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## Behavior and satisfaction of using alternative medicine services: A case study of KM Healthy Care Clinic, Nakhon Si Thammarat Province, Thailand

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### Abstract

The objective of this research was to behavior and satisfaction of using alternative medicine services: A case study KM Healthcare Clinic Nakhon Si Thammarat Province. Methods 313 samples were selected by questionnaire survey. The statistical data used in the analysis includes descriptive statistical data such as frequency, percentage, mean, standard deviation, and statistical data used to test hypotheses. Including the Chi-Square test of the relationship between two variables and one-way ANOVA. Analyze one-way variance. The results of the study found that Service users are more female than male, aged 30 to 39 years, working in government jobs/state enterprises. Bachelor's degree level with an income of 20,001 - 30,000 baht per month. Personal health, and congenital diseases, are commonly used in traditional Thai medicine and traditional Chinese medicine. Treat neck, shoulder, and shoulder pain. Treat the causes of chronic diseases. Access the service twice a month through friends as people who influence decisions and get service information from Facebook channels. Considering aspects, most service users have the highest satisfaction with personnel, with an average of 4.27. That is the doctor has knowledge and experience in treatment. Employees have expertise in performing their jobs.

Results Hypothesis test of first different behavior There will be different satisfactions. It was found that the behavior of using services was different. Satisfaction of users of alternative medicine services, KM Healthcare Clinic Nakhon Si Thammarat Province is different. But when classified by side will not be different in every aspect. Results Hypothesis test of second. Different personal factors There were different satisfactions. It was found that different personal factors Satisfaction of users of alternative medicine services, at KM Healthcare Clinic. Nakhon Si Thammarat province is different, but when classified in each aspect will not be different in every aspect. Results Hypothesis test of third. Personal factors are related to behavior in using alternative medical services. Case study of KM Healthcare Clinic Nakhon Si Thammarat Province. The results found different personal factors There are different satisfactions of service users. The information obtained through the research is helpful to more effectively plan the development of alternative medical services in KM Healthcare Clinic Nakhon Si Thammarat Province.

**Keywords:** Medicine Services, Behavior, Thammarat Province

### Introduction

The field of medical services has made significant advancements, particularly in modern medicine, which has seen remarkable progress through the application of advanced technologies in medical instruments. These advancements contribute to convenience, safety, speed, and efficiency in treating infectious diseases and emergency conditions. Concurrently, non-communicable diseases (NCDs) such as hyperlipidemia, obesity, hypertension, diabetes, ischemic heart disease, and stroke, as well as conditions requiring long-term rehabilitation like hemiplegia, paralysis, and muscle weakness, continue to pose significant health challenges. Current treatments in modern medicine, which primarily involve medication and technological applications, have yet to achieve complete cures for these chronic diseases.

According to the World Health Organization (2018), the global mortality rate due to NCDs is increasing, with 38 million deaths, accounting for 68% of all global deaths. In Thailand, the mortality rate stands at 427.4 per 100,000 population, with a higher incidence of deaths in males compared to females. Given these circumstances, medical professionals are collaboratively seeking new treatment methods that allow individuals to select healthcare approaches best suited to their physical health while minimizing reliance on conventional medication. The World Health Organization (WHO) has termed this approach “alternative medicine,” which can be categorized into two forms: the first form is complementary medicine, which is used to supplement modern medicine, and the second form is alternative medicine, which serves as a substitute for modern medicine. Alternative medicine differs from conventional medicine in that it focuses on prevention, treatment, and rehabilitation to avoid the onset of illnesses, whereas conventional medicine typically addresses treatment after the onset of disease (Montipa Songpanich, 2009).

Additionally, the 13th National Economic and Social Development Plan (2023-2027) supports the development of comprehensive health cities in collaboration with various sectors. This plan promotes traditional Thai medicine, alternative medicine, and health tourism within local communities, and aims to elevate the standards of health promotion services to enhance competitiveness. It also focuses on developing professional standards for health service providers to ensure quality business management practices. Consequently, the province of Nakhon Si Thammarat has seen an increase in competitors within the alternative medicine sector, encompassing both public and private entities.

Therefore, the researcher is interested in studying the behavior and satisfaction of users of alternative medicine services, with a case study of KM Healthy Care PolyClinic in Nakhon Si Thammarat province. The objective is to utilize the findings to align alternative medicine services with user behavior, enhance user satisfaction, and improve the efficiency of service delivery. This, in turn, aims to retain existing customers and attract new clients seeking health services.

