that the level of perception of perception The overall average was at a high level. and considering the level of opinion At a high level, 5 items consisted of selection results, awareness of alternatives. Evaluate options choose an alternative and aware of the problem Problem Awareness The results of the study found that The overall average was at a high level. and considering the level of opinion At a high level, 4 items consisted of 1) applications of private hospitals. Make you call an emergency ambulance. 2) Applications of

private hospitals. Allows you to consult health problems. 3) Applications of private hospitals. Make you aware of various programs, packages and privileges and 4) applications of private hospitals. This allows you to make appointments with the doctor in advance. Awareness of alternatives The results of the study found that The overall average was at a high level. and considering the level of opinion At a high level, 4 items consisted of 1) You know the application of the private hospital through online media such as Facebook 2) You know the application of the private hospital. Finding information with Search Engines such as Google 3) You know the application of a private hospital from a friend, relative or person you trust and 4) you know the application of a private hospital from a doctor. Alternative assessment The results of the study found that The overall average was at a high level. and considering the level of opinion At a high level, 3 items consisted of 1) You chose to use an application of a private hospital. By considering the review score of the application 2) You choose to use the application of a private hospital. by considering the reputation of the hospital and 3) you choose to use the application of a private hospital by considering the quality of service Choice of alternatives The results of the study found that The overall average was at a high level. and considering the level of opinion At a high level, 3 items consisted of 1) You chose to use an application of a private hospital. Because you are a health lover 2) You choose to use the application of a private hospital. because of convenience and 3) you choose to use the application of a private hospital By considering the review score of the application. due to the quality of the product Selection results The results of the study found that The overall average was at a high level. and considering the level of opinion At a high level, 3 items consisted of 1) you are willing to use the private hospital application 2) you are recommending close people to use the private hospital application and 3) you are Satisfied with the application of private hospitals

Comparison of private hospital application decision-making by personal data

Hypothesis test results

Hypothesis 1: Different personal data affects the decision to use the private hospital application. different The study found that Different personal data for educational level, occupation and average monthly income had different effect on decision to use private hospital application. For personal data on gender, age, and family status Different hospitals have different effects on the decision to use the application of private hospitals.

Hypothesis 2 Consumer attitudes affecting the decision to use the application of private hospitals. The study found that Consumer attitudes affecting the decision to use the application of private hospitals include: understanding feeling and the intention to act affects the decision to use the application of private hospitals at a statistically significant level of 0.05. Cognitive Factors Affecting Private Hospital Application Decisions

Hypothesis 3: Perception does not affect the decision to use the application of private hospitals. The study found that The perception affecting the decision to use the application of private hospitals was the aspect of service quality perception. and the perception of risks affecting the decision to use the application of private hospitals at a statistically significant level of 0.05.

5. Recommendations from the study

The study authors have the following suggestions to be useful: In this research, the factors affecting the decision to use the application of private hospitals were identified. in Bangkok to be used as a guideline for entrepreneurs to improve application development to be reliable and build consumer confidence as follows:

1. Consumer attitude In terms of understanding, it was found that the item with the least mean was "Applications of private hospitals can consult on health problems." Therefore, entrepreneurs should focus on developing an application of a private hospital to have a function that provides services about consulting health problems that are easy to use and convenient. and can be contacted 24 hours a day

2. Consumer attitude In terms of feelings, it was found that the items with the lowest mean were "Using an application of a private hospital It is easy and not complicated in many steps." Therefore, operators should focus

on the process of using the application of private hospitals that are not too complicated. convenience and Friendly for users of all ages

3. Consumer attitude Regarding the intention to act, it was found that the item with the least mean was "You intend to use the application of private hospitals", so entrepreneurs should pay attention to publicizing the benefits of using the application of private hospitals. to create a positive attitude towards consumers

4. Perceived service quality found that the item with the least mean was "Applications of private hospitals have complete information", so entrepreneurs should pay attention to filling in various information in the application of private hospitals completely, such as being able to check names and dates and times. You can go for a doctor's examination anytime, anywhere. You can consult on health problems. Searching for a list of doctors to ask to see the history and make an appointment with the doctor in advance calling an emergency ambulance Searching for programs, packages and privileges, viewing news and upcoming events. Searching for information on various health articles

5. Perceiving the risk, it was found that the item with the least mean was "Private hospital applications have a good history and information collection system. and applications of private hospitals There is a good identity verification system for service users. " Therefore, entrepreneurs should focus on the development of private hospital applications. by accessing information within the application by persons who have rights only

6. Suggestions for the next study

1. Should study the advantages and disadvantages of each application To create strategies in each application of private hospitals

2. Should conduct a qualitative study in order to gain insights into the problems of using the application of private hospitals. The sample group may be a private hospital administrator.

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