YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

FACTORS INFLUENCING CUSTOMER SATISFACTION AND CONTINUED USAGE INTENTION OF CAREME PATIENT APPLICATION

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MBA II – 2
MBA 26th BATCH

JUNE, 2024

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ACADEMIC YEAR (2022 - 2024)

Supervised By:

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This thesis is submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA).

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ACCEPTANCE

This is to certify that the thesis entitled "**Factors Influencing Customer Satisfaction and Continued Usage Intention of Careme Patient Application**" has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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JUNE, 2024

ABSTRACT

The aims of this study are to investigate the factors that influence customer satisfaction, to analyse how customer satisfaction affects the intention to continue using the Careme patient application, and to analyse how the habit of using the application moderates the relationship between customer satisfaction and intention to continue usage. Both primary and secondary data are utilised. A structured questionnaire employing a 5-point Likert scale is utilised for the collection of primary data. According to the Yamane sampling formula. A sample size of 399 active customers out of a total of 148,532 active customers of the Careme patient application was picked using the simple random sampling approach. Secondary data is obtained from reports of the Careme patient application, relevant textbooks, past research articles, and web sources. This study utilises descriptive statistics and linear regression analysis. The study revealed that service quality, perceived utility, and perceived simplicity of use had a favourable and significant impact on customer satisfaction. Furthermore, customer happiness has a strong positive impact on the intention to continue using the Careme Patient Application. Additionally, it has been determined that the presence of habit does not moderate the association between customer happiness and the intention to continue using a product or service. The Careme Patient Application should incorporate a real-time chat feature that enables communication with officials from the corresponding hospitals.

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LIST OF ABBREVIATION

E-satisfaction	Electronic-satisfaction
HR	Human Resource
IS	Information system
QIA	Quality Improvement Activity
TPB	Theory of Planned Behavior
WOM	Word Of Mouth

CHAPTER 1
INTRODUCTION

Given the global advancements in technology across several sectors, including the medical industry, it is evident that significant progress has been made. The rapid advancements in Information Technology (IT) have fostered the integration of mobile devices into several aspects of everyday life. Healthcare applications enable individuals to access healthcare services remotely and at any given moment. The popularity of healthcare applications can be attributed to the proliferation of digital health technology and the growing use of mobile devices.

The extensive utilisation of mobile devices facilitates the amalgamation of health and mobile services. Mobile health applications have revolutionised the process of obtaining health information and enhanced the effectiveness of services in the healthcare industry. Customers may have the intention to persist in utilising the system due to their pleasure with the service or product. Social influence refers to the degree to which individuals are affected by influential individuals such as family and friends who endorse the adoption of new technology (Venkatesh & Thong, 2012). Online reviews are virtual platforms where people share word-of-mouth information. They are very popular worldwide (Filieri, 2015).

Emerging technologies can have an impact on customer satisfaction through several factors such as service quality, perceived value, perceived usefulness, perceived ease of use, social influence, and online reviews. Santos (2003) provided a definition for mobile application service quality, which refers to the overall assessments and opinions of customers on the high standard and excellence of delivering e-services using mobile applications. Chiu et al. (2014) defines perceived value as the result of weighing the advantages and disadvantages of a transaction. Perceived usefulness, as defined by Li et al. (2019), refers to the benefits that consumers receive when using a technology. Perceived ease of use refers to the extent to which using a system will need minimal additional effort (Adams et al., 1992).

Satisfaction is determined by the level of enjoyment experienced by the user when interacting with the system, as stated by Nielsen (1994). Customer satisfaction is a quantitative assessment of the level of contentment that customers have with a company's offerings, including its products, services, and talents (Woldu, 2014). Habit denotes the

degree to which individuals tend to perform a task automatically after a time of familiarity and is indicative of their past usage experience (Venkatesh & Thong, 2012).

Continuance usage intention refers to an individual's intention to persist in using a technology over the long term (Bhattacherjee, 2001). Additionally, it pertains to a consumer's disposition and inclination towards the future usage of a specific product or service (Song & Jo, 2023). Continuous usage intention refers to a subjective attitude and consumer behaviour intention.

The popularity of healthcare applications is increasing due to their provision of easy and easily accessible healthcare services. Certain healthcare applications are provided at no cost as they receive financial support from investors or healthcare organisations. Additional healthcare applications necessitate payment as they are created by private enterprises or individuals seeking to generate revenue. Free healthcare applications may have restricted functionalities, whereas commercial healthcare applications may provide more sophisticated features and services. Patients can also assess the credibility of an application by reviewing feedback from other users. Healthcare applications can offer instructional materials and facilitate remote consultations between patients and healthcare experts.

The Careme Patient Application is specifically intended to provide a user-friendly and easily accessible platform for arranging doctor appointments at hospitals. The application was initiated on September 27, 2020. The system allows the patient to schedule an appointment effortlessly and retrieve the booking details instantly. This study aims to investigate the elements that influence customer satisfaction and the intention to continue using the Careme patient application.

1.1 Rationale of the Study

There is a wide range of health applications readily accessible on the App Store and Google Store. Many applications are downloaded by people, but only a select number are utilised frequently. 25% of consumers abandon mobile applications after just one use. Software companies are facing significant challenges in retaining users who quickly abandon their downloaded software. Having a profound comprehension of the users of a product is really crucial. The sustained intention to utilise mobile healthcare apps is crucial for the success of mHealth apps and their developers. Mobile app users who are content with their experience are more likely to persist in using the apps. Ensuring customer pleasure and fostering the intention to continue using innovative technologies are crucial for their success.

If the outcomes of utilising mobile health applications fulfil and beyond users' expectations, users may experience satisfaction with mobile health applications and demonstrate a willingness to continue using them. client satisfaction fosters enduring client relationships, providing the organisation with a competitive edge. In order to thrive in a competitive market, service providers must engage in competition by satisfying or surpassing customers' requirements and anticipations for the quality of mobile services. The customer's sustained intention to continue using a mobile app is important in evaluating its level of success. Mobile application retention refers to the rate at which users are retained over an extended period of time. Moreover, the user's habit plays a crucial role in influencing their ongoing intention and behaviour while using mobile applications.

Typically, users of mobile applications evaluate the quality of the service provided by the application. The quality of mobile service is a vital strategic component for companies to distinguish their products and services from those of their competitors. To comprehend user behaviours, including the adoption of services and purchasing patterns, it is necessary to grasp the concept of perceived value. Users will appreciate an application that is both functional and user-friendly. Furthermore, the majority of individuals seek advice and endorsements from others on health applications.

This programme enables patients to conveniently make appointments at their preferred time without the necessity of contacting the doctor's office by phone. This technique has the potential to decrease waiting times and minimise the necessity to reschedule appointments. Individuals have the option to select skilled medical practitioners for their health concerns through a patient application. Utilising patient or mobile health applications is especially advantageous due to factors such as avoiding waiting in line for registration, reducing transportation expenses, and overcoming challenges in finding doctors and scheduling appointments. Given that mobile health or patient applications are a nascent technology in Myanmar, it is necessary to get a more profound comprehension of these applications.

The healthcare sector is encountering a multitude of obstacles, such as escalating expenses, restricted availability of service, inefficiencies in appointment scheduling, and the growing need for tailored patient experiences. Conventional appointment procedures can entail extended waiting periods, telephone conversations, and administrative complexities for both patients and healthcare professionals. Amidst the era of technology, there is an urgent requirement for creative ways to tackle these difficulties and enhance the accessibility and provision of healthcare. These applications can provide numerous advantages to both patients and healthcare providers. If service providers are unable to

retain consumers and facilitate continuing usage, their efforts and resources invested in releasing mobile applications to make their services available would be in vain, resulting in failure to recover costs and achieve success. Moreover, the fierce rivalry has exerted a substantial impact on the service providers, compelling them to devise a pragmatic approach to retain users. Therefore, it is imperative to determine the elements that influence the ongoing use of mobile applications. Comprehending the ongoing usage patterns of users is crucial for the success of patient applications.

While the Careme patient application is widely downloaded and installed, a significant number of users do not consistently utilise it beyond the first acceptance. The number of application users has not increased as anticipated. Therefore, this study specifically examines the elements that influence customer satisfaction and the intention to continue using the Careme patient application.Therefore, this study specifically examines the level of customer satisfaction and the intention of continued usage of the Careme patient application.

1.2 Objectives of the Study

The objectives of the study are:

1. To examine the influencing factors on the customer satisfaction towards Careme patient application;
2. To analyze the effect of customer satisfaction on continuance usage intention of Careme patient application; and
3. To analyze the moderating effect of habit on the relationship between customer satisfaction and continuance usage intention of Careme patient application.

1.3 Scope and Method of the Study

This study primarily investigates the elements that influence customer satisfaction and the intention to continue using the Careme patient application. Both primary and secondary data are utilised. The Careme patient application currently has a total of 148,532 active clients. The calculation of sample size is performed using the Yamane method. A total of 399 active customers were picked out of the 148,532 active customers of the Careme patient application using the basic random sampling approach. A structured questionnaire with a 5-point Likert scale is utilised for gathering primary data. Data collection for the study was conducted online in April 2024. Secondary data is obtained from reports of the Careme patient application, pertinent textbooks, prior research articles, and web sources. The data is analysed using descriptive and linear regression methods.

1.4 Organization of the Study

This study comprises five chapters. Chapter one serves as the introductory section of the study, encompassing the rationale, objectives, scope, methodology, and organisation. Chapter two provides an overview of the theoretical foundation, prior research, and conceptual framework of the study. In Chapter three, the profile of customers and the elements that influence their satisfaction and intention to continue using the Careme patient application are presented. Chapter four provides an examination of the elements that influence customer satisfaction and their intention to continue using the Careme Patient Application. Chapter five provides a comprehensive summary of the research, including the findings and analysis, recommendations and ideas, and the importance of conducting additional research.

CHAPTER 2
THEORETICAL BACKGROUND

This chapter provides an overview of the literature on many aspects that have an impact on consumer behaviour, including service quality, perceived value, perceived usefulness, perceived ease of use, social influence, and online reviews. This chapter provides an overview of past research and introduces the theoretical basis for the current study.

2.1 Influencing Factors

Customer satisfaction can be impacted by multiple aspects, such as the quality of service, the perceived value, the perceived utility, the perceived ease of use, social effects, and online reviews (Joo & Choi, 2016).

2.1.1 Perceived Value

Perceived value, as defined by Davis (1993), is the extent to which a user believes that utilising technology would enhance their circumstances. The primary determinant of value for consumers is the advantages derived from a product or service. Perceived value, as defined by Kotler and Keller (2009), refers to the evaluation made by potential consumers on the benefits and costs of a certain offer compared to other alternatives.

Consumer perceived value refers to the comprehensive evaluation made by consumers on the usefulness of a product or service. This evaluation is based on their view of what they receive and what they offer in return for the product or service. Gallarza and Saura (2006) define customer value as the perceived difference between the benefits received and the costs associated with the available options. Consumers often aim to optimise their value by minimising search expenses, expanding their knowledge, increasing their mobility, and maximising their income. Perceived value, as described by Sumaedi (2014), is a construct that reflects client perceptions derived from evaluation.

Boksberger and Melsen (2011) elucidated that consumers assess the worth of a product or service based on its value. The customer's value can manifest in various forms, such as the value derived from the product, the value derived from the service, the value derived from the employees, and the value derived from the company's image. Effective discernment arises not from the vantage point of the service provider, but rather from the

standpoint of the customer. Customer ratings in this context are subjective and dependent on individual perspectives. Perceived value refers to the holistic evaluation made by consumers regarding the advantages of a product or service, including factors such as service quality, price, emotional appeal, and social worth. This evaluation is based on the consumer's impression of what they receive and provide in return (Merle et al., 2011).

