

Summary

Goal: To find the (f)actors which are of influence on the choice behaviour of autochthon and foreign patients at the Sint Franciscus Gasthuis (SFG) as a hospital for (poli)clinic delivery and why these (f)actors have influence on this choice behaviour.

Methodology: This research is a qualitative research. The theoretical research questions are embedded through a literature research study. The qualitative technique laddering was used to reveal the meanings of patients which they award to certain services (in this research: a treatment in a hospital). The data assembly through out this technique was collected by means of individual interviews with autochthon and foreign patients who where treated at the Sint Franciscus Gasthuis (SFG) for a (poli)clinic delivery. The collected dataset is analyzed by means of a content analyse and is converted in survey tables and ladders. After this process answers on the formulated questions were given, to which the results have been formed.

Results: The nature of the choice behaviour of autochthon and foreign patients for the selection of a hospital seems to be planned behaviour. The most important (f)actors to choose for the SFG are for autochthon patients accessibility, earlier experiences with a treatment in the hospital, the recommendation or proposal of the obstetrician, experiences of family and friends with the hospital and that the SFG is a peripheral hospital. The most important (f)actors to choose for the SFG are for foreign patients earlier experiences with a treatment in the hospital, experiences of family and friends with the hospital and accessibility. Values that lay behind these (f)actors are for both patient groups values such as: security, safety, faith, ease, personal treatment and insured support of your fellow men.

Conclusion: Autochthon and foreign patients report that they are aware of their choice of hospital. The patients obtained information of different hospitals mainly through personal sources. Abovementioned (f)actors contributed to a positive attitude with respect to the SFG by all examined patients. It also seemed that all patients appeared to attach value to the opinions of fellow men (subjective standard) and the patients consider themselves actually able to go the selected hospital (observed behaviour control). As well as attitude, the subjective standard and observed behaviour control for both patient groups have contributed to the intention to go to the SFG.

