

EXTENDING THE IS SUCCESSFUL MODEL TO THE WEBSITE SERVICE QUALITY OF HOSPITAL SYSTEMS

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ABSTRACT

This study takes the hospital website as the subject of a service quality survey. Previous literature on information system success mostly focuses on website technology and content and does not include service quality. The scope was within an organization's system and did not extend to unspecified consumer users of e-commerce, nor did it include the concept of services. DeLone and McLean [1] divided e-commerce success into three dimensions: website technology, message content, and service quality. They discussed user satisfaction and user benefits from these three dimensions, thereby verifying the service quality model of e-commerce websites. Many researchers have recognized that their model is a relatively complete research model for discussing the quality of website services.

However, we believe that system success and service quality are the two main factors. First of all, the system's success is difficult to determine. A system may have all functions but does not necessarily mean success. Unlike other products, satisfaction with system use at first does not mean success. The important thing is to use it consistently at work. This way of usage evaluation can truly reflect the success of the system.

In terms of service quality, we believe that the information system success (ISS) model of DeLone and McLean [1] is not sufficient as a complete model of website service quality. For customers, purchasing products or services is also affected by personal emotions. Therefore, this study proposes to adjust and extend the ISS model. First, add Oliver [2] Expectation Confirmation Theory (ECT) to discuss consumer expectations for products and post-purchase behavior [3]. Second, the discussion of service quality includes the consumer's emotional perception response, personal attitudes, and driving behavior based on the Affective Event Theory (AET) [4, 5]. Finally, this study believes that in addition to system technology, a successful website service quality model must also have mediating effects of affective response and expectation confirmation and discuss the behavioral response after system use.

The research purposes of this study are: (1) identifying a complete website service quality model based

on the literature, (2) proposing the components of a complete and successful website service quality model, (3) validating the complete website service quality model, (4) discussing the service quality of the successful hospital website system, (5) establishing a service quality measurement tool for the hospital website. According to the proposed framework, we collect sample data, analyze and test the effects of factors, discuss the findings, and confirm the research model. First, appropriate scales were developed based on the literature to measure the constructs in this study. Then, to validate the scales, we examined content validity, structure validity, and reliability analysis. Furthermore, we follow the general procedures to develop the scales, including (1) conceptualization, (2) design, and (3) verification. Conceptualization starts with activities such as defining operational issues. Next, the design focuses on structural validity and reliability analysis, deriving a preliminary scale and testing it. Finally, the verification is conducted by collecting data using structured questionnaires and random sampling. Finally, a quantitative analysis is performed to obtain the results and compare them with past literature.

As expected, the results are mostly in line with past research. In other words, the applicability of the theories and the differential impacts on behaviors are consistent with the previous literature. What's more special is that, for example, the service recovery of a specific negative event remains the same as pointed out in the literature, but the effect of affective response obtained in this study is not significant because most of the users did not encounter poor service. Finally, this research confirms the applicability of ECT and AET to the formation of the website service quality model. The model is extended with post-use behavior to provide future research with a complete model to adopt.

Keywords: expectation confirmation theory; affective event theory; website quality; service quality; user behavior; hospital system.

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