2.1.2 Perceived Usefulness

Perceived usefulness refers to the extent to which a given system enhances users' performance, efficacy, and productivity in carrying out a specific job or activity (Alalwan et al., 2016). Perceived usefulness pertains to the extent to which an individual believes that adopting and utilising a specific technology would enhance their job performance, and it will influence their inclination to employ the new technology (Davis, 1989). According to Lin (2019), perceived usefulness pertains to the belief of system users that they would get improved outcomes by utilising services.

Perceived usefulness pertains to the extent to which a user believes that utilising technology will enhance their circumstances (Davis, 1993). Perceived usefulness, as described by Cho et al. (2019), refers to the capacity of a new application and system to effectively aid customers in achieving their desired goals and fulfilling their needs. Perceived usefulness encompasses the ability of digital technology and its adoption to effectively address and overcome dangers or obstacles presented by external events (Tseng et al., 2019).Perceived usefulness refers to individuals' perceptions of the potential of a new technology to alter their business practices and enhance their performance (Ajzen, 1991). Doll et al. (1998) provided a definition of perceived usefulness as the subjective evaluation by consumers on whether the new technology they are now utilising will enhance the efficiency and effectiveness of the tasks they are performing.

The perceived usefulness of a product or service significantly contributes to a company's ability to attain success. Alternatively, it might be asserted that customers will only adopt the new technology or product if they perceive it to offer some additional benefits (Tan & Teo, 2000). Hence, the perceived usefulness of a product or service can significantly influence the success or failure of a company in a given market.

2.1.3 Perceived Ease of Use

Davis (1989) defines perceived ease of use as the extent to which users anticipate new technologies to be effortless and straightforward. Perceived ease of use refers to the

degree of ease associated with utilising a technology (Okumus et al., 2018). Chan et al. (2010) shown that the perceived ease of use has an impact on users' attitudes and intentions. Perceived ease-of-use refers to individuals' subjective evaluations of the level of effort required to acquire knowledge and skills in using a new technology or product (Amin et al., 2014). Moreover, the way users perceive the simplicity of using a system has a substantial influence on their satisfaction and their intention to continue using it (Wu & Wang, 2005). Davis (1993) stated that the system's usefulness is positively influenced by its ease of use. The correlation between the simplicity of use and usefulness is reinforced by Bruner and Kumar (2005).

Perceived ease of use refers to the degree to which users perceive that utilising an information system will be beneficial to their work and require minimal exertion (Davis, 1989). Perceived ease of use refers to the belief one holds during the process of making decisions while utilising information technology (Alsaleh, 2019). An individual's assessment of technology's usability reflects their belief in its ability to enhance task completion, thus influencing their behaviour (Supriyati & Cholil, 2017). Deshpande and Zatman (1987) found that a customer's view of a product might be influenced by their perception of how easy it is to use.

Customers are less likely to purchase a product or technology if they believe it will be challenging and time-consuming to learn. Instead, they will seek out alternative options that offer similar functions but are easier to learn (Davis, 1989).

2.1.4 Social Influence

Social influence refers to the degree to which an individual perceives the importance of trust in using a new system (Kim et al., 2007). This demonstrates a normative nature that aligns with aspects such as subjective norms, social influences, and social perception (Martin & Herrero, 2012). Social influence refers to the collective impact of the social identity of a group's members, enabling them to generate socially validated knowledge, share a common belief, adopt a specific mindset, and engage in tangible and objective actions (Turner et al., 1994).

Social influence pertains to the degree to which an individual perceives that their social milieu (including family, peers, and other significant individuals) expects them to engage in specific behaviours. This indicates that individuals could perceive a system as valuable and opt to utilise it if a significant authority figure recommends it, even if they personally have reservations about the system (Zhang, 2020). Social influence is a notable

determinant that can impact an individual's mindset (Chang et al., 2017). When confronted with unfamiliar situations, humans typically require assistance from others. Nevertheless, social influence has the ability to indirectly impact behavioural intention via influencing attitude. The impact of social influence on technology adoption is widely recognised (Akar et al., 2018).

Social influence refers to the extent to which an individual perceives that significant individuals in their life desire them to engage in a specific behaviour (Venkatesh et al., 2003). Social influence refers to the degree to which an individual perceives that their close associates desire them to make a particular decision or engage in a specific action (Venkatesh et al., 2003). Social influence can be transmitted through various channels, such as verbal communication, social networks, and online brand communities (Ozuem et al., 2021).

As to Ozuem et al. (2021), social influence refers to the degree to which family and friends have a favorable impact on the perception of the school through methods such as word of mouth (WOM), social media posts, or the sharing of testimonials and anecdotes. Kelman (1958) posited that social influence can alter behaviour through the mechanisms of compliance, identification, and internalization. From this standpoint, the shared identity of individuals inside a specific group will shape a perspective and thought process that is deemed appropriate and impartial.

2.1.5 Online Reviews

An online review is a critique written by a customer who has purchased a certain product or service (Doh & Hwang, 2009). Potential customers depend on sources to gain information about the product or service they intend to purchase. Most firms in the digital marketplace have adopted a digital platform to allow customers to inquire about or review their products.

Online reviews are digital representations of word-of-mouth information and have gained global popularity. Individuals are inclined to peruse web evaluations that exert an impact on their choices around what to consume. Mobile applications' interactivity enables users to generate online reviews, provide feedback on health services, and express their thoughts about mobile health applications. There is a strong association between online reviews and users' propensity to engage in activities, such as entertainment and convenience of use (Elwalda et al., 2016). If consumers perceive online reviews as valuable, useful,

comprehensive, credible, and up-to-date, they are likely to be content with mobile health applications (Huang, 2015).

There exist discernible variations among various sorts of online review services. The categorization of these platforms includes mostly programmes designed for consumer feedback, such as video-sharing platforms that initially had different functions but garnered product reviews, as well as independent customer review platforms (Wang et al., 2020). According to the studies, platforms such as video-sharing platforms, personal blogs, independent customer review platforms, and retail websites are considered to be the venues where consumers can make comments in the form of consumer reviews (Burtona & Khammash, 2010).

Blogging platforms, especially those that frequently discuss user experiences with services and products, have gained immense popularity in the current period. Bloggers' reviews include of their personal experiences and detailed information about the business or product (Fan & Gordon, 2014). Bloggers often consider themselves to possess extensive knowledge about specific items and hence tend to specialise in them while writing their evaluations (Fan & Gordon, 2014).

Consumers perceive online consumer evaluations as being less dangerous and more valuable and reliable compared to the information provided by advertisers. The act of seeking out a review can be seen as a reliable and secure way for customers to ensure their satisfaction and make an informed decision. Specifically, when customers plan to buy a high-priced item, they extensively search for reviews in order to minimise uncertainty. Hence, buyers read internet evaluations as a means to minimise the potential risks associated with their purchases, as stated by Burtona and Khammash (2010).

2.1.6 Service Quality

According to Wu et al. (2021), service quality refers to the customer's overall evaluation of how good or bad an organisation and its services are. It can be measured by comparing the customer's expectations with their actual perception of the service's performance. Service quality is the evaluation of how well a service meets customer expectations in terms of performance, as defined by Zeithaml in 1981.

Zeithaml and Bitner (2003) define service quality as the assessment made by consumers regarding the exceptional and outstanding nature of the service they have experienced. The assessment of system performance is determined by the level of service quality (Chang, 2013). Ali et al. (2014) define service quality as the extent to which a

service meets the requirements or anticipations of the customer. It represents the disparity between the level of service that the client anticipates and the actual service that the customer receives.

In Grönroos' (1984) study, service quality was categorised into two types: technical service quality and functional service quality. Technical service quality pertains to the outcomes that consumers experience from their interactions with a service organisation, while functional quality relates to the manner in which service professionals deliver the services to customers. Grönroos (1984) classified the quality of technical service in mobile networks into several categories, including network coverage, mobile service, value-added services, billing system, convenience, and price structure (Santouridis & Trivellas, 2010).

Johnson and Sirikit (2002) emphasised the crucial role of service employees in providing a consistently high level of service delivery when it comes to functional service quality. Service employees must undergo screening, training, and motivation in order to become effective marketers (Bitner, 1990). Good customer service include the effective settlement of problems and the assistance provided by contact centres and frontline staff at mobile network provider stores (Santouridis & Trivellas, 2010).

Customers that have favourable emotions and attitudes towards the services they receive are more likely to have a favourable perception of the service provider. This, in turn, leads to customer loyalty. Almost every firm acknowledges that service quality is just as crucial as product quality when it comes to customer retention. Service companies place a greater emphasis on service quality because the service itself is typically the main product (Ishaq, 2012).

2.2 Customer Satisfaction

Customer satisfaction refers to the evaluations made by customers regarding the items or services they have used. Customers often judge whether the performance of a product or service has beyond their expectations (Halstead et al., 1994). Customer satisfaction refers to the consumer's reaction to the level of fulfilment achieved via the consumption of a good or service, indicating if it meets their expectations and delivers a satisfactory experience (Zhou et al., 2018).

The success of computer-based systems is typically linked to the satisfaction of the user. Oliver (1981) defines satisfaction as an individual's emotional evaluation that is influenced by their experiences and beliefs. Assessing the pleasure of end-users is a

commonly used method to quantify the effectiveness of information systems (Cheok & Wong, 2015).

As stated by Chen and Demirci (2019), it occurs when the actual performance of a good or service aligns with, surpasses, or falls below the expectations. Customer satisfaction fosters enduring customer relationships, providing the organisation with a competitive edge (Storbacka et al., 1994). Users will persist in utilising the mobile wallet when they are content with its security and performance. Put simply, satisfaction is the connection between consumers' sense of security and their expectation of performance when it comes to mobile wallet usage, which influences their intention to continue using it (Maqableh et al., 2021). In addition, Yap et al. (2012) provided a definition of satisfaction as the perception that customers hold towards a company in relation to the service they have received.

E-satisfaction pertains to the level of satisfaction individuals experience in relation to their interactions with an electronic commerce organisation (Tran & Vu, 2019). Satisfaction is a measure of the extent to which people feel a favourable attitude as a result of their interaction with a service. The level of happiness experienced by users directly influences their decision to continue using a certain technology, based on their immediate usage experience.

If the outcomes of utilising mobile health applications fulfil and beyond users' expectations, they are likely to be content with the mobile health applications and more inclined to have the intention to persist in using them. Users that experience satisfaction with mobile health applications may be inclined to maintain their usage of such apps. E-satisfaction arises from the disparity between users' expectations and the tangible advantages provided by specialised instruments. Increased satisfaction can potentially amplify individuals' inclination to repeatedly utilise these products.

2.3 Continuance Usage Intention

The desire to reuse, often referred to as post-adoption information system usage, encompasses all behaviours that indicate the ongoing utilisation of an information system. However, it can also encompass the decision of the end user to discontinue its usage (Oertzen & Schroder, 2019). Continuance intention refers to the desire to maintain or replicate one's existing consumption habits of goods or services. This inclination is demonstrated by a person's positive cognitive inclination (Lu, 2014). Continuance intention

refers to the user's inclination and propensity to persistently utilise mHealth over an extended period of time. It serves as a significant motivating factor for long-term usage.