### Objectives

1. To study the service usage behavior and satisfaction of users of alternative medicine services at KM Healthy Care Polyclinic in Nakhon Si Thammarat province.
2. To examine the relationship between the personal factors of the users and their service usage behavior at KM Healthy Care Polyclinic in Nakhon Si Thammarat province.
3. To investigate the differences in satisfaction among users with different personal factors at KM Healthy Care Polyclinic in Nakhon Si Thammarat province.

### Definitions

1. Service Delivery: Refers to the behaviors, activities, and actions performed by individuals working at the polyclinic to deliver or provide services to another individual, specifically the service users. This involves setting goals and intentions in the delivery of these services.
2. Behavior: Refers to the actions or expressions of service

users at the polyclinic, indicating their desire to utilize the services.

3. Health Service Usage Behavior: Refers to the experiences of users utilizing alternative medicine services at KM Healthy Care Polyclinic when facing health issues.
4. Satisfaction: Refers to the positive feelings of pleasure and contentment experienced by the users regarding the services received at KM Healthy Care Polyclinic in Nakhon Si Thammarat province.
5. Alternative Medicine: Refers to a medical approach that provides treatment differing from conventional medicine. Alternative medicine includes methods of diagnosis, treatment, and rehabilitation, specifically referring to traditional Thai and Chinese medicine.
6. KM Healthy Care Polyclinic: Refers to a clinic that offers multiple professional practices, including professional nursing, physical therapy, traditional Thai medicine, and traditional Chinese medicine. The polyclinic was established to provide alternative healthcare options for rehabilitation and preventive care before the onset of illnesses.

### Literature Review

#### 1. Concepts and Theories Related to Consumer Behavior

Behavior refers to the actions, expressions, or reactions that individuals display, which can be directly observed from their thoughts and feelings in various situations and environments surrounding them (Allen & Santrock, 1993: 8). The study of consumer behavior is essential for developing marketing strategies and tools that enhance consumer satisfaction. It allows businesses to identify methods to address consumer needs and align with their response capabilities, ultimately improving services to meet user demands. Several definitions of consumer behavior have been provided by scholars:

Wolman (1973, as cited in Phachai Poriyanon, 1995: 35) defines behavior in a dictionary context as the expression of positive feelings and happiness when individuals achieve their desired goals and objectives.

Kalyakorn Vorakulattanee and Porntip Sampattawanich (2010: 90) describe consumer behavior as activities reflecting thoughts, perceptions, or feelings, which can be categorized into three forms:

1. Dynamic: Consumer behavior can be altered or changed.
2. Interaction: Consumer behavior involves interaction.
3. Exchanges: Consumer behavior involves exchanges.

Siriwan Serirat *et al.* (2003: 192) define consumer behavior as “the actions consumers undertake in searching for, thinking about, purchasing, using, and evaluating goods and services that are expected to satisfy their needs and desires.” The study and analysis of consumer behavior can be guided by the 6W1H framework, which includes seven key questions: Who, What, Where, When, Why, Which, and How. This framework is used to uncover the seven aspects of consumer behavior: Occupants, Objects, Objectives, Organization, Occasions, Outlets, and Operations.

#### 2. Concepts and Theories Related to Customer Satisfaction

Schiffman and Kanuk (2007) state that customer satisfaction is the perception of an individual’s feeling towards the performance, products, or services in relation to their expectations or needs. The concept of customer satisfaction

is inherently linked to customer expectations. When customers experience service or products that fall below their expectations, they tend to be disappointed, resulting in dissatisfaction and lack of brand loyalty. Conversely, when customers' experiences exceed their expectations, they achieve satisfaction. The level of customer satisfaction is closely connected to behavior; highly satisfied customers are more likely to demonstrate loyalty by making repeat purchases or using services continuously.

Warunee Phachanon (2008: 8-9) studied Maslow's Hierarchy of Needs theory and posited that humans are driven by desires and the urge to fulfill specific needs. According to Maslow's hypothesis on human needs:

- Individuals constantly have needs and will continue to do so as long as they are alive. Once a specific need is satisfied, it ceases to motivate the individual, regardless of any external incentives.
- Human needs are complex and multi-faceted; fulfilling one need often leads to the emergence of new needs.
- Human needs are hierarchically structured from lower to higher levels of importance. As lower-level needs are satisfied, higher-level needs emerge sequentially.

