

摘要

本研究探討「長期照顧計畫 2.0」承接居家失能醫師照顧服務方案，以專業的護理人員擔任個案管理員，並對長照服務使用者對於個案管理員之重要性及滿意度調查，是否符合長照服務使用者的實際需求及期許。本研究調查方式採用橫斷式調查法(Cross-Sectional Study)並用方便性取樣(Convenience Sampling)以家庭訪問方式進行調查，收案對象為雲林縣長期照顧合約居家失能醫師照顧方案收案滿 3 個月的個案，利用 Likert 尺度法（李克特量表，Likert Scale），以面訪方式詢問 122 位長照個案，於民國 110 年 11 月 1 起進行資料蒐集。問卷內容包含長照服務個案資源、使用者基本資料，如年齡、性別、教育程度等等。利用 IBM SPSS Statistics 27(SPSS-27)及 Excel 做為資料分析工具，所得資料以描述性統計(Descriptive Statistics)、T 檢定(Student's T-test)及迴歸分析(Regression Analysis)等方法進行研究假設檢定分析(Hypothesis Testing)。

在長照服務個案的重要性及滿意度問卷題目中，有形性題項裡「個案管理員的服裝儀容是否整齊，有專業性」、「個案管理員可依需要提供衛教資料」及「個案管理員對資料的準備符合您的需求」，反應性題項裡、「當我有問題時，個案管理員會立即協助」、「個案管理員有足夠的專業知識回覆我的問題」及「個案管理員到家裡訪視時間是否適宜」結果顯示有較高的滿意度。服務品質量表(SERVQUAL)的構面，依平均分數高至低排列為有形性、反應性、可靠型、關懷性，而保證性為滿意度為最低分。未來需加強個案管理員面對長期照顧服務個案所提需求時，須留意個案的情緒及訪視過程的感受，進而改善個案管理員及長照服務個案間服務效能。

迴歸分析顯示，重要性及滿意度對於忠誠度是有顯著的關係，其滿意度高則忠誠度越高。假設檢定分析顯示，H3、H4、H5 假設部分成立，基本人口學變相與長期照顧個案使用當中，教育程度服務品質滿意度及重要性，國小以

上學歷「國小」的個案認知是高於「不識字」的個案認知，而大部分個案為不識字，顯示未來長照服務提供相關描述應當多元且具體化，減少資訊不對等而產生服務落差。研究假設 H1、H2、H6、H7 為成立重要性、滿意度及忠誠度之相關性且正相關，顯示長期照顧服務品質重要及滿意度，將影響個案服務感受上之真實情況，其中以服務品質重要性認知與滿意度認知之落差分析(IPA)中可知，保證性相關題項需加強，擬定未來個案管理員修正訪視流程及訓練，使長期照顧服務使用者更能安心接受相關服務。

本研究結果將做為居家失能醫師照顧服務方案服務品質上的精進及改善參考。

關鍵字：服務品質、長期照顧、居家失能醫師照顧服務、高齡社會

Abstract

This study explores the integration of professional nursing staff as case managers in the "Long-Term Care Plan 2.0" home disabled physician care service program. It investigates the importance and satisfaction of long-term care service users regarding case managers and assesses whether the services meet the actual needs and expectations of the users. The study adopts a cross-sectional survey method with convenience sampling, conducting household visits to collect data from cases in Yunlin County who have been in the home disabled physician care service for more than three months. Using the Likert scale, face-to-face interviews were conducted with 122 long-term care cases, starting from November 1, 2021. The questionnaire included resources for long-term care service cases and basic user information such as age, gender, education level, etc. Data analysis was performed using IBM SPSS Statistics 27 (SPSS-27) and Excel, employing descriptive statistics, Student's T-test, and regression analysis for hypothesis testing.

The survey on the importance and satisfaction of long-term care services showed high satisfaction in the tangibility items such as "whether the case manager's attire and appearance are neat and professional," "the case manager provides health education materials as needed," and "the preparation of materials by the case manager meets your needs." In the responsiveness items, "the case manager assists immediately when I have questions," "the case manager has sufficient professional knowledge to answer my questions," and "whether the case manager's home visit time is appropriate" also showed high satisfaction. The SERVQUAL model ranked the dimensions from highest to lowest average scores as tangibility, responsiveness, reliability, empathy, with assurance having the lowest satisfaction. Future efforts need to enhance the case manager's attention to the emotions and experiences of long-term care service cases

during visits to improve the service efficiency between case managers and long-term care cases.

Regression analysis indicated a significant relationship between importance and satisfaction towards loyalty; higher satisfaction led to higher loyalty. Hypothesis testing revealed partial support for H3, H4, and H5, showing that demographic variables such as education level influenced service quality satisfaction and importance, with cases having an education level of elementary school or above perceiving higher satisfaction and importance than illiterate cases. Most cases were illiterate, suggesting the need for diverse and concrete descriptions of long-term care services to reduce service gaps due to information asymmetry. Hypotheses H1, H2, H6, and H7 were supported, indicating a positive correlation between importance, satisfaction, and loyalty. The gap analysis (IPA) of the perceived importance and satisfaction of service quality showed that assurance-related items need improvement. Future adjustments in case manager visitation processes and training are recommended to ensure long-term care service users feel more secure in receiving services.

The results of this study will serve as a reference for improving the service quality of the home disabled physician care service program.

Keywords: Service Quality, Long-Term Care, Home Disabled Physician Care Service, Aging Society