Continued usage intentions pertain to the extent to which consumers perceive their propensity to engage in continued usage behaviours (Hong et al., 2006). Behavioural intention has been demonstrated to be the most accurate predictor of behaviour in numerous domains. There are strong relationships between usage intentions and behaviours, and it has been proven that individuals' intentions significantly influence their continuous usage behaviour in the IT industry. Furthermore, the intention to use mobile services in the healthcare industry has a beneficial impact on actual usage behaviour. The behaviour of using IT can be anticipated based on the user's intention to continue using it.

According to the Theory of Planned Behaviour (TPB), a person's behaviour is primarily determined by their behavioural intention. This intention is impacted by their attitudes towards the behaviour, subjective norms, and perceived behavioural control. The continuous usage intention refers to the behaviour of users who demonstrate their commitment to continue using an information system (IS) after gaining extensive expertise with it (Osatuyi & Turel, 2018). When it comes to adopting technology, a person's desire to use a specific product is greatly affected by their contentment with previous experiences using similar products and services (Bataineh et al., 2015). Users are more likely to continue using a technology if they have a positive experience with it (Ghazali et al., 2019).

Continuance usage intention refers to the customer's inclination to continue using the same product or service. Continuance intention refers to an individual's ability to persist in using a specific product or service that they have already utilised, as stated by Lee and Kwon (2011).Continuance intention refers to the user's choice to continue using a particular product or service that they have previously been using. It differs from the user's initial usage and has a greater potential to support the long-term survival of a company (Lee & Kwon, 2011). Consistent user engagement in a community can also enhance community activities, as it leads to increased user activity and loyalty. Developing successful and sustainable communities is of utmost importance by assisting new members in adapting to online communities and improving the user's intention to continue participating. Thus, finding ways to enhance the user's intention to continue participating in brand community operations is a pressing issue that has to be addressed in today's context (Zheng, 2015).

2.4 Habit

Currently, habits are considered to be intricate in their nature, as opposed to the early behavioristic ideas proposed by Hull in 1943. Habit can be defined as a tendency to automatically respond to specific cues or triggers that were previously associated with certain behaviours in past activities (Neal et al., 2006). Habit is a term used to describe a consistent and repetitive behaviour that becomes automatic as a result of reinforcement (Wood & Neal, 2009). Habit is a crucial determinant that contributes to the ongoing utilisation of information systems (IS).

Habit is the degree to which individuals engage in activities automatically due to prior learning. Habit is a manifestation of ingrained behavioural patterns that have been created over the course of an individual's personal history (Ahuja & Khazanchi, 2016). Habit is identified as a significant determinant of the sustained utilisation of IT systems. As technology advances, the use of these systems gradually becomes inadvertent, with consumers initially engaging out of curiosity. Over time, this usage transforms into a habitual behaviour (Guinea & Markus, 2009). The study highlighted that habit plays varying roles at different stages of IT adoption, as consumers exhibit higher levels of engagement during the initial usage, which then influences their post-adoption behaviour.

Habit can be defined as a form of automaticity that arises when individuals repeatedly engage in actions under consistent conditions (Verplanken & Wood, 2006). Habit is a behaviour pattern that is firmly established, characterised by growing automaticity, decreasing awareness, and partial independence from reward. Habit development entails the establishment of connections in memory between acts and enduring characteristics of the situations in which they are executed.

Habit theory posits that behaviours which are frequently repeated can be entrenched as automatic habits through reinforcement. Habit can be defined as the inclination of individuals to act instinctively based on their acquired knowledge and past experiences. The term 'habit' refers to a condition in which behaviour is triggered automatically by situational signals, due to learnt correlations between these cues and the corresponding behaviour. Habits are developed by repeatedly engaging in certain behaviours within a certain context (Lally et al., 2010).

Habit is characterised by consistent and automatic behaviours that are executed repeatedly without conscious thought when the circumstances arise. When behaviours are done frequently enough to become habits, they are led by automatic cognitive processes rather than complex decision-making based on satisfaction and ongoing intents. Gefen

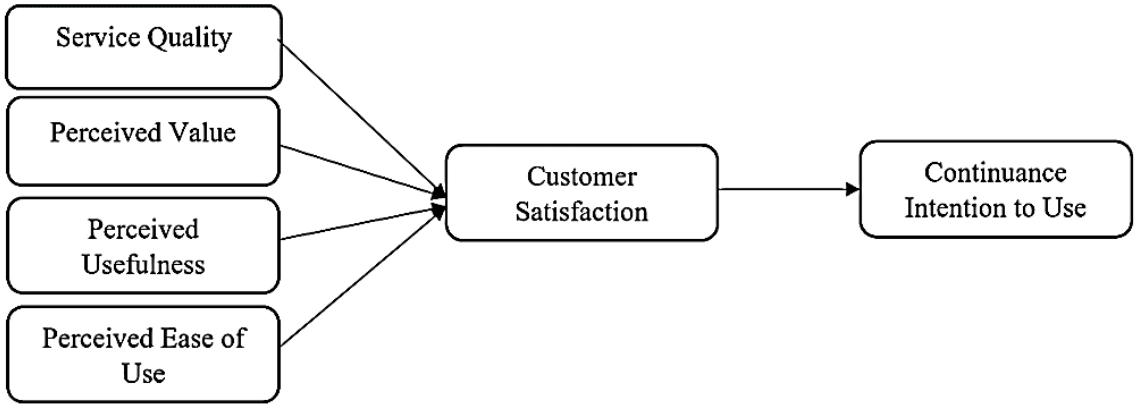
(2003) states that habit does indeed have a beneficial effect on the intention to continue using something.

Habit can serve as a foundation for comprehending the interplay between users and information technology. Habit denotes the inclination of users to engage in acts influenced by previous encounters. Consumers tend to use mHealth apps primarily for practical purposes rather than for their novelty. Habit can influence the attitudes and beliefs of users, which in turn dictate their propensity to use mHealth apps. It is a crucial aspect in the acceptance of mobile apps. Habits are widely recognised as having a crucial influence on behaviour (James, 1891).

2.5 Previous Studies

Prior research is a crucial component of any study. They serve as the basis for ongoing study. Azzahra and Kusumawati (2023) conducted a study to investigate consumers' intention to continue using the MyTelkomsel app and determine the factors that influence this intention. This study employed a mixed method design, incorporating both quantitative and qualitative methodologies. Azzahra and Kusumawati (2023) employed semi-structured interviews as part of their qualitative methodology and utilized a survey for their quantitative methodology. The target participants consist of individuals from the Gen Z and Millennial generations who reside in the Bandung and Jabodetabek regions and have installed the MyTelkomsel application. The data was collected from a sample of 249 male and female respondents from these demographics. Analyzed data was subjected to both descriptive and statistical evaluations. The conceptual framework of Azzahra and Kusumawati (2023) is depicted in Figure 2.1.

Figure (2.1) Conceptual Framework of Azzahra & Kusumawati

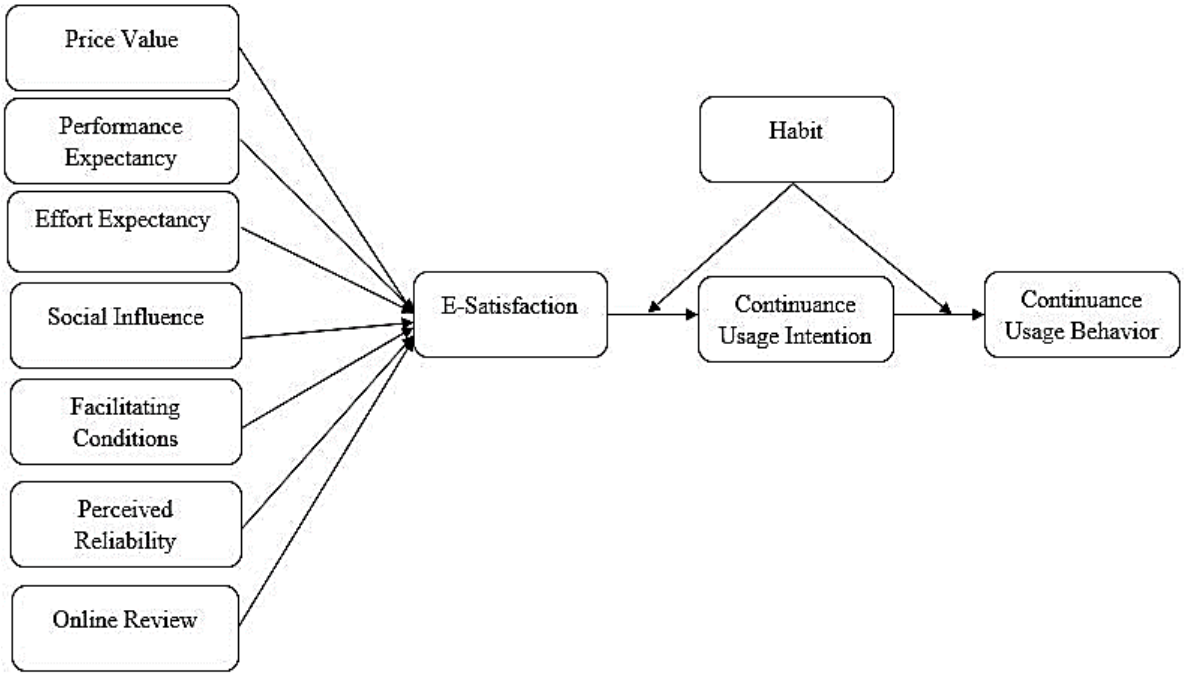


Source: Azzahra & Kusumawati, 2023

The findings indicate that the perceived value, perceived utility, perceived ease of use, and customer satisfaction have a favorable influence on the intention to continue using the product or service. Nevertheless, empirical evidence has shown that the component with the greatest impact on customer happiness is the perception of value.

Wu et al. (2022) sought to investigate the factors that affect users' ongoing usage of mHealth apps from a particular viewpoint. Wu et al. (2022) ran an internet-based questionnaire to gather data from individuals who had utilized mHealth applications. The study obtained 327 valid replies and employed the partial least squares structural equation model approach to test the research model. In order to evaluate the suggested hypotheses, this study employed a three-step analysis methodology. Initially, this study employed SPSS Statistics to assess the measurement model by means of confirmatory factor analysis. Furthermore, this work employed AMOS to examine the structural model using the structural equation model technique. Furthermore, this study employed the bootstrapping analysis technique to examine the mediating role of e-satisfaction and the hierarchical regression method to assess the moderating impact of habit. The conceptual framework of Wu et al. (2022) is depicted in Figure 2.2.

Figure (2.2) Conceptual Framework of Wu et al.