### 3. Concepts and Theories Related to Service

Kotler (2010) defines service as an activity or benefit one party offers to another, which is intangible and does not result in the ownership of anything. Services have specific goals and intentions to deliver value, and they may or may not be tied to a physical product. Ultimately, service aims to meet or exceed customer expectations, leading to maximum satisfaction.

Service has four key characteristics that impact the design and implementation of marketing strategies (Kotler, 2010):

1. **Intangibility:** Services cannot be seen, tasted, felt, heard, or smelled before purchase. This intangibility makes it difficult for consumers to evaluate the service before experiencing it, and the outcome can only be determined after the service has been consumed.
2. **Inseparability:** Services are typically produced and consumed simultaneously. Unlike products, services cannot be stored, and the service provider and consumer often must be present during the delivery. This characteristic creates challenges related to time constraints. Strategies to address this issue include expanding the customer base and standardizing service delivery times to enhance service efficiency.
3. **Variability:** The quality of services can vary greatly depending on who provides them, when, where, and how. To control service quality, businesses can implement three key steps:
  - Step 1: Selecting and training service employees.
  - Step 2: Standardizing the service delivery process to ensure consistency.
  - Step 3: Evaluating customer satisfaction through feedback and surveys.
4. **Perishability:** Services cannot be stored for later use or sale. This characteristic poses challenges when demand fluctuates. To address these challenges, service businesses must use marketing strategies to balance supply and demand effectively.

### 4. Concepts and Theories Related to Health Service Utilization Behavior

Health behavior refers to the actions and practices that individuals engage in to care for, restore, and promote their health. These behaviors can be classified into internal behaviors, which vary among individuals, and external behaviors, which are observable actions related to health care. Key external health behaviors include four main aspects:

1. **Health Promotion:** Activities such as consuming a balanced diet, exercising regularly, getting adequate rest, and undergoing regular health check-ups.
2. **Disease Prevention:** Actions like receiving necessary vaccinations and wearing seat belts to prevent traffic accidents and other health risks.
3. **Medical Treatment:** Seeking medical care when ill and following doctors' and nurses' recommendations for medication and health management.
4. **Rehabilitation:** Engaging in physical therapy, using assistive devices, or undergoing rehabilitation to restore normal function after injuries such as fractures.

Green and Kreuter (1999) identified three groups of factors that influence health behaviors:

1. **Predisposing Factors:** These include beliefs, attitudes, values, and confidence in the desired behaviors, as well as individual characteristics such as gender, age, and socioeconomic status.
2. **Enabling Factors:** These factors facilitate health behaviors and include the availability and accessibility of health services, convenience in accessing health care, and regulatory policies.
3. **Reinforcing Factors:** These are outcomes of health behaviors that encourage continued practice, such as praise from family or medical professionals, which can motivate individuals to maintain their health behaviors.

### 5. Concepts Related to Alternative Medicine

The Department of Alternative Medicine (2019) provides a comparative explanation between alternative medicine and conventional medicine, stating that conventional medicine is considered the "mainstream" approach with a foundational role in treatment. In contrast, alternative medicine offers another treatment option for decision-making. There is a clear distinction in the practice of medical arts, with alternative medicine representing a different form of medical care compared to conventional medicine. Alternative medicine can be categorized based on its application as follows:

1. **Complementary Medicine:** Refers to alternative medicine used to complement or be integrated with conventional medicine.
2. **Alternative Medicine:** Refers to alternative medicine used as a substitute for conventional medicine, especially when conventional treatments are ineffective. For instance, some chronic conditions such as diabetes and kidney disease may not respond well to conventional medications due to the potential for adverse effects. In such cases, alternative medicine provides a viable treatment option. Additionally, patients who are allergic to conventional medications or those in terminal stages of illness, where conventional treatments are no longer effective, may also turn to alternative medicine (Department of Alternative Medicine, 2019).

Ayuporn Prasitvejhhakun (2014) defines alternative medicine as a distinct form of medical practice requiring specific certification different from that of conventional medicine. Alternative medicine integrates scientific knowledge with human lifestyle practices and does not rely on conventional

pharmaceuticals. Practitioners of alternative medicine are not required to hold conventional medical degrees but must undergo specialized training and acquire expertise in their respective fields.

### Conceptual Framework

The research framework is illustrated in Figure 1.

