

# **FACTORS INFLUENCING THE PATIENTS' ACCEPTANCE TOWARDS MUSIC THERAPY PROGRAM IN HOSPITALS IN BANGKOK.**

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## **ABSTRACT**

Music therapy is a field of contemporary therapeutic disciplines that combine art, science, and humanity works with a wide range of population with various ages and abilities, starting from infancy to the end of life and treats to individuals who are in need in term of five functional domains that music therapy usually works with: physical systems, cognition, communication, emotions, and culture/society. In Thailand, music therapy profession is a new field and is not known vastly. Due to the lack of music therapist numbers, only a few hospitals have music therapy program allocated which is opposite to the western side where music therapy gains more popularity. Therefore, this paper aims to seek out what could make individuals accept and intend to use music therapy as their treatment. This conceptual research will investigate a multitude of factors including perceived ease of use, perceived usefulness and attitude, to determine the factors affecting the patients' acceptance towards music therapy program in hospitals in Bangkok. From the 300 individuals who have experienced in receiving care from Hospitals in Bangkok surveyed and analyzed by use of a structural equation model by SmartPLS software. It is expected that perceived ease of use, perceived usefulness, and attitude will be the factors affecting the patients' acceptance towards music therapy program in hospitals in Bangkok.

**Keywords:** Music Therapy, Perceived Ease of Use, Perceived Usefulness, Attitude, SEM

## **INTRODUCTION**

Music therapy is a field of contemporary therapeutic disciplines that combine art, science, and humanity (Bruscia, 2014). The American Music Therapy Association (AMTA), one of the world's biggest music therapy associations, defined music therapy as clinical interventions that are built on music elements and grounded on evidence-based. The goals are individualized to match clients' non-musical needs. AMTA also emphasized that music therapy is only performed by a credentialed professional who graduated from music therapy program (American Music Therapy Association, 2016).

Music therapy works with a wide range of population with various ages and abilities, starting from infancy to the end of life. There are five functional domains that music therapy usually works with: physical systems, cognition, communication, emotions, and culture/society (Davis, Gfeller, Thaut, 2008; Michel & Pinson, 2005). American Music Therapy Association and British Association for Music Therapy had suggested the list of populations who benefit from music therapy profession, which includes, neonatal care; people with physical disabilities, brain injury, AIDS, developmental disabilities, emotional traumas, hearing impairments; people in critical care, geriatric care, obstetrics, oncology, palliative care, personal growth, speech and language impairments, substance abuse, teens at risk, victims of abuse, and visual impairments (American Music Therapy Association, 2016; British Association for Music Therapy, 2016).

According to the wide diversity of clients who benefit from music therapy, music therapists serve in a variety of settings as well. Such as, medical setting, community mental health center, school setting, nursing home and private practice.

In Thailand, music therapy profession is a new field and is not known vastly. Due to the lack of music therapist numbers, only a few hospitals have music therapy program allocated. Result on the patients not seeing music therapy as their alternatives. According to the lack of knowledge on this treatment substitution gives the effect on the willingness to explore this alternative.

Besides, the research on music therapy in Thailand is very limited. Most of the research are conducted by music therapists or physicians focused on the results of each particular symptoms. Therefore, none of the research focuses on the patients' acceptance towards music therapy program. This also helps reduce the gap between doctors' and patients' perspectives on music therapy.

The purpose of this research is to study the factors that influence the patients' acceptance towards music therapy program and to explore the benefits that can impact on the patients, hospitals and music therapy profession.

### **Research Objectives**

1. to study the variables and the situation of music therapy in Thailand
2. to develop a Structural Equation Model of the variables that influence the patients' acceptance towards music therapy program in hospitals in Bangkok
3. to determine the effects, both directly and indirectly, of the variables on the patients' acceptance towards music therapy program in hospitals in Bangkok

## **LITERATURE REVIEW**

### **Perceived Ease of Use**

The Technology Acceptance Model (TAM) is a theory that was adopted from the earlier Theory of Reasoned Action (TRA) and is used to predict how Information Technology (IT) and its use is accepted (Venkatesh & Davis, 1996). Ease of use and simplicity are key ingredients in any acceptance associated with technology and new knowledge. This is consistent with Delikan (2010) which examined the use of the TAM model on confirmed that there is a significant relationship between users' perceived usefulness of service use, and their attitude toward using and their behavioral intention to use.

### **Perceived Usefulness**

According to Davis (1989), perceived usefulness is the degree of a person's belief that using a specific system would increase his/her performance which is affected by social influences (TAM2). Liang (2007) examined three leading human behavior theories including the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB), and the Technology Acceptance Model (TAM). Venkatesh & Davis (2000) also suggested that subjective norms, image, job relevance, output quality and result demonstration are the factors that would directly influence the intention to have any behavior and accept to do something.