Source: Wu et al., 2022

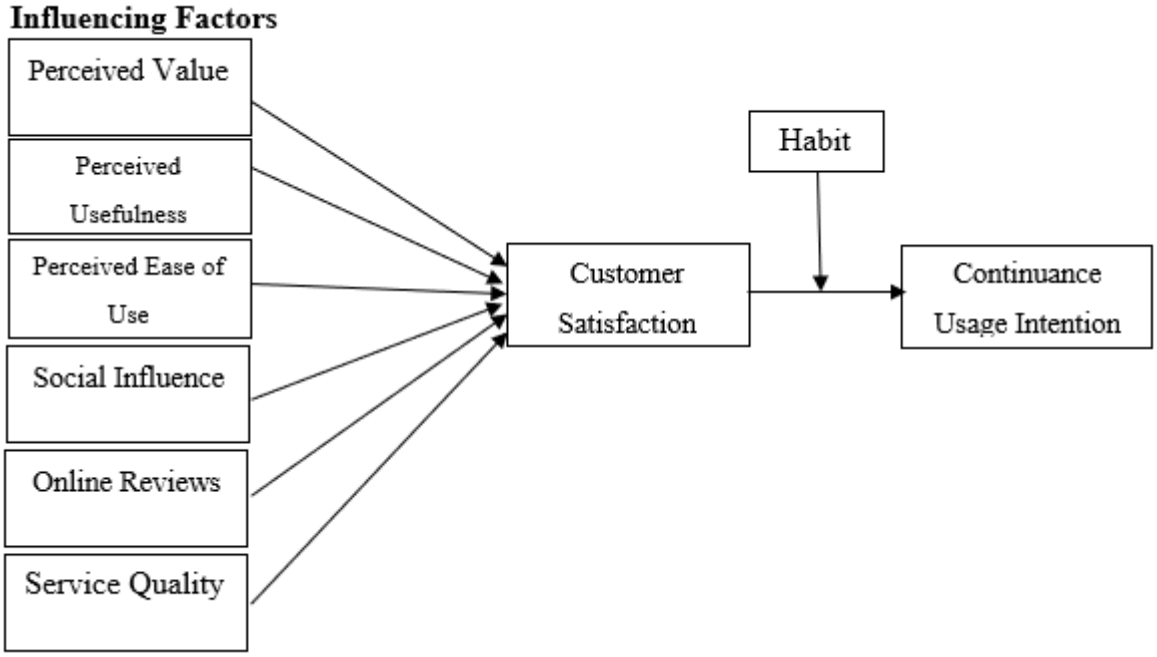
According to Wu et al. (2022), factors such as performance anticipation, social influence, favorable conditions, perceived reliability, pricing value, and online reviews

have a strong positive influence on users' intention to continue using a product or service. This influence is mediated by the level of e-satisfaction. Furthermore, the users' ongoing intention has a favorable influence on their usage behavior of consistently using mHealth apps. It has been determined that the use of mHealth applications contributes to the beneficial impact of e-satisfaction on the intention to continue using them.

2.6 Conceptual Framework of the Study

The conceptual framework of the study is derived from a comprehensive analysis of relevant literature and two previously conducted research articles, as indicated before. The study's conceptual framework is illustrated in Figure 2.3.

Figure (2.3) Conceptual Framework of the Study



Source: Own Compilation, 2024

This study investigates the impact of many parameters (service quality, perceived value, perceived utility, perceived ease of use, social effects, and online review) on customer satisfaction, as shown in Figure (2.3). The research draws upon the studies conducted by Azzahra and Kusumawati (2023) and Wu et al. (2022). The impact of customer satisfaction on the intention to continue using a product or service is discussed in Wu et al.'s (2022) paper. Furthermore, this study examines how the habit of customers

influences the connection between their contentment and their decision to continue using a product or service.

The initial segment of the conceptual framework consists of many influencing aspects, namely service quality, perceived value, perceived utility, perceived ease of use, social influences, and online review. These components are considered as independent variables, while customer satisfaction is regarded as the dependent variable. In the second half, customer satisfaction is considered as the independent variable, while continuance usage intention is regarded as the dependent variable. The concept of habit serves as a moderating variable in the relationship between customer happiness and customer loyalty.

CHAPTER 3
PROFILE AND FACTORS INFLUENCING CUSTOMER SATISFACTION AND CONTINUED USAGE INTENTION ON CAREME PATIENT APPLICATION

This chapter provides an overview of Yammobots Co., Ltd, a company that specializes in the development of the Careme Patient Application. It includes information on the company's profile, vision, and mission. Additionally, it encompasses the services and features of the Careme Patient Application. Furthermore, it provides an overview of the participants' characteristics and includes a measure of the test's reliability.

3.1 Profile of Yammobots Co., Ltd.

In the current era of smartphones, mobile applications are becoming increasingly dominant worldwide. The demand for a mobile healthcare solution has significantly expanded as more patients and doctors have adopted telemedicine. Yammobots Co., Ltd. is a technology firm established in 2017 in Yangon, Myanmar. It specializes in providing a variety of products and platform-based services to enhance productivity for local businesses. The company hires individuals from the local community and strives to foster inclusive economic expansion through the advancement of technology.

Yaammobots Co., Ltd. has developed IT solutions for several industries like healthcare, maritime, entertainment, ecommerce, and automobile. The company's efforts are principally directed towards two main business lines: the Careme Platform, which encompasses booking, labs, referrals, and telemedicine, and the Showtime Platform, which covers entertainment tickets, social grouping, and social digital content.

Yammobots employs a team of 43 individuals who specialize in business development, IT development, and marketing. The company provides a variety of platform services that cater to both B2B and B2C markets. The organization is committed to fostering an atmosphere of trust, transparent communication, and genuine concern for its employees. The company prioritizes innovation, collaboration, and cultivating customer connections to deliver customized solutions for business expansion. Furthermore, Yammobots is dedicated to constructing a network that links local businesses and organizations in order to improve consumer services using cutting-edge technology.

3.1.1 Vision and Mission of Yammobots Co., Ltd.

Yammobots Co., Ltd. aims to create a comprehensive technological environment that empowers all consumer enterprises and fosters the growth of the local tech industry in Myanmar. Additionally, the company plans to expand its operations to South East Asia.

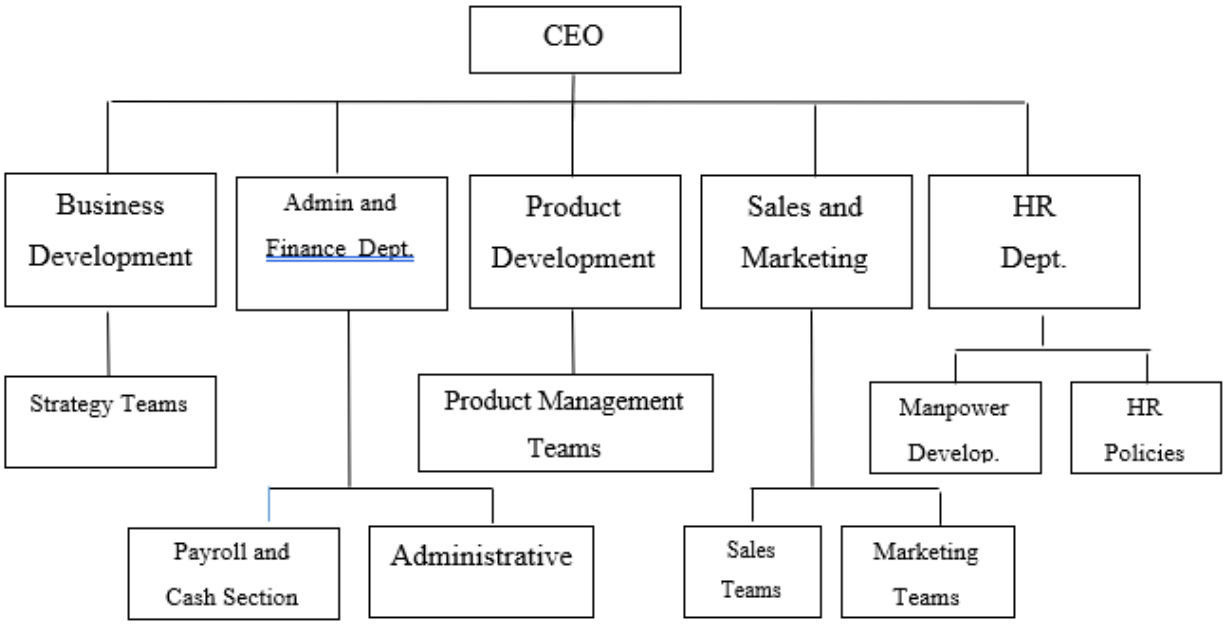
The primary objective of Yammobots Co., Ltd is to establish itself as a prominent and pioneering technology company within the next 5-10 years. This will be achieved by providing digital consumer services directly or indirectly through partnerships, and by creating its own ecosystem. The company aims to bridge the gap between financial services and consumer services by developing a single payment platform, starting with its own digital consumer services that utilize chatbot technology. Additionally, Yammobots Co., Ltd aspires to become a leading and innovative tech company in the field of digital health services. This will be accomplished by creating a single digital health platform that caters to the needs of individuals, doctors, and hospitals, thereby enhancing access to healthcare and financial resources.

In order to achieve its goals, Yammobots carries out its operations by utilizing four distinct DNAs: design emphasis, differentiation focus, innovation focus, and growth focus.

3.1.2 Organizational Structure of Yammobots Company

For the efficient operations, Yammobots Company develops the departments with different roles and responsibilities. Figure (3.1) presents the organizational chart of Yammobots Company.

Figure (3.1) Organizational Chart of Yammobots Company



Source: Yammobots Company, 2024

Figure (3.1) illustrates the presence of five key departments within Yammobots Company, which are crucial in realizing the company's vision and mission. Each department within the organization is assigned distinct responsibilities. Within the Business Development Department, there exist specialized teams responsible for developing strategies for the company's products. The Payroll and Cash Section, as well as the Administrative parts, fall under the jurisdiction of the Admin and Finance Department. Within the Product Development Department, there exist Product Management Teams. The sales and marketing teams fall under the purview of the Sales and Marketing Department. The HR Department consists of two sections: HR planning and HR policy.

(i) Business Development Department

The Business Development Department is accountable for identifying and pursuing new business prospects, establishing and maintaining relationships with current clients, forming strategic alliances, and creating various strategies to enhance earnings and market dominance. Additionally, it is accountable for discovering and categorizing novel market categories. This section is tasked with training hospital personnel and instructing hospital officials on the utilization of the Careme application. When hospitals report concerns, they are thoroughly reviewed by the developers.

(ii) Admin and Finance Department

The administrative and finance department is accountable for delivering administrative, coordinating, and financial management assistance. It aids the other managers in creating efficient administrative and financial support systems for the program and operations, guaranteeing that all endeavors are carried out in seamless coordination. It is also responsible for installing equipment for the Careme Patient application at cooperative hospitals. The cash area of the hospital collects fees for app usage based on the hospital visits facilitated through the Careme Patient application.

(iii) Product Development Department

The product development department is accountable for managing every stage of a product's inception, starting from generating the first concept to launching the product in the market. Additionally, it is accountable for comprehending client requirements, innovating, and introducing new products to the market.

(iv) Sales and Marketing Department

The sales and marketing team is accountable for generating all marketing collateral and visuals. Additionally, it is accountable for conducting research and innovation to identify marketing prospects, as well as strategizing and executing new sales plans, which encompass sales objectives. The responsibilities including formulating and executing the sales and marketing strategy, as well as assigning duties to the team. The Sales and Marketing teams have the responsibility of encouraging the widespread use of the Careme patient application in various healthcare facilities, while also setting specific targets.

(v) HR Department

The HR department performs essential functions inside the corporation, such as recruiting and selecting highly skilled individuals, as well as utilizing data and analytics to inform important business choices. The HR department has a multitude of duties and responsibilities, all of which contribute value and have a beneficial effect on the firm. The HR department is tasked with the responsibility of recruiting and hiring Android, IOS, and web developers to enhance and update the Careme application and other applications. Additionally, developers are granted the opportunity to work from home for one day out of every five office days.

3.2 Activities for Customer Satisfaction on Careme Patient Application

This section outlines the services and features of the Careme Patient Application, which is aimed at ensuring customer satisfaction and encouraging continuing usage of the application. The Careme Patient Application is a business line offered by Yammobots Co., Ltd.