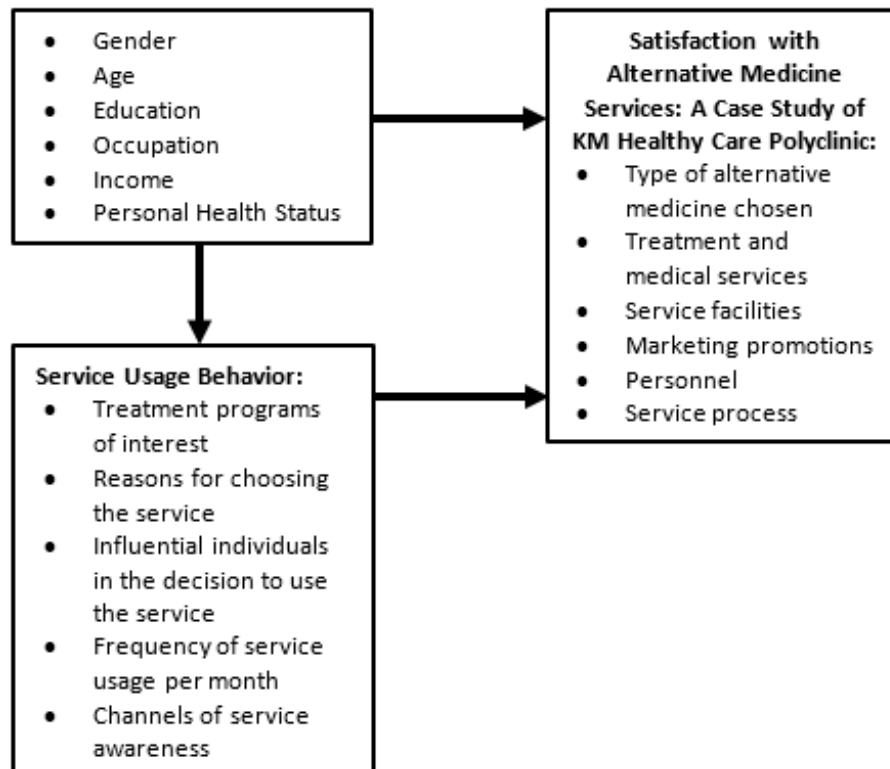


Fig 1: Research framework

### Research Methodology

This study is a quantitative research employing a questionnaire as the data collection tool. The questionnaire is divided into three sections: personal factors, service usage behavior, and satisfaction with service usage. The case study aims to gather data for analyzing the behavior and satisfaction of users of alternative medicine services at KM Healthy Care PolyClinic in Nakhon Si Thammarat province.

The population for this study consists of 313 users of alternative medicine services at KM Healthy Care Polyclinic in Nakhon Si Thammarat province. The sample size was determined using the Krejcie and Morgan table, resulting in a total sample size of 313 participants.

### The statistics used in this research include

1. Descriptive Statistics: This involves analyzing the demographic characteristics of the sample using frequency, percentage, arithmetic mean, and standard deviation to organize and describe the data.
2. Inferential Statistics: This involves analyzing the data to test hypotheses, examining the relationships and differences between independent and dependent variables. The analysis methods include:
  - Chi-Square Test: Used to test the relationship between two variables.
  - One-Way ANOVA: Used to analyze variance and

test differences between variables.

These statistical methods are selected based on the appropriateness of the measurement level of the variables and the research hypotheses.

### Research Findings

#### 1. Summary of Personal Factor Data Analysis of Service Users

The sample consisted of more females than males, with 164 females (52.4%) and 149 males (47.6%). The majority of the sample were aged 30-39 years, totaling 113 individuals (36.1%). This was followed by those aged 40 years and above, comprising 99 individuals (31.6%), those aged 25-29 years with 61 individuals (19.5%), those aged 20-24 years with 27 individuals (8.6%), and those aged 15-19 years with 13 individuals (4.2%). Regarding occupation, the majority were government officials or state enterprise employees, numbering 113 individuals (36.1%), followed by private business owners with 112 individuals (35.8%), private company employees with 63 individuals (20.1%), and students with 25 individuals (8.0%).

In terms of education level, the majority held a bachelor's degree, with 171 individuals (54.6%), followed by those with a high school diploma or vocational certificate with 87 individuals (27.8%), those with a postgraduate degree with 26 individuals (8.3%), those with a lower secondary

education with 18 individuals (5.8%), and those with less than a lower secondary education with 11 individuals (3.5%). Monthly income distribution showed that the majority earned 20,001-30,000 THB per month, with 88 individuals (28.1%), followed by those earning more than 40,000 THB per month with 72 individuals (23.0%), those earning 30,001-40,000 THB per month with 68 individuals (21.7%), those earning 10,000-20,000 THB per month with 67 individuals (21.4%), and those earning no more than 10,000 THB per month with 18 individuals (5.8%).

