THE INFLUENCE OF USE MOBILE SERVICE INNOVATION OF CHINESE STUDENTS

Hesheng Zhang, Chayanan Kerdpiyak

Suan Sunandha Rajabhat University, Thailand,

E-Mail: s 63463829051 @ssru.ac.th; chayanan.ke@ssru.ac.th

ABSTRACT

The research conducted a comprehensive investigation into the satisfaction levels of Chinese students regarding mobile health services, uncovering nuanced insights into their perceptions and the factors influencing their satisfaction. One prominent discovery was the significant impact of performance expectations on satisfaction levels. This encompassed convenience and product quality, both of which were identified as key drivers of satisfaction. These services were acknowledged for their convenience and provision of reliable information, yet there existed a prevailing concern regarding the accuracy of treatments offered through these platforms.

The research outcomes further validated the strong correlation between health concerns and expectations in influencing the adoption of these services. This correlation emphasized the interconnectedness of these factors in shaping users' attitudes and behaviors toward mobile health services. The findings emphasized the pivotal role played by both perceived health concerns and the expectations associated with service performance in determining the acceptance and utilization of these innovative healthcare platforms among Chinese student the study illuminated the multifaceted nature of user satisfaction with mobile health services, acknowledging both their advantages and potential drawbacks. It provided valuable insights into the factors that drive satisfaction and adoption, ultimately contributing to a deeper understanding of the intricate dynamics between user expectations, health concerns, and the utilization of mobile health services among the student population in China.

Keywords: innovation; satisfaction; mobile service

INTRODUCTION

Tele-health and mobile medical services have emerged as transformative elements within healthcare, propelled forward by technological advancements and bolstered by global initiatives. This paradigm shift, driven by m-health leveraging mobile devices, has significantly expanded, ushering in enhancements in patient care, streamlining doctor efficiency, and optimizing resource allocation within the healthcare ecosystem. This rapid evolution finds its impetus in several critical factors: substantial government support, ongoing technical innovation, and the continual evolution of societal health needs, collectively fueling the exponential growth of this industry.

At the forefront of this evolution lie top-tier medical applications such as Update and Medscape, which have revolutionized communication channels and streamlined operations for healthcare professionals. These apps stand as testament to the capacity of technology to augment the efficiency and efficacy of healthcare delivery systems.

In the realm of policymaking, there's a growing recognition of the necessity to comprehend the multi-dimensional facets of service innovation. Policymakers are increasingly acknowledging the need for sustained investment and commitment to nurturing service innovation, realizing its pivotal role in advancing healthcare and economic development strategies. Successful service innovation aligns closely with crucial aspects such as health concerns, performance expectations, and product quality in the domain of mobile health services, underscoring society's inclination to prioritize health outcomes over convenience and quality. Moreover, the contemporary landscape emphasizes the strategic avenues through which service innovation can be harnessed effectively. Service organizations are approaching innovation through various lenses: new service innovation, core service innovation, service delivery innovation, and supplementary service innovation. These approaches cater to the dynamic nature of services, adapting to the evolving expectations of consumers and the shifting roles of users, buyers, and payers in the service consumption paradigm.

The rapid pace of change in recent times, driven by customer expectations and the pervasive influence of mobile internet and networked devices, underscores the imperative for businesses to leverage the burgeoning opportunities presented by service innovation. Understanding and capitalizing on these four growing trends—customer expectations, mobile internet proliferation, networked devices, and evolving customer roles—present a strategic imperative for businesses seeking to remain competitive and relevant in an ever-evolving service landscape.

As healthcare and technology continue to converge, the landscape for service innovation within mobile health services remains ripe with potential. Embracing this potential through sustained innovation will not only elevate healthcare standards but also redefine the very essence of service delivery in the modern era.in recent years, and businesses must capitalize on the opportunity for service innovation created by four growing trends: customer expectations, the proliferation of mobile Internet, networked devices, and customer roles of user, buyer, and payer (McKinsey Quarterly, 2015; Michel, S., 2020) .

Research Question

This study focuses on use mobile health service innovation of Chinese students This study attempts to examine in depth the following three questions.

1)What are current of the components of use mobile health service innovation of Chinese students?

2)What factors influence mobile health service innovation user satisfaction of Chinese students?

Research Objective

This study seeks to investigate how green knowledge sharing and green dynamic capabilities influence green innovation in manufacturing enterprises by exploring the role of business model innovation. The specific objectives of this study are:

1. To investigate the relationship of green knowledge sharing, green dynamic capabilities, business model innovation and green innovation;

2. To test the validity of a conceptual framework of green knowledge sharing, green dynamic capabilities, business model innovation and green innovation