3.2.1 Service Quality

The Careme Patient Application primarily relies on online booking, allowing patients to schedule appointments with Public and Private Hospitals that are affiliated with Careme. This offers patients the ease of obtaining healthcare services at their preferred time and location. Patients have the option to seek advice from healthcare professionals and schedule appointments with specialists if they are unsure about which doctor to see but know the specific ailment they are dealing with. Furthermore, patients might receive a referral from their doctor to direct them to the appropriate healthcare professional for their medical concerns.

In order to choose a dependable healthcare application, patients have the option of examining the app store on their mobile device or seeking advice from healthcare professionals or patient advocacy groups. Patients can also assess the credibility of an app by reviewing feedback from other users. The Careme Patient Application has garnered numerous positive reviews and has been downloaded over 10,000 times, indicating its credibility as a dependable healthcare software.

If there are any service-related problems, the customer support team will address them by speaking to the user over the phone. For instance, if the hospital fails to hit the arrival button, the app will not display the doctor's arrival, leaving the user unaware of the doctor's presence. In this scenario, the customer support department will contact the user and provide an explanation. Additionally, there are social functionalities such as a social feed and a conversation chat group to facilitate connections with individuals. The Careme Customer Service is available 24/7 to assist patients with any difficulties they may have in booking appointments or inquiring about information.

The developers of the Careme Patient Application guarantee the confidentiality and integrity of the app's data by adhering to data protection legislation and norms. They employ suitable security protocols, such as encryption and user authentication, to safeguard user data from unauthorized access or theft. Additionally, they furnish users with explicit and

transparent details regarding the collection, utilization, and sharing of their data, and acquire user consent prior to gathering any personal information. The software also offers security features, such as password lockout, to guarantee the confidentiality of user information.

3.2.2 Perceived Value

The primary objective of the Careme Patient Application is to enhance customer satisfaction by providing a user-friendly, efficient, and straightforward experience. Obtaining an appointment at a hospital via phone might be challenging due to potential high call volumes and the possibility of unclear or misunderstood information sent between patients and hospitals. Consequently, patients have the ability to independently schedule appointments via the program. The Careme Patient Application is provided free of charge, meaning there is no payment associated with obtaining or using the service. The application aims to provide efficiency, cost-effectiveness, and ease. The Careme patient application is accessible at all times and in any location. Through online booking, users can avoid the need to physically visit the hospital. Consequently, it will decrease both the duration and expense of commuting.

Real-time booking and scheduling allows businesses to offer rapid and convenient interaction choices to their clients. The real-time booking architecture of the Careme Patient Application enables users to make immediate reservations without the requirement of long phone conversations or in-person visits. Client Patients can access the Real Time Queue Screen through a smartphone app to check if the doctor has arrived and if their booking number is now available. Prior to the scheduled appointment, private hospitals proactively reach out to patients and inform them.

Furthermore, individuals can get their past medical records using their smartphones, obviating the necessity of physically going to a healthcare facility. By utilizing this application, users can avoid the need to directly contact the hospital or endure lengthy waiting times, thereby minimizing the risk of infection and reducing time wastage. This convenience improves the overall customer experience by allowing customers to quickly access and arrange the service at any time and from any location, hence minimizing the stress associated with making doctor appointments.

3.2.3 Perceived Usefulness

The Careme Patient Application is highly beneficial for patients as it allows them to schedule appointments at healthcare facilities based on their specific medical conditions.

Patients have the ability to search for and select the closest hospitals and doctors based on their health condition. They may also choose both hospitals and specific medical practitioners from whom they would like to receive medical care. Moreover, by providing training sessions to associated hospitals, the duration of waiting for appointment bookings can be significantly reduced, thus improving the effectiveness of healthcare services for patients.

Patients can engage in social interactions by publishing health-related content and participating in discussions, allowing them to exchange information and discuss various health subjects. The Careme Patient Application offers real-time updates on doctor arrivals, current booking numbers, and other relevant information, ensuring fast and convenient engagement for its users.

The Careme Patient Application offers users instant access to their patient documents, including medical records and medications. This feature enables individuals to efficiently and precisely locate health information.

3.2.4 Perceived Ease of Use

The Careme Patient Application is available on the Playstore for Android users and the Appstore for iOS users. Due to its smooth accessibility and user-friendly onboarding, patients may easily download the software onto their mobile devices, assuring a hassle-free start. After installation, the app provides various sign-up choices to accommodate individual tastes. To ensure maximum convenience, patients have the option to register using their phone numbers, which offers a simple and efficient procedure. Alternatively, users have the option to register using their email addresses or link their existing Facebook profiles for a seamless and unified experience. Upon finishing the sign-up procedure, patients have the ability to establish customized profiles, adapting the application to their individual requirements and preferences. Once patients have created their profiles, they may begin their healthcare journey with ease, convenience, and a personalized approach.

The Careme Patient Application's user interface is meticulously crafted to prioritize intuitive, visually captivating, and efficient interactions between humans and the technology. This design aims to cultivate a feeling of ease and user happiness. Furthermore, the Careme Patient Application provides support for two languages, namely Myanmar and English. It has comprehensive step-by-step instructions and a user-friendly interface. The program displays a range of healthcare services, notifications, and booking options with specific specialties. It also provides guidance to clients on selecting their desired option and

prompts them to complete the required information. The Careme Patient Application provides users with autonomy in scheduling appointments, hence avoiding the necessity of relying on others for this responsibility.

3.2.5 Social Influence

Careme is a well-established online platform for patients to make appointments, which was originally introduced by Yammobots Co., Ltd. under the name Caremebot. The Caremebot technology enables patients to schedule appointments with hospitals online via Facebook or Messenger by searching for the keyword "Caremebot." Caremebot operates a specialized Facebook page where patients may conveniently schedule appointments through the internet. The page also functions as a central point for disseminating pertinent information, updates, and activities pertaining to hospitals and the requirements of patients, thereby cultivating a robust brand image.

Yammobots Co., Ltd. has launched the Careme Patient Application, capitalizing on the success of their previous product, Caremebot, and on the existing brand familiarity and trust it has gained. Individuals previously sought advice from fellow patients on how to efficiently schedule doctor appointments and address other health-related concerns. At Caremebot, users of the application share their authentic experiences. Therefore, individuals utilize information obtained from other patients, family, and doctors to make decisions regarding their healthcare.

The Careme Patient Application enables users to contact a physician for a complimentary consultation regarding their health issues. Physicians will attentively assess the user's health concerns and provide a recommendation for the most appropriate medical field or healthcare facility for treatment. In addition, customers can readily ascertain the present hospitals where their desired doctor is practicing. As a result of these simple features, the current number of users of the Careme application is growing, and users are also spreading the word about the app to their family and friends through personal recommendations. Users can obtain extensive information, obtain varied viewpoints, and make an educated choice regarding the suitability of the Careme application for their healthcare requirements and preferences by speaking with hospital officials and healthcare professionals.

3.2.6 Online Review

The current era of digital technology has greatly enhanced the influence of word-of-mouth communication through online evaluations. The majority of consumers place their trust in internet reviews, as well as personal recommendations from friends and family. Customers should have confidence in the authenticity of web reviews as they accurately represent the genuine viewpoints of individuals who have personally utilized the service. Online reviews assist individuals in making informed decisions when selecting a product or service.

The patient page of Caremebot has garnered multiple 5-star ratings from patients, suggesting that the company most likely delivers a comparable level of service and happiness through its mobile application as well. Since the debut of the Careme Patient Application, it has gained over 1,000 users, and the number of users is growing significantly every day. The significant and steadily increasing number of users implies that the program will consistently produce a range of web reviews, including both favorable and unfavorable ones, as more individuals make use of the service.

Furthermore, people previously shared their authentic experiences on the Careme web platform. Individuals previously relied on online evaluations to make informed choices when purchasing a health application. The online reviews of the Careme Patient application are useful to patients as they help them evaluate health information and make well-informed decisions regarding their care. These reviews include comprehensive analysis of the application's functionalities, such as real-time queue updates and convenient appointment scheduling, which improve the patient experience and facilitate access to healthcare services. In addition, the application's intuitive interface and collaboration with healthcare institutions enhance its efficacy in providing exceptional healthcare and enhancing communication between patients and healthcare providers.

3.3 Reliability Analysis

Reliability in research refers to the extent to which the findings of a particular study may be reproduced or duplicated under same circumstances. Reliability pertains to the degree of consistency and dependability with which a test assesses a specific attribute. Hair et al. (2010) reported the dependability of Cronbach's alpha at the value level, as indicated in Table (3.1).

Table (3.1) Value Level of Reliability Cronbach's Alpha

Sr. No.	Cronbach's Alpha Value Level	Level of Reliability
1	0.0 - 0.20	Less Reliable
2	0.20 – 0.40	Rather Reliable
3	0.40 – 0.60	Quite Reliable
4	0.60 – 0.80	Reliable
5	0.80 – 1.00	Very Reliable

Source: Hair et al. (2010)

Table (3.1) displays the five score ranges for the level of reliability as identified by Hair et al. (2010). The study applies the value level of reliability as indicated by Hair et al. (2010). The Cronbach's Alpha reliability test result is displayed in Table (3.2).

Table (3.2) Reliability Test

Sr. No.	Variable	No. of Items	Cronbach's Alpha
1	Service Quality	5	.913
2	Perceived Value	5	.933
3	Perceived Usefulness	7	.934
4	Perceived Ease of Use	7	.907
5	Social Influence	4	.918
6	Online Review	4	.929
7	Customer Satisfaction	8	.939
8	Continuance Usage Intention	7	.962
9	Habit	5	.932

Source: Survey Data, 2024

The variables evaluated were assessed using a reliability test, specifically Cronbach's Alpha values. This study aims to obtain ratings that exceed 0.9. Thus, the questions exhibit consistency, leading to the conclusion that the findings in this study are both valid and highly dependable.

3.4 Profile of the Respondents

A simple random sample method is used to survey 399 active users of the Careme Patient Application in order to collect primary data. The demographic profile is a crucial aspect of research since it offers significant insights into the characteristics of a group, including the gender, marital status, education level, and occupation of the respondents. Table (3.3) displays the demographic information of the participants who completed the online survey forms.

Table (3.3) Demographic Data of the Respondents

Sr. No.	Item	Category	No. of Respondents	Percent
	Total		399	100.0
1	Gender	Male	176	44.1
		Female	223	55.9
2	Marital Status	Single	299	74.9
		Married	100	25.1
3	Age (Years)	Below 20	8	2.0
		21-30	260	65.2
		31-40	87	21.8
		41-50	28	7.0
		Above 50	16	4.0
4	Education Level	Undergraduate	124	31.1
		Graduate	167	41.9
		Post Graduate	44	11.0
		Master	64	16.0
5	Occupation	Company Employee	251	62.9
		Government Staff	36	9.0
		Business Owner	64	16.0
		Retired Person	20	5.0
		Others	28	7.0

Source: Survey Data, 2024

Table (3.3) indicates that the analysis took into account both absolute value and percentage considerations. Among the 399 respondents, there are 176 individuals who identify as male and 223 individuals who identify as female. The majority of respondents (55.9%) are female, while the remaining respondents (44.1%) are male, indicating a higher number of female respondents.

Regarding marital status, the survey reveals that 299 individuals (74.9% of the participants) are unmarried, whereas 100 individuals (25.1% of the participants) are married. Hence, the vast majority of the respondents are unmarried individuals.