Regarding chronic diseases, the majority of the sample had no chronic conditions, totaling 162 individuals (58.1%). This was followed by individuals with hypertension, numbering 100 individuals (31.9%), those with kidney disease with 20 individuals (6.4%), those with hyperlipidemia with 9 individuals (2.9%), those with both hyperlipidemia and diabetes with 9 individuals (2.9%), those with allergies with 8 individuals (2.6%), those with both diabetes and kidney disease with 2 individuals (0.6%), those with diabetes alone with 1 individual (0.3%), those with cardiovascular diseases with 1 individual (0.3%), and those with cancer with 1 individual (0.3%).

## 2. Summary of Service Usage Behavior Data Analysis

The majority of the sample used both traditional Thai and Chinese medicine services, totaling 161 individuals (51.4%). This was followed by those using only Chinese medicine services, with 83 individuals (26.5%), and those using only traditional Thai medicine services, with 69 individuals (22.1%). Regarding the specific treatments sought, 135 individuals (43.1%) used services for neck, shoulder, and shoulder pain. This was followed by treatments for herniated discs, with 73 individuals (23.3%), acne, melasma, and freckles treatment with 33 individuals (10.5%), and nerve-related treatments with 32 individuals (10.2%). Other services included skin care and sauna (24 individuals, 7.7%), respiratory/allergy treatments (9 individuals, 2.9%), and hormone/circulatory/menopausal treatments (7 individuals, 2.2%).

Regarding the reasons for seeking treatment, 86 individuals (27.5%) sought treatment for chronic diseases, 72 individuals (23.0%) aimed to improve their overall health, and 67 individuals (21.4%) sought to avoid conventional medical treatments. Additional reasons included recommendations from others (50 individuals, 16.0%) and lower costs compared to other facilities (38 individuals, 12.1%).

In terms of decision-making, 105 individuals (33.5%) decided to use the services based on friends' recommendations, followed by self-decision (83 individuals, 26.5%), family influence (76 individuals, 24.3%), and recommendations from a partner or spouse (49 individuals, 15.7%). The frequency of service usage was highest at twice a month (139 individuals, 44.4%), followed by three times a month (101 individuals, 32.3%), four times or more per month (56 individuals, 17.9%), and once a month (17

individuals, 5.4%).

Regarding the sources of information, 148 individuals (47.3%) received information through Facebook, 145 individuals (46.3%) through TikTok, 9 individuals (2.9%) through newspapers or flyers, 7 individuals (2.2%) through radio, and 4 individuals (1.3%) through Instagram.

## 3. Summary of Service User Satisfaction Data Analysis

The majority of the sample expressed high satisfaction with the treatment and medical services, with an average satisfaction score of 3.92 (high). When considering specific aspects, it was found that the sample was most satisfied with the clinic's reputation and credibility, with an average score of 4.11 (high). This was followed by the variety of services offered at the clinic, with an average score of 3.89 (high), the modernity of the clinic's equipment, with an average score of 3.77 (high), and the service facilities, with an average score of 3.86 (high). Regarding specific aspects of the service facilities, the sample was most satisfied with the cleanliness and attractiveness of the clinic, with an average score of 3.96 (high). This was followed by the convenience of the clinic's location, with an average score of 3.83 (high), and the sufficiency of parking spaces, with an average score of 3.81 (high).

For marketing promotion, the satisfaction level was very high, with an average score of 4.14 (high). Within this aspect, the sample was most satisfied with advertising through various channels, with an average score of 4.35 (very high). This was followed by the value of promotional offers, with an average score of 4.31 (very high), and the informative and interesting recommendations from clinic staff, with an average score of 4.00 (high). The frequency of updates and information provided to customers had an average score of 3.90 (high).

In terms of personnel, the satisfaction level was very high, with an average score of 4.27 (very high). Within this aspect, the sample was most satisfied with the doctors' knowledge and experience, with an average score of 4.39 (very high). This was followed by the competence of doctors and staff in performing their duties, with an average score of 4.15 (high). Regarding the service process, the satisfaction level was high, with an average score of 4.02 (high). The sample was most satisfied with the clear pricing and display of service costs, and the cleanliness of the treatment area, with an average score of 4.12 (high). This was followed by the speed and accuracy of the service process, with an average score of 4.00 (high), and the follow-up service, with an average score of 3.84 (high).

