

Factors Related to Return of Hospital Patients to Hospital's Internet Services Based on TAM: Case Study on Mashhad Hospitals, Iran

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Original Article

Abstract

Introduction: Many public organizations and services use the Internet in order to provide optimal service to their clients. For this purpose, in this study we aimed to determine the factors associated with return of hospital patients to hospitals' Web services.

Methods: This study uses survey research method. The required data were collected through questionnaires. The population of this study included all returning patients to internet services of hospitals in Mashhad. The convenient sampling method was used to select 160 participants. Data were analyzed using structural equation modeling.

Results: The path coefficient of patients' attitude of using the Internet on their orientation is equal to 0.389, which shows a significant positive impact. The path coefficients of perceived usefulness and ease of understanding by clients of hospitals' Internet service are 0.314 and 0.403 respectively which show a positive and significant effect. Internet service orientation's path coefficient of patients using hospitals' internet services over the patients returning to online services is 0.354 which indicates a positive and significant impact. The research findings also indicate a significant and positive impact on perceived usefulness with the path coefficient of 0.563.

Conclusion: Facilitating the use of hospital electronic systems and providing necessary training is recommended to increase the