Regarding the age distribution of the respondents, 260 individuals (accounting for 65.2% of the total respondents) fall between the age range of 21 to 30 years. Compared to the other age groups, 4.0% of respondents belong to the age group above 50 years, 7.0% belong to the age group between 41 and 50 years, 21.8% belong to the age group between 31 and 40 years, and the remainder of the respondents are under 20 years old.

Regarding the educational attainment of the participants, 167 individuals (41.9%) hold a bachelor's degree or higher. The survey included 124 participants who were pursuing undergraduate degrees, accounting for 31.1% of the total respondents. Additionally, there were 44 respondents who were pursuing postgraduate degrees, making up 11.0% of the total. Furthermore, there were 64 participants who held master's degrees, representing 16.0% of the total.

In terms of occupation, 251 individuals (62.9% of the participants) are employed by companies, 36 individuals (9.0% of the participants) work for the government, and 64 individuals (16.0% of the participants) are self-employed. Only 5% of the respondents are retired, while 7% of the respondents are comprised of NGO personnel and students.

The data analysis indicates that a significant proportion of the participants are female, as women tend to exhibit higher levels of health consciousness compared to men. The majority of the participants are unmarried and fall between the age range of 21 to 30, which is commonly referred to as the middle age category. The majority of the responders are individuals who have completed their education, followed by those who are still pursuing their undergraduate studies. Consequently, the majority of the participants are individuals with a high level of education. The survey reveals that the largest portion of participants consists of individuals employed by companies, with business owners comprising the second largest group. This suggests that these individuals possess the financial wherewithal to cover the costs of necessary medical care.

CHAPTER 4
ANALYSIS ON THE INFLUENCING FACTORS ON CUSTOMER SATISFACTION AND CONTINUED USAGE INTENTION OF CAREME PATIENT APPLICATION

This chapter provides an overview of the characteristics and background of the individuals who participated in the study. Furthermore, it provides a detailed analysis of the elements that affect customer satisfaction, specifically in terms of average values. Next, it provides a study of the elements that influence customer happiness. Furthermore, it elucidates the impact of customer satisfaction on the intention to continue using the product or service. The study presents the moderating effect of habit on the link between customer satisfaction and continuing usage intention.

4.1 Influencing Factors, Customer Satisfaction, and Continued Usage Intention

This section discusses the aspects that influence customer satisfaction and continuing usage intention of the Careme Patient Application. The basic data is collected using a standardized questionnaire that includes a 5-point Likert scale. The scale ranges from 1 (strongly disagree) to 5 (strongly agree). This study utilizes descriptive statistics. According to Best (1977), the mean value of five-point Likert scale items is read as follows:
The score among 1.00 – 1.80 means strongly disagree.
The score among 1.81 – 2.60 means disagree.
The score among 2.61 – 3.40 means neutral.
The score among 3.41 – 4.20 means agree.
The score among 4.21 – 5.00 means strongly agree.

4.1.1 Influencing Factors

This section provides a descriptive study of the aspects that have the potential to influence customer happiness. The contributing aspects encompass service quality, perceived value, perceived usefulness, perceived ease of use, social influences, and internet review.

(i) Service Quality

This section assesses customer impressions of the service quality of the Careme Patient Application through a series of five statements. Table (4.1) displays the customer's evaluations of the service quality provided by the Careme Patient Application.

Table (4.1) Service Quality

Sr. No.	Service Quality	Mean Score
1	Available anytime	4.01
2	Quickly addressing any service-related issues	3.78
3	Reliable Application	3.94
4	24/7 call center	3.85
5	Security features such as password	4.00
	Overall Mean	**3.92**

Source: Survey Data, 2024

According to the data shown in Table (4.1), the average values for all statements and the overall average range from 3.41 to 4.20. In general, respondents unanimously agreed that the service quality of the Careme Patient Application is excellent. Respondents confirmed that they may utilize the Careme Patient Application to make bookings at their convenience, as long as they have internet access. In addition, respondents confirmed that the Careme Patient Application incorporates security measures such as password and two-factor authentication techniques to safeguard customers' personal information from unauthorized access. The respondents unanimously affirmed the application's reliability, as their bookings made through the application are consistently confirmed.

(ii) Perceived Value

This section presents the customer perceptions towards perceived value of Careme Patient Application by asking five statements. Table (4.2) presents customer perceptions towards perceived value of Careme Patient Application.

Table (4.2) Perceived Value

Sr. No.	Perceived Value	Mean Score
1	No need to pay	3.89
2	Offering social mobile chat	3.82
3	Supporting to check booking real time information	3.96
4	Keeping previous data	3.89
5	No stress for booking doctor appointment	4.01
	Overall Mean	**3.91**

Source: Survey Data, 2024

Based on the data shown in Table (4.2), the mean values for all statements and the overall mean range from 3.41 to 4.20. In general, it can be inferred that the respondents unanimously acknowledged the advantages and worth of the product. Respondents expressed that they experience minimal stress while arranging doctor appointments through the Careme Patient Application. This is because they can effortlessly search for doctors specialising in different health conditions, as well as get information about hospitals and doctors' schedules, all without the need to physically visit a hospital. They also concurred that the Careme Patient Application facilitates real-time checking of booking information. This is made possible by the application's provision of real-time updates on the status of bookings, the arrival of doctors, and the token information.

(iii) Perceived Usefulness

This section presents the customer perceptions towards usefulness of Careme Patient Application by asking seven statements. Table (4.3) presents customer perceptions towards usefulness of Careme Patient Application.

Table (4.3) Perceived Usefulness

Sr. No.	Perceived Usefulness	Mean Score
1	Able to search nearest hospitals and doctors based on health issue	4.05
2	Able to choose hospitals as well as doctors	4.03
3	Able to easily make an appointment to the time preferred	3.99
4	Able to easily make an appointment with the desired doctor	4.07
5	Able to ask and share health related topics and information each other	3.97
6	Helping people more accurately and effectively find health information	3.98
7	Providing real time information about arrival of doctors, current booking number etc.	4.00
	Overall Mean	**4.01**

Source: Survey Data, 2024

Based on the data presented in Table (4.3), the mean values of all statements and the overall mean range from 3.41 to 4.20. In general, it can be inferred that the respondents unanimously agreed that the Careme Patient Application is beneficial for them when scheduling appointments with doctors. Respondents acknowledged that they may simply schedule an appointment with their preferred doctor due to the application's search feature for selected providers. The respondents also concurred that they may search for the closest hospitals and doctors depending on their health issues. The programme has the capability to display the nearby doctors and hospitals based on the customer's location and health concerns. Therefore, the respondents concurred that individuals have the ability to select both hospitals and doctors.

(iv) Perceived Ease of Use

This section assesses consumer perceptions of the usability of the Careme Patient Application by utilising seven assertions. Table (4.4) displays the opinions of customers about the user-friendliness of the Careme Patient Application.

Table (4.4) Perceived Ease of Use

Sr. No.	Perceived Ease of Use	Mean Score
1	Able to easily download from online	3.94
2	Simple and easy registration process	3.99
3	Not requiring a much effort	3.92
4	Clear and understandable user interface	4.03
5	Offering 2 languages (Myanmar and English)	3.37
6	No need to rely others	3.83
7	Making appointment of doctors being easy	4.06
	Overall Mean	**3.88**

Source: Survey Data, 2024

Based on the data presented in Table (4.4), the average values for six assertions and the overall average range from 3.41 to 4.20. In general, it can be inferred that responders can effortlessly utilise the Careme Patient Application. The respondents expressed their agreement that they can conveniently schedule doctor appointments using the Careme Patient Application. This application provides a comprehensive display of available healthcare services, notifications, and booking options with various specialisations. It also aids consumers in selecting their preferred option and entering the necessary information. In addition, the respondents concurred that the Careme Patient programme possesses a user interface that is both obvious and comprehensible. This is due to the fact that the programme offers straightforward and easily intelligible instructions through a basic user interface. However, the remaining statement has a mean score of 3.37, indicating that respondents neither agree nor disagree with the availability of two languages (Myanmar and English) in the programme. Overall, the majority of respondents regard the Careme Patient application as user-friendly.

(v) Social Influence

This section assesses consumer perceptions of social impact in relation to the use of the Careme Patient Application through the use of four statements. Table (4.5) displays the customer's perceptions of social impact when it comes to using the Careme Patient Application.

Table (4.5) Social Influence

Sr. No.	Social Influence	Mean Score
1	Taking suggestions from friends and relatives	3.85
2	Adopting health application based on individuals	3.90
3	Talking about health application with people around	3.88
4	Asking hospital officials and healthcare personnals about healthcare applications	3.87
	Overall Mean	**3.87**

Source: Survey Data, 2024

Based on Table (4.5), the mean values for all assertions and the overall mean range from 3.41 to 4.20. It can be inferred that the respondents are influenced to some extent by social factors in their use of the Careme Patient Application. Respondents said that they choose to use the programme depending on the influence of certain individuals. They also concurred that they frequently engage in discussions about health applications with those in their vicinity, since they possess a heightened awareness of both health and mobile technology. Furthermore, they reached a consensus to consider recommendations from family members, relatives, and hospital authorities to facilitate the process of scheduling doctor appointments.

(vi) Online Review

This section presents the customer perceptions towards online reviews relating to Careme Patient Application by asking four statements. Table (4.6) presents customer perceptions of social influence for using Careme Patient Application.

Table (4.6) Online Review

Sr. No.	Online Review	Mean Score
1	Being believable	3.96
2	Being relevant to demands	3.78
3	Having adequate deepness	3.86
4	Being useful to assess health information	4.02
	Overall Mean	**3.90**

Source: Survey Data, 2024

Based on the data shown in Table (4.6), the mean values for all statements and the overall mean range from 3.41 to 4.20. Overall, it can be inferred that the respondents have confidence in and rely on the online reviews of the Careme Patient Application. Respondents concurred that online reviews of the Careme Patient Application are important for evaluating health information, since they assist patients in making well-informed decisions about their care. Respondents also concurred that internet reviews of the Careme Patient Application are credible. The patient page of Caremebot has garnered a multitude of 5-star ratings from patients. These reviews have been relied upon by individuals seeking information regarding their health concerns.

4.1.2 Customer Satisfaction

This section presents the customer satisfaction of Careme Patient Application by asking eight statements. Table (4.7) presents customer satisfaction of Careme Patient Application.

Table (4.7) Customer Satisfaction

Sr. No.	Online Review	Mean Score
1	Satisfied with customer service of Careme Patient Application	4.15
2	Satisfied with the search options of Careme Patient Application	3.81
3	Satisfied with social feature of Careme Patient Application	4.10
4	Satisfied with ease of features in Careme Patient Application	4.20
5	Satisfied with real time information feature of Careme Patient Application	4.24
6	Satisfied with free charge of Careme Patient Application	4.21
7	Wise decision to use Careme Patient Application	4.14
8	Satisfied with precise online reviews of Careme Patient Application	4.16
	Overall Mean	**4.13**

Source: Survey Data, 2024

The average values of six assertions and the overall average range from 3.41 to 4.20. The majority of respondents also expressed satisfaction with the user-friendly design and accurate online reviews of the Careme Patient Application. They believe that the application's partnership with hospitals enhances its ability to deliver high-quality care and improve communication between patients and healthcare providers.

Based on Table (4.7), out of the eight assertions, the mean values of two statements range from 4.21 to 5.00. The responders overwhelmingly agree that they are highly satisfied with the utilisation of the Careme Patient Application. Respondents unanimously agreed that the Careme Patient Application offers real-time information. Users can access up-to-date details such as the arrival time of doctors and the current booking number. The respondents expressed a high level of satisfaction with the free provision of the Careme Patient Application. The Careme Patient Application is free of charge for clients.