## 4. Summary of Hypothesis Testing Results

**Hypothesis 1:** Different service usage behaviors result in different satisfaction levels among users of alternative medicine services at KM Healthy Care PolyClinic in Nakhon Si Thammarat province. The test results are as follows: (Table 1)

**Table 1:** Different service usage behaviors result in different satisfaction levels among users of alternative medicine services

| Service Usage Behavior                     | Reputation and Credibility | Variety of Clinic Services | Modern Equipment | Convenient Location | Sufficient Parking | Clean and Attractive Clinic | Value of Promotions |
|--------------------------------------------|----------------------------|----------------------------|------------------|---------------------|--------------------|-----------------------------|---------------------|
| Type of Alternative Medicine Chosen        | /                          | X                          | /                | X                   | /                  | /                           | /                   |
| Treatment Programs of Interest             | /                          | /                          | /                | /                   | /                  | /                           | X                   |
| Reasons for Choosing the Service           | /                          | /                          | /                | /                   | /                  | /                           | /                   |
| Influential Individuals in Decision-Making | /                          | /                          | /                | /                   | /                  | /                           | /                   |
| Frequency of Service Usage                 | /                          | X                          | /                | /                   | /                  | /                           | /                   |
| Channels of Service Awareness              | /                          | /                          | /                | X                   | /                  | X                           | /                   |

**Note:** / indicates the rejection of the null hypothesis (Ho) when the statistical significance level (Sig) is less than 0.05.

**Note:** X indicates the acceptance of the null hypothesis (Ho) when the statistical significance level (Sig) is greater than 0.05.

**Table 2**

| Service Usage Behavior                     | Advertising Through Various Media | Staff Provide Interesting Advice | Consistent Updates on New Information | Doctors' Knowledge and Experience in Treatment | Doctors' Expertise | Speed and Accuracy of Service Process | Continuous Follow-up | Clear Pricing | Clean Treatment Facility |
|--------------------------------------------|-----------------------------------|----------------------------------|---------------------------------------|------------------------------------------------|--------------------|---------------------------------------|----------------------|---------------|--------------------------|
| Type of Alternative Medicine Chosen        | /                                 | /                                | /                                     | /                                              | /                  | X                                     | /                    | /             | /                        |
| Treatment Programs of Interest             | /                                 | /                                | /                                     | /                                              | X                  | /                                     | /                    | X             | X                        |
| Reasons for Choosing the Service           | /                                 | /                                | /                                     | /                                              | /                  | /                                     | /                    | X             | /                        |
| Influential Individuals in Decision-Making | /                                 | /                                | /                                     | /                                              | /                  | /                                     | /                    | X             | /                        |
| Frequency of Service Usage                 | X                                 | /                                | /                                     | /                                              | /                  | /                                     | /                    | X             | X                        |
| Channels of Service Awareness              | X                                 | /                                | /                                     | /                                              | /                  | X                                     | /                    | X             | X                        |

Table 1 shows the results of hypothesis testing, indicating that different service usage behaviors result in different satisfaction levels among users of alternative medicine services at KM Healthy Care Polyclinic in Nakhon Si Thammarat province, with a statistical significance level of 0.05. However, some aspects did not reach the 0.05 significance level, which is broken down as follows:

- Different types of medical practices chosen by users do not significantly affect satisfaction levels regarding service variety, location, and process speed.
- Different treatment programs do not significantly affect satisfaction levels regarding promotional value, medical expertise, clear pricing, and cleanliness of the treatment facility.
- Different reasons for choosing the service do not significantly affect satisfaction levels regarding clear pricing.

- Different influential individuals on the decision-making process do not significantly affect satisfaction levels regarding clear pricing.
- Different frequencies of service usage do not significantly affect satisfaction levels regarding service variety, advertising through various media, clear pricing, and cleanliness of the treatment facility.
- Different channels of awareness do not significantly affect satisfaction levels regarding location, cleanliness and attractiveness of the facility, service speed, and clear pricing.