### **Attitude**

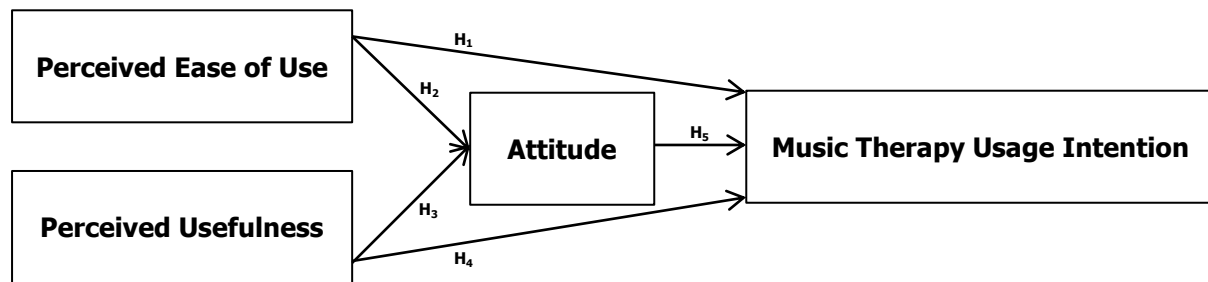
In 1937 Murphy, Murphy, and Newcomb (1937) proclaimed that attitude was the most important concept in the entire field of social psychology. Ajzen and Fishbein (1980) later argued that attitudes are comprised of beliefs and evaluations regarding expected outcomes. Al-Rafee and Cronan (2006) concluded that it is influenced by beliefs about the

outcome of behavior, happiness and excitement, age, the perceived importance of the issue, the influence of significant others, and Machiavellianism. Attitude has been found to significantly affect an individual's intention to behave ethically or unethically (Ajzen & Fishbein, 1985; Ajzen, 1988, 1991; Olson & Zanna, 1993). Therefore, understanding the dimensions of attitude will lead to the further understanding of the influences on ethical behavior intention.

### Music Therapy Usage Intention

From TAM1 (Davis, 1989) to TAM3 (Venkatesh, 2000), it was proposed the idea that any individual will accept something new to their usage like joining the music therapy session, it needs the great push from an intention in which derived from perceived of ease or things to show them the music therapy is not complicated or difficult to try, and perceived usefulness or the music therapy will benefit if they try it, and also the attitude towards the music therapy should be positive. This will create a mindset for the patients to accept the music therapy for their treatment.

### PROPOSED MODEL AND HYPOTHESIS



H1: Perceived Ease of Use has a direct influence on Music Therapy Usage Intention

H2: Perceived Ease of Use has a direct influence on Attitude

H3: Perceived Usefulness has a direct influence on Attitude

H4: Perceived Usefulness has a direct influence on Music Therapy Usage Intention

H5: Attitude has a direct influence on Music Therapy Usage Intention

### METHODOLOGY

The proposed nature of the research entails the development of a structural equation model to analyze the factors involved with the use of music therapy by patients. Therefore, the following detailed steps are being proposed. For this study the researchers will use both quantitative and qualitative research from both primary and secondary data which sets the stage for the study. The researchers are currently reviewing the literature including published research, textbooks, internet materials, media reports, and data which have been synthesized from the secondary data to develop a conceptual model for the variables that influence the patients' acceptance towards music therapy program in hospitals in Bangkok.

#### Population and Sample

Samples used for the study included 300 individuals who have experienced in receiving cares from hospitals in Bangkok. To gauge both content validity and reliability of the survey, 5 experts consisting of scholars and executives were chosen to evaluate the consistency of the content and confirm it was valid for the purposes of the research. Additionally, Rovinelli and Hambleton (1977) developed the Item-Objective Congruence

(IOC) which was used to carry out the screening of the survey questions. The result of  $\sum x/n$  that is higher than 0.5 is considered valid. The study made use of Cronbach's alpha to evaluate the initial questionnaire samples which used a 7-point Likert rating scale. The values of alpha that are considered acceptable, range from a value of 0 to 1 and may be used to describe the reliability of factors extracted from multi-point formatted questionnaires or scales, with a reliability score of 0.7 or higher being considered a reliable score by many researchers (Hair et al, 2006). Although many social scientists disagree on what constitutes adequate validity, for this research convergent validity (e.g., having adequate AVE more than 0.5) was one method used.

#### Data Collection

It is suggested a 15:1 to 20:1 subject-to-variable ratio as a rule of thumb can be used structural equation modeling (Schumacker and Lomax, 2010). As the study will consist of 15 indicators, a 20:1 ratio will be used to determine the sample size of 300 which will be selected by multi-stage random sampling, with the population divided into districts distributed throughout Bangkok, selected in proportion to the population of each group within each district.

#### Data Analysis and Statistics Used

Henseler et al. (2014) indicated that PLS is an important statistical tool for research. Smart PLS 2.0 software will be used to discover the causal relationships of the structural equation model (SEM). This involved defining the observed or manifest variables with the latent variables, which will be then analyzed for their accuracy and reliability of the measurement. According to the analysis result of scale validity and reliability, scale investigation will be conducted using internal consistency measurement coefficient alpha of Akron BAC (Cronbach) to calculate the average value of the correlation coefficient. The alpha coefficients are suggested to range among 0.7. The discriminant validity and the scale reliability will be analyzed from Composite Reliability (CR) as well as the Average Variance Extracted (AVE). The CR value should be maintained above 0.50 while the AVE values should be greater than 0.50. Additionally, the coefficient of determination (R<sup>2</sup>) value should always exceed 0.20 (Lauro and Vinzi, 2004; Henseler and Fassott, 2010).

### CONCLUSION

It is expected to find out that three factors, perceived ease of use, perceived usefulness, and attitude will influence the patients' acceptance towards music therapy program in hospitals in Bangkok. Moreover, the findings from this research could be used as a data base for the hospitals' decision weather to place music therapy program in their treatment plan. Music therapy program is success-oriented based, where everyone with every background of music skill can participate, and proved that it enhances patients' quality of life in physical, psychological, social relationship, and environment domains. The benefits of having music therapy program in hospitals in Bangkok or in wilder area will directly go to the patients. The easier to access to music therapy is the more possibilities for the patience to receive the treatment.

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