

Abstract

Purposes of the study in service utilization behaviors in golden age clinic among women and men are

1. To study the service utilization behaviors in golden age clinic among women and men.

2. To study the perception about symptoms of golden age condition and the perception about a level of seriousness in symptoms of golden age condition among women and men.

3. To study a relationship between the perception about symptoms of golden age condition and the perception about a level of seriousness in symptoms of golden age condition among women and men and the service utilization behaviors in golden age clinic among women and men.

In this study the author collected data by interview people who utilize a service from 4 golden age clinics of women and men located in Bangkok. Total samples used in this study are 136 people.

The results of this study show that the majority of people who utilize a service are women, have a good status, well educated and earn high income. Most of them are government official and government pensionary and can be classified in a middle class. Moreover women utilize a service more frequently than men and also have a hormone replacement more than men too. In addition the samples have a low perception about symptoms and a level of seriousness in symptoms of golden age condition.

The results of the hypothesis testing show that golden age women utilize a service more frequently than golden age men. A golden age person who earns high income will have a hormone replacement less than a golden age person who earns low income. A golden age person who has a high perception about symptoms of golden age

condition will have a hormone replacement more than a golden age person who has a low perception about symptoms of golden age condition. And a golden person who has a high perception about a level of seriousness in symptoms of golden age condition will have a hormone replacement more than a golden person who has a low perception about a level of seriousness in symptoms of golden age condition.

Furthermore, a social network play a major role in making decision to utilize a service from a golden age clinic. Most of the samples get an information about golden age clinic from suggestions of their friends mostly. The other information are from a medical officer and their couple. In other word, the main factors that has an impact on making decision to utilize a service from golden age clinic are from not only an estimation and meaning judgment to their symptoms but also an information supported by people in a social network such as members of family which are their couple, children, sibling or friends. The latter factor has more impact on making decision than a symptoms estimation only. These reflect that golden age service utilization is a health service utilization that people utilize a service not only because of their sickness but also their perception and getting information by social interaction as it is a necessary to the population of this age to utilize a service from a golden age clinic.