**Hypothesis 2:** Different personal factors of service users result in different satisfaction levels among users of alternative medicine services at KM Healthy Care Polyclinic in Nakhon Si Thammarat province. The test results are as follows: (Table 2)

**Table 3:** Different personal factors of service users result in different satisfaction levels among users of alternative medicine services

| Personal Factors of Service Users | Reputation and Credibility | Variety of Clinic Services | Modern Equipment | Convenient Location | Sufficient Parking | Clean and Attractive Clinic | Value of Promotions |
|-----------------------------------|----------------------------|----------------------------|------------------|---------------------|--------------------|-----------------------------|---------------------|
| Gender                            | /                          | /                          | X                | X                   | /                  | /                           | /                   |
| Age                               | X                          | /                          | /                | /                   | X                  | X                           | /                   |
| Occupation                        | /                          | X                          | /                | /                   | /                  | /                           | X                   |
| Education Level                   | /                          | /                          | X                | X                   | X                  | /                           | /                   |
| Monthly Income                    | /                          | /                          | /                | /                   | /                  | X                           | /                   |
| Personal Health Status            | /                          | /                          | /                | /                   | /                  | X                           | /                   |

**Table 4**

| Personal Factors of Service Users | Advertising Through Various Media | Variety of Clinic Services | Consistent Updates on New Information | Doctors' Knowledge and Experience in Treatment | Doctors' Expertise | Speed and Accuracy of Service Process | Continuous Follow-up | Clear Pricing | Clean Treatment Facility |
|-----------------------------------|-----------------------------------|----------------------------|---------------------------------------|------------------------------------------------|--------------------|---------------------------------------|----------------------|---------------|--------------------------|
| Gender                            | X                                 | /                          | /                                     | X                                              | X                  | X                                     | X                    | X             | /                        |
| Age                               | /                                 | /                          | /                                     | /                                              | /                  | /                                     | /                    | X             | /                        |
| Occupation                        | X                                 | /                          | /                                     | /                                              | /                  | /                                     | /                    | X             | /                        |
| Education Level                   | /                                 | /                          | /                                     | /                                              | X                  | X                                     | X                    | X             | /                        |

|                        |   |   |   |   |   |   |   |   |   |
|------------------------|---|---|---|---|---|---|---|---|---|
| Monthly Income         | / | X | / | / | / | / | / | X | / |
| Personal Health Status | / | / | / | / | / | / | / | / | X |

Table 3 shows the results of hypothesis testing on different personal factors of service users and their satisfaction levels with the alternative medicine services at KM Healthy Care PolyClinic in Nakhon Si Thammarat province, with a statistical significance level of 0.05. However, some aspects did not reach the 0.05 significance level, which are broken down as follows:

- Different genders do not significantly affect satisfaction levels regarding modern equipment, location, advertising through various media, doctors' knowledge and experience, speed and proficiency of service, continuous follow-up, and clear pricing.
- Different ages do not significantly affect satisfaction levels regarding the clinic's reputation, sufficient parking, clinic cleanliness, and clear pricing.
- Different occupations do not significantly affect satisfaction levels regarding service variety, promotional value, and clear pricing.

- Different education levels do not significantly affect satisfaction levels regarding modern equipment, location, sufficient parking, doctors' knowledge and experience, speed and proficiency of service, continuous follow-up, and clear pricing.
- Different income levels do not significantly affect satisfaction levels regarding clinic cleanliness, service variety, and clear pricing.
- Different personal health statuses do not significantly affect satisfaction levels regarding clinic cleanliness and treatment facility cleanliness.

**Hypothesis 3:** Different personal factors of service users are related to the service usage behavior of alternative medicine services at KM Healthy Care PolyClinic in Nakhon Si Thammarat province. The test results are as follows: (Table 3)

**Table 5:** Different personal factors of service users are related to the service usage behavior of alternative medicine services

| Personal Factors of Service Users | Type of Alternative Medicine Chosen | Treatment Programs of Interest | Reasons for Choosing the Service | Influential Individuals in Decision-Making | Frequency of Service Usage | Channels of Service Awareness |
|-----------------------------------|-------------------------------------|--------------------------------|----------------------------------|--------------------------------------------|----------------------------|-------------------------------|
| Gender                            | X                                   | /                              | /                                | /                                          | /                          | /                             |
| Age                               | /                                   | /                              | /                                | /                                          | /                          | /                             |
| Occupation                        | /                                   | /                              | /                                | /                                          | /                          | /                             |
| Education Level                   | X                                   | /                              | /                                | /                                          | /                          | /                             |
| Monthly Income                    | /                                   | /                              | /                                | /                                          | /                          | /                             |
| Personal Health Status            | /                                   | /                              | /                                | /                                          | /                          | /                             |

Table 5 shows the results of hypothesis testing on the relationship between personal factors of service users and their service usage behavior at KM Healthy Care PolyClinic in Nakhon Si Thammarat province. The findings indicate that personal factors are generally related to service usage behavior, except for the following cases:

- Gender and the type of medical practice chosen
- Education level and the type of medical practice chosen

These specific personal factors did not show a significant relationship with the corresponding service usage behaviors.