4.1.3 Continuance Usage Intention

This section presents the continuance usage intention of Careme Patient Application by asking eight statements. Table (4.8) presents continuance usage intention of Careme Patient Application.

Table (4.8) Continuance Usage Intention

Sr. No.	Continuance Usage Intention	Mean Score
1	Continue using Careme Patient Application in the future	4.01
2	Considering Careme Patient Application as first option	3.93
3	Looking at social feature in Careme Patient Application	4.00
4	Right application for doctor appointment	4.11
5	Recommending others to use	4.06
6	Always saying positive words	4.08
7	Going to use Careme Patient Application in the future	3.98
	Overall Mean	**4.02**

Source: Survey Data, 2024

Based on the data presented in Table (4.8), the mean values for all statements and the overall mean range from 3.41 to 4.20. In general, it may be inferred that the respondents have an intention to use the Careme Patient Application. Respondents expressed their agreement that the Careme Patient Application is suitable for them because it allows them to conveniently schedule doctor appointments without the need to physically visit hospitals or make numerous phone calls. Furthermore, they unanimously acknowledged consistently expressing favourable sentiments about the Careme Patient Application and actively endorsing it to others due to its high use. Respondents also frequently shared their pleasant experiences with others.

4.1.4 Habit

This section presents the habit of respondents by asking five statements based on primary data. Table (4.9) presents habit of customers of Careme Patient Application.

Table (4.9) Habit

Sr. No.	Habit	Mean Score
1	Using of Careme Patient Application as custom	3.86
2	Immersed in accepting Careme Patient Application	3.91
3	Turning habit about making doctor appointment by application	3.93
4	Going hospital by looking at update token status at application	4.01
5	Not waiting for a long time at the hospital for doctor appointment	4.04
	Overall Mean	**3.95**

Source: Survey Data, 2024

Based on the data presented in Table (4.9), the average values for all statements and the overall average range from 3.41 to 4.20. It can be generally inferred that respondents develop a habit of utilising the Careme Patient Application. Respondents indicated that they visit the hospital when it is their turn by checking the token status on the Careme Patient Application. This application offers real-time information on the doctors' availability and updates the token number to enhance customer convenience. Respondents expressed a preference for less waiting times when it comes to scheduling doctor appointments at the hospital. By utilising the Careme Patient Application, clients can avoid lengthy waiting times for doctor appointments at the hospital. Therefore, responders consistently utilise the application whenever they require scheduling a doctor's appointment.

4.2 Analysis of the Effect of Influencing Factors on Customer Satisfaction

This section presents the effect of influencing factors (service quality, perceived value, perceived usefulness, perceived ease of use, social influences, and online review) on customer satisfaction based on survey data collected from 399 active customers of Careme Patient Application. Table (4.10) presents regression result.

Table (4.10) Effect of Influencing Factor on Customer Satisfaction

Variable	Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig.
	B	Std. Error			
(Constant)	1.121	.101		11.050	.000
Service Quality	.321***	.132	.385	2.429	.000
Perceived Value	.042	.053	.052	.793	.428
Perceived Usefulness	.150**	.069	.162	2.164	.031
Perceived Ease of Use	.221***	.053	.258	4.179	.000
Social Influence	.016	.059	.021	.272	.786
Online Review	.016	.110	.021	.145	.885
R Square	.725				
Adjusted R Square	.721				
F Value	172.133***				

Source: Survey Data, 2024

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

Based on the data in Table (4.10), the modified R square value of 0.721 indicates that the given model can account for 72.1% of the variation in customer satisfaction that is influenced by the factors being considered. The model is considered viable due to the great importance of the F value at the 1 percent level. The regression analysis reveals that service quality, perceived utility, and perceived ease of use have a positive and statistically significant impact on customer satisfaction. However, perceived value, social influence, and online reviews do not demonstrate a positive and statistically significant effect on customer satisfaction.

The level of customer satisfaction is highly influenced by the quality of service, with a significance threshold of 1 percent. The regression analysis demonstrates a positive correlation between improvements in service quality and increased customer satisfaction with the Careme Patient Application. Customers are delighted with the service quality of the Careme Patient Application since they can book medical appointments at any time and keep their sensitive health information secure with a password. Consequently, an improvement in the quality of service will result in increased customer satisfaction.

The perceived usefulness has a considerable impact on customer satisfaction at a 5 percent level of significance. The regression analysis shows that an increase in the perceived utility of the Careme Patient Application is directly associated with higher levels of customer satisfaction. Customers have the ability to schedule appointments with the doctors they like. Furthermore, users have the convenience of effortlessly searching for doctors based on their specialties and locating nearby hospitals in their vicinity. Consequently, they discovered that the programme is quite beneficial for them. The greater the usefulness of an application, the higher the level of satisfaction that a company achieves.

The perceived simplicity of use has a considerable impact on customer satisfaction at a level of 1 percent. The regression analysis shows that an improvement in the ease of use of the Careme Patient Application is positively correlated with an increase in customer satisfaction. Customers may conveniently schedule doctor appointments using the Careme Patient Application due to its intuitive and user-friendly layout, which includes detailed and easy-to-follow instructions. Consequently, the more user-friendly the programme is, the higher the level of happiness experienced by individuals.

The standardised coefficient (Beta) of the service quality of the Careme Patient Application, with a value of 0.385, indicates that service quality is the most significant element contributing to customer satisfaction compared to other variables. The Careme Patient Application allows consumers to schedule doctor appointments at any time. Furthermore, the application incorporates security measures such as password protection and two-factor authentication. Hence, customers express contentment with the application due to its widespread availability and high level of security.

4.3 Analysis of Customer Satisfaction on Continuance Usage Intention

This section presents the effect of customer satisfaction on continuance usage intention based on survey data collected from 399 active customers of Careme Patient Application. Table (4.11) presents regression result.

Table (4.11) Effect of Customer Satisfaction on Continuance Usage Intention

Variable	Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig.
	B	Std. Error			
(Constant)	.187	.138		1.352	.177
Customer Satisfaction	1.020***	.033	.841	30.939	.000
R Square	.707				
Adjusted R Square	.706				
F Value	957.249***				

Source: Survey Data, 2024

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

Based on the data shown in Table (4.11), it can be inferred that the stated model is capable of explaining 70.6% of the variation in continuing usage intention, as predicted by customer satisfaction. This conclusion is drawn from the adjusted R square value of 0.706. The model can be considered valid based on the extremely significant F value at the 1 percent level, indicating its overall relevance.

The level of customer satisfaction significantly influences the intention to continue using the Careme Patient Application at a 1 percent level. It suggests that a higher level of customer satisfaction results in a greater inclination to continue using the product or service. The Careme Patient Application offers real-time updates on doctor arrivals and current booking numbers, ensuring fast and convenient engagement for users. Furthermore, clients can independently utilise the programme due to its user-friendly and straightforward interface. There is no cost for clients to use the application. Hence, customers express contentment with the Careme Patient Application and have the intention to continue utilising it in the future. Furthermore, they consistently express favourable sentiments on the Careme patient application and endorse it to others.

4.4 Analysis of Moderating Effect of Habit on the Relationship between Customer Satisfaction and Continuance Usage Intention

This section examines the role of habit as a moderating factor in the relationship between customer happiness and the intention to continue using the Careme Patient Application. The analysis is based on survey data obtained from 399 active customers. The regression result is presented in Table (4.12).

Table (4.12) Moderating Effect of Habit on the Relationship between Customer Satisfaction and Continuance Usage Intention

Variables	Model 1			Sig	Model 2			Sig
	Unstandardized Coefficients		Standardized Coefficients (Beta)		Unstandardized Coefficients		Standardized Coefficients (Beta)	
	B	Std. Error			B	Std. Error		
(Constant)	.238	.088		.007	.055	.169		.745
Customer Satisfaction	.327***	.036	.270	.000	.280***	.052	.231	.000
Habit	.737***	.031	.707	.000	.663***	.065	.637	.000
CS_H					.018	.014	.107	.205
Δ R Square	.000							
R Square	.881				.882			
Adjusted R Square	.881				.881			
F Value	1467.961***				980.680***			

Source: Survey Data, 2024

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

Regression model 2 demonstrates that habit does not have a moderating influence on the link between customer satisfaction and continuance usage intention. More precisely, habit alone has a direct and positive correlation with customer happiness. When habit is considered as a moderating factor, the regression analysis indicates that there is no significant moderating effect between customer satisfaction and the desire to continue using the Careme Patient Application. Customers believe the Careme Patient Application to be

beneficial and user-friendly. Furthermore, clients have the convenience of scheduling medical appointments at any time, and their satisfaction with the Careme Patient Application leads them to want to use it in the future. Thus, there is no correlation between habit and the intention to continue using the Careme Patient Application.

CHAPTER 5
CONCLUSION

This chapter is divided into three sections. The initial segment presents the discoveries and comments. The second section outlines suggestions and recommendations aimed at enhancing consumer satisfaction and promoting continued usage intention. Ultimately, it underscores the necessity for additional investigation.

5.1 Findings and Discussions

The primary aims of this study are to investigate the factors that influence customer satisfaction with the Careme patient application, to analyse the impact of customer satisfaction on the intention to continue using the Careme patient application, and to examine the moderating effect of habit on the relationship between customer satisfaction and intention to continue using the Careme patient application.

The demographic data indicates that the majority of the responders are female. The majority of responses are unmarried individuals aged between 21 and 30. They are highly educated individuals who have obtained a bachelor's degree. In terms of occupation, the majority of the respondents are employed by companies, with business owners coming in second. Thus, it may be inferred that the bulk of the respondents are unmarried females who prioritise their health.

Respondents can make bookings via the Careme Patient Application at any moment, based on their impression of service quality. The programme incorporates security measures, including password protection, to safeguard clients' personal information from unauthorised access. Therefore, the programme is dependable for users. The data indicates that the respondents are in agreement with the service quality of the Careme Patient Application.

Customers perceive the benefits and worth of a product based on their perception of its perceived value. Booking doctor appointments using the Careme Patient Application is stress-free. The Careme Patient Application allows users to get real-time information regarding their bookings, the arrival of doctors, and updates on token information. It can be inferred that customers are in agreement with the value provided by the Careme Patient Application.

According on user perception of perceived usefulness, it has been determined that the Careme Patient Application is beneficial for customers while scheduling medical visits. Customers may conveniently schedule appointments with their preferred doctors and search for the closest hospitals and doctors based on their health concerns. Thus, it may be inferred that customers concur with the efficacy of the Careme Patient Application.

According on user perception of the perceived ease of use, it has been determined that customers may easily schedule doctor appointments using the Careme Patient Application. The application offers a user interface that is evident and easily comprehensible. In addition, the application offers explicit and sequential instructions. Thus, it can be inferred that customers concur with the user-friendliness of the Careme application, since they are able to navigate it effortlessly without any external assistance.

According to the user's sense of social impact, it has been seen that customers embrace the application based on the influence of certain individuals. They frequently engage in discussions on health applications with those in their social circle and seek advice from family members, relatives, and hospital authorities regarding convenient methods for making doctor appointments. Thus, it may be inferred that customers acknowledge the presence of social influence when utilising the Careme Patient Application.

According to user perspective, internet reviews indicate that the Careme Patient Application is valuable for evaluating health information, as these reviews are considered trustworthy. Customers place their trust in and recommend the online reviews of the Careme Patient Application. Thus, they concur with the internet reviews of the Careme Patient Application.