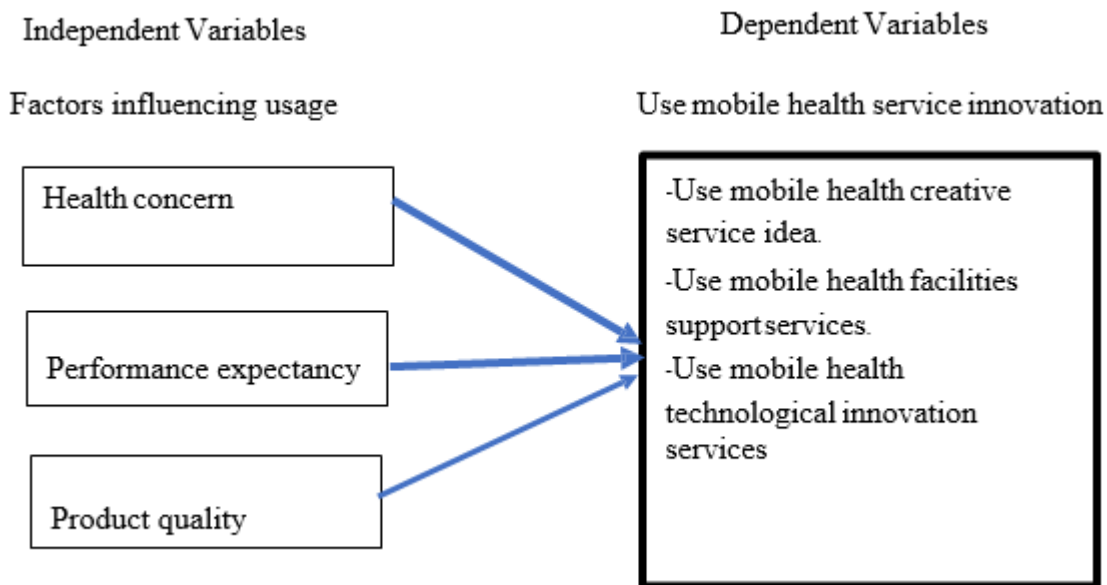3. To explain the green innovation mechanism in manufacturing enterprises by using the proposed framework.

Independent Variables
Factors influencing usage

| Health concern |
| Performance expectancy |
| Product quality |

Dependent Variables
Use mobile health service innovation

-Use mobile health creative service idea.
-Use mobile health facilities support services.
-Use mobile health technological innovation services

Figure1 Conceptual Framework

Methodology

The study utilizes a quantitative research method to explore the correlation between Chinese students' perceptions of Health services and their usage behavior. It aims to fill a research gap in mobile medical services by examining opinions on health concerns, performance expectancy, and product quality as factors impacting user satisfaction. Data collection involves surveys distributed online to students from universities in Fuyang, China, using a Likert scale. The study aims to analyze this empirical data using regression analysis to validate hypotheses related to user behavior and satisfaction with mobile health services. The research methodologies employed include quantitative surveys and causal connection analysis. Primary research questions focus on understanding components of mobile health service innovation and factors influencing user satisfaction among Chinese students.

Results

This research focused on understanding the link between Chinese students' perceptions of mobile health services and their usage behavior. Through quantitative survey research among students from Fuyang universities, the study aimed to validate hypotheses related to health concerns, performance expectancy, and product quality influencing user satisfaction. The analysis involved descriptive statistics like frequency, percentage, mean, and standard deviation, along with regression analysis as an inferential statistic. The findings support the

hypotheses, indicating significant relationships between health concern, performance expectancy, product quality, and the use of mobile health service innovation among Chinese students. These insights can guide strategies to encourage the uptake of mobile health services and contribute to device development, benefiting both users and medical professionals.

Correlation analysis determines the statistical association between variables in quantitative research. The Pearson correlation coefficient measures the degree of correlation between variables and dimensions, the correlation analysis here uses the letter r to represent the linear correlation coefficient, and its value range is [-1, 1]. The judgment index of Pearson correlation coefficient is |r|>0.8, highly correlated; |r|>0.5, moderately correlated; |r|>0.3, lowly correlated; |r|. The correlation coefficient serves as the basis for subsequent regression analyses. The correlation coefficient serves as the presumption and foundation for the subsequent regression analysis. On the basis of Tables 4.17, it is believed that there is a correlation between the variables and the dimensions; however, the hypotheses must be verified further.

Finally, according to the data analysis results, it is proved that the dimensions of health concerns, performance expectancy, and product quality have significant relationships with mobile health service innovation. These factors play a crucial role in shaping the success and adoption of mobile health services. Health concerns, such as the need for remote monitoring or access to healthcare in underserved areas, drive the demand for innovative mobile health solutions. Additionally, users' performance expectancy, which refers to their belief in the effectiveness and usefulness of these services, greatly influences their willingness to adopt and engage with them.

According to the results of the data analysis, it is proven that the dimensions of health concerns, performance expectancy, and product quality have significant relationships with mobile health service innovation. Health concerns (R= 53.4%) and physical examinations (R = 3.94) are highly valued, with performance expectancy (R = 62.8%) being high. Mobile health services offer convenient delivery, high product quality (R = 77.4%), and innovation in accessing patient electronic health records. These findings suggest that individuals prioritize their health and place importance on the convenience and quality of mobile health services. Additionally, the ability to access electronic health records through mobile platforms showcases the innovative nature of these services, further enhancing their appeal to users.

CONCLUSIONS

This research aims to understand the components of mobile health service innovation among Chinese students and explore potential challenges or barriers that may hinder their implementation. The study involved 385 respondents who rated factors influencing their usage of mobile health services. The most important factor influencing performance expectancy was convenience of medical services, while affordability was identified as a key concern. The product quality of mobile health services was found to be stable, smooth running, authentic, reliable information sources, and prompt responses to questions or consultations. However, mobile health services may not provide the correct treatment for certain health problems.

Mobile health services offer convenience, product quality, and technological innovation for medical staff to access patients' electronic health records, enabling self- diagnosis, freeing up resources in healthcare facilities, and improving access to healthcare services in under-

resourced areas. However, self-diagnosis through these services may not always be accurate, and certain health conditions may require physical examinations or specialized treatment. Security concerns have been raised, but mHealth programs can provide a low-cost means of supporting diverse healthcare functions. Overall, mobile health services improve patient outcomes, alleviate the burden on healthcare facilities and resources, promote preventive care, reach underserved populations, and enhance convenience for patients. Furthermore, mHealth programs have the potential to reach underserved populations and improve access to healthcare services, particularly in remote or rural areas where medical resources may be limited. By leveraging mobile technology, individuals can receive timely medical advice, access educational resources, and even schedule virtual consultations with healthcare professionals.

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