## Discussion

Regarding personal factors, it can be concluded that the majority of service users are female, aged between 30 and 39 years, working as government officials or employees of state enterprises, holding a bachelor's degree, with a monthly income of 20,001 - 30,000 THB. These individuals typically have chronic health conditions. Their service usage behavior involves seeking treatment from both traditional Thai and Chinese medicine for ailments such as neck, shoulder, and shoulder pain. The primary reasons for seeking treatment are chronic disease management, improving overall health, and avoiding conventional medical treatments. Friends are the most influential individuals in their decision to use the service, which is typically utilized twice a month. Information about the service is mainly received through Facebook.

This aligns with the health behavior concepts of Green and Kreuter (1999), who identified three groups of factors

influencing health behavior:

1. Predisposing Factors: These include beliefs, attitudes, values, and confidence in the desired behavior, as well as individual characteristics such as gender, age, and socioeconomic status.
2. Enabling Factors: These encompass the availability of health services, convenience in accessing health care, and service regulations.
3. Reinforcing Factors: These support and motivate continuous health behavior, such as praise from family, friends, or treating physicians, encouraging individuals to maintain their health practices.

When analyzing satisfaction with the service in various aspects, it was found that users were most satisfied with the personnel. This finding is consistent with the concepts and theories of Schiffman and Kanuk (2007), who stated that customer satisfaction is the perception of feeling towards a product or service in relation to customer expectations or needs. The concept of customer satisfaction is inherently linked to customer expectations regarding individual services. The clinic's approach of comprehensive care and clear explanations of treatment plans, coupled with attentive care for each patient despite high patient volumes, leads to the highest satisfaction in the personnel aspect.

The analysis of hypotheses on the differences in behavior and satisfaction reveals that, in general, there are differences in the reasons for choosing the service and the individuals influencing the decision. The differences in satisfaction are particularly evident in aspects related to promotional

activities and advertising through various media channels. This aligns with the concept of Sirivann Serirat *et al.* (2003: 196-199), who stated that stimuli are internal and external factors that influence thoughts and feelings. Marketers focus primarily on external stimuli, such as promotional activities and advertising, which serve as price and marketing incentives to stimulate consumer demand for products.

When analyzing the data on the frequency of service usage, the results indicate no significant differences in satisfaction regarding service variety, advertising through various media channels, clear pricing, and the cleanliness of the treatment facilities. However, the hypothesis testing on different personal factors of service users reveals that variations in personal health status significantly affect satisfaction levels, except for satisfaction with the cleanliness and attractiveness of the clinic, which does not differ.

Moreover, the analysis shows that personal factors are generally related to service usage behavior, except for the relationship between gender and the type of medical practice chosen, as well as education level and the type of medical practice chosen, which do not show a significant relationship.

### Recommendations

1. Future studies should investigate other factors that influence satisfaction and service usage behavior in alternative medicine clinics. Additionally, strategies for internet-based word-of-mouth communication should be developed to align with the behavior of the current sample, which primarily seeks treatment for chronic conditions. Encouraging patients to share their experiences of recovery from chronic diseases through alternative medicine via reviews can help increase the customer base for continuous alternative medical treatments.
2. Qualitative research should be conducted through in-depth interviews with individuals who have previously used alternative medical services and those who have not. This approach will provide more detailed and high-quality data, including constructive feedback on clinic services and new opinions based on service experiences. The collected data can then be used to identify and enhance service strategies at alternative medicine clinics to better meet customer needs.
3. Currently, there is a significant increase in the number of alternative medicine clinics in Nakhon Si Thammarat and neighboring areas, both in public and private sectors. Some patients who use the services at KM Healthy Care PolyClinic have previously received treatment at other facilities before coming here. Therefore, it is essential to conduct follow-up inquiries to understand the reasons for changing service providers. Understanding these reasons will help clarify user behavior and needs, enabling the clinic to address shortcomings identified in competitors and thereby foster long-term service usage.

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