The study for the first objective reveals that the regression result demonstrates a positive and significant impact of service quality, perceived usefulness, and perceived ease of use on customer satisfaction. However, customer happiness is not positively and significantly influenced by perceived value, social influence, and internet reviews. The study also revealed that the service quality of the Careme Patient Application had the greatest impact on customer satisfaction. Customers can conveniently schedule healthcare appointments at any time. Furthermore, the application is equipped with robust security measures to safeguard consumer information. Customers can effortlessly search for doctors and hospitals. Hence, clients express contentment with the Careme Patient Application.

According to the analysis of the second objective, the regression analysis shows that customer satisfaction has a substantial impact on the intention to continue using the Careme Patient Application. Customers can conveniently visit the hospital shortly before their turn,

as they receive real-time updates on the arrival of doctors and token number updates. Hence, customers express contentment with the Careme Patient service and express their intention to continue utilising the service in the future.

The study's analysis of the final aim concluded that there is no moderating influence of habit on the relationship between customer satisfaction and continuous usage intention. Customers mostly want to utilise the Careme Patient Application in the future due to its convenience in scheduling appointments at any time with less effort. Furthermore, users have the convenience of effortlessly locating specialised physicians, nearby medical facilities, and doctors' timetables. Customers perceive the programme as highly beneficial and convenient for scheduling healthcare appointments. Hence, the primary motive for the continued utilisation of the Careme Patient Application is the contentment of the customers rather than their customary behaviour.

5.2 Suggestions and Recommendations

Considering the outcomes of the initial aim, it is recommended that the Careme Patient Application incorporates a section dedicated to commonly asked questions (FAQs) in order to address the most prevalent concerns. Customers can effortlessly resolve the issues by reading those. Furthermore, the Careme Patient Application should provide a 24/7 emergency message or contacting feature to promptly address issues as they arise. By incorporating the aforementioned recommendations, consumers will experience increased satisfaction with the service quality of the Careme Patient Application.

In order to enhance user-friendliness, the Careme Patient Application should be developed to support both English and Myanmar languages, making it accessible on all types of mobile devices. Furthermore, the application must have multi-language settings to enhance accessibility for a wider range of individuals to the Careme Patient Application. The programme should incorporate a voice command feature to enhance customer convenience. By incorporating the aforementioned recommendations, consumers will experience increased satisfaction as the Careme Patient Application becomes more user-friendly and entertaining to navigate.

In order to enhance the practicality of the Careme Patient Application, it is advisable to incorporate a real-time chart feature that allows clients to interact with authorities from the hospitals they wish to book. Subsequently, buyers have the option to inquire whether they desire to acquire information. Furthermore, the application should provide a connection to an intranet portal where consumers can interact with one another by asking

and sharing health-related subjects and information. The application should incorporate Artificial Intelligence (AI) to assist individuals in locating health information from reputable sources with more accuracy and efficiency. By adhering to the aforementioned recommendations, consumers will experience heightened satisfaction due to the high use of the Careme Patient Application.

The continued intention of customers to use a mobile application is crucial for its success. To address the second concern, in order to enhance the likelihood of consumers continuing to use the Careme Patient Application, developers should primarily prioritise customer satisfaction levels. The application should collect and assess client feedback and suggestions. Subsequently, the application can be modified in accordance with the preferences and desires of the clients. Ultimately, it is necessary for the system to notify users about urgent health concerns through system messages. Subsequently, customers will get a greater understanding of health care and have the ability to lead a wholesome lifestyle.

Given the outcome of the third objective, it is important for the developer company of the Careme application to closely monitor user input, even though the impact of word of mouth moderation is not substantial. Subsequently, the corporation may promptly address any inquiries or negative rumours.

5.3 Needs for Further Research

This study specifically examines six elements that influence customer satisfaction and the intention to continue using the Careme patient application. It excludes other mobile health applications in Myanmar. Therefore, future research should focus on examining consumer happiness and the intention to continue using other mobile health applications in Myanmar, in order to encompass the entire mHealth application business. Furthermore, future research should prioritise the contentment of hospital personnel. The subsequent investigation should examine the satisfaction of both customers and service providers, as well as their intention to continue using mobile health applications.

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APPENDIX A

STRUCTURED QUESTIONNAIRE

Section A. Demographic Data

1. Gender

☐ Male ☐ Female

2. Marital Status

☐ Single ☐ Married

3. Age (Years)

☐ below 20 ☐ 20-30

☐ 31-40 ☐ 41-50

☐ above 50

4. Education Background

☐ Undergraduate ☐ Graduate

☐ Post Graduate ☐ Master

☐ Other……

5. What is your Job?

☐ Company Employee ☐ Government Staff

☐ Business Owner ☐ Retired

☐ Other……

In sections B, C, D, E and F, kindly respond to the questions provided. Evaluate the following statements by selecting the most suitable box for each question. Your ratings are crucial in understanding the effects being studied.

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Service Quality

No.	Particular	1	2	3	4	5
1	Careme Patient Application service is available anytime.					
2	Careme Patient Application quickly addresses any service-related issues that may arise.					
3	Careme Patient Application is reliable.					
4	There is a 24/7 call center of Careme Patient Application.					
5	Careme Patient Application has security features such as password.					

Perceived Value

No.	Particular	1	2	3	4	5
1	I do not need to pay for using Careme Patient Application.					
2	Careme Patient Application offers social mobile chat.					
3	Careme Patient Application can support to check booking realtime information.					
4	Careme Patient Application keeps previous data.					
5	There is no stress for booking doctor appointment by Careme Patient Application.					

Perceived Usefulness

No.	Particular	1	2	3	4	5
1	I can search nearest hospitals and doctors based on health issue.					
2	I can choose hospitals as well as doctors.					
3	I can easily make an appointment to the time I want to see a doctor.					

4	I can easily make an appointment with the doctor I want to see.					
5	Patients can also ask and share health related topics and information each other.					
6	Careme Patient Application can help people more accurately and effectively find *health* information.					
7	Careme application provides real time information about arrival of doctors, current booking number etc.					

Perceived Ease of Use

No.	**Particular**	**1**	**2**	**3**	**4**	**5**
1	Careme Patient Application can be easily download from online.					
2	The registration process is simple and easy.					
3	Interacting with Careme Patient Application does not require a much effort.					
4	User Interface of Careme Patient Application is clear and understandable.					
5	Careme Patient Application offers 2 languages (Myanmar and English).					
6	I do not need to rely others to make appointments by Careme Patient Application.					
7	With Careme Patient Application, making appointment of doctors is easy.					

Social Influence

No.	Particular	1	2	3	4	5
1	I used to take suggestions from friends and relatives who use careme application.					
2	I used to adopt health application based on individuals who influence my behavior.					
3	I used to talk about health application with people around me.					
4	I used to ask hospital officials and healthcare personnals about healthcare applications.					

Online Review

No.	Particular	1	2	3	4	5
1	Online reviews about Careme Patient Application are believable.					
2	Online reviews about Careme Patient Application are relevant to my demands.					
3	Online reviews in Careme Patient Application have adequate deepness.					
4	Online reviews are useful to assess health information.					

Customer Satisfaction

No.	Particular	1	2	3	4	5
1	I am satisfied with customer service of Careme Patient Application.					
2	I am satisfied with the search options of Careme Patient Application.					
3	I am satisfied with social feature of Careme Patient Application.					
4	I am satisfied with ease of features in Careme Patient Application.					

5	I am satisfied with real time information feature of Careme Patient Application.					
6	I am satisfied with free charge of Careme Patient Application.					
7	I think the decision to use Careme Patient Application is wise.					
8	I am satisfied with precise online reviews of Careme Patient Application.					

Continuance Usage Intention

No.	**Particular**	**1**	**2**	**3**	**4**	**5**
1	I prepare to continue using Careme Patient Application in the future.					
2	I always consider Careme Patient Application as first option whenever I need to make doctor appointment.					
3	I will keep looking at social feature in Careme Patient Application to get update healthcare information.					
4	I believe that Careme Patient Application is right one for me.					
5	I used to recommend others to use Careme Patient Application when they need doctor appointment.					
6	I always say positive words about Careme Patient Application.					
7	I will keep using Careme Patient Application as I do now.					

Habit

No.	Particular	1	2	3	4	5
1	The use of Careme Patient Application turn into my custom.					
2	I am immersed in accepting Careme Patient Application.					
3	Careme Patient Application turns my habit about making doctor appointment.					
4	I go to hospital by looking at update token status of Careme Patient Application.					
5	I do not want to wait for a long time at the hospital for doctor appointment.					

APPENDIX B

SPSS Output

Effect of Influencing Factor on Customer Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851[a]	.725	.721	.39326

a. Predictors: (Constant), Online Review Mean, Perceived Ease of Use Mean, Perceived Usefulness Mean, Perceived Value Mean, Social Influence Mean, Service Quality Mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	159.724	6	26.621	172.133	.000[b]
	Residual	60.623	392	.155		
	Total	220.347	398			

a. Dependent Variable: Customer Satisfaction Mean

b. Predictors: (Constant), Online Review Mean, Perceived Ease of Use Mean, Perceived Usefulness Mean, Perceived Value Mean, Social Influence Mean, Service Quality Mean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.121	.101		11.050	.000
	Service Quality Mean	.321	.132	.385	2.429	.000
	Perceived Value Mean	.042	.053	.052	.793	.428
	Perceived Usefulness Mean	.150	.069	.162	2.164	.031

	Perceived Ease of Use Mean	.221	.053	.258	4.179	.000
	Social Influence Mean	.016	.059	.021	.272	.786
	Online Review Mean	.016	.110	.021	.145	.885

a. Dependent Variable: Customer Satisfaction Mean

Effect of Customer Satisfaction on Continuance Usage Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841[a]	.707	.706	.48918

a. Predictors: (Constant), Customer Satisfaction Mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	229.067	1	229.067	957.249	.000[b]
	Residual	95.001	397	.239		
	Total	324.068	398			

a. Dependent Variable: Continuance Usage Intention Mean

b. Predictors: (Constant), Customer Satisfaction Mean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.187	.138		1.352	.177
	Customer Satisfaction Mean	1.020	.033	.841	30.939	.000

a. Dependent Variable: Continuance Usage Intention Mean

Moderating Effect of Habit between Customer Satisfaction and Continuance Usage Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.939[a]	.881	.881	.31187	.881	1467.961	2	396	.000
2	.939[b]	.882	.881	.31163	.000	1.608	1	395	.205

a. Predictors: (Constant), Habit Mean, Customer Satisfaction Mean

b. Predictors: (Constant), Habit Mean, Customer Satisfaction Mean, CS_H

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	285.553	2	142.776	1467.961	.000[b]
	Residual	38.516	396	.097		
	Total	324.068	398			
2	Regression	285.709	3	95.236	980.680	.000[c]
	Residual	38.359	395	.097		
	Total	324.068	398			

a. Dependent Variable: Continuance Usage Intention Mean

b. Predictors: (Constant), Habit Mean, Customer Satisfaction Mean

c. Predictors: (Constant), Habit Mean, Customer Satisfaction Mean, CS_H

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.238	.088		2.705	.007
	Customer Satisfaction Mean	.327	.036	.270	9.196	.000

	Habit Mean	.737	.031	.707	24.099	.000
2	(Constant)	.055	.169		.326	.745
	Customer Satisfaction Mean	.280	.052	.231	5.412	.000
	Habit Mean	.663	.065	.637	10.149	.000
	CS_H	.018	.014	.107	1.268	.205

a. Dependent Variable: Continuance Usage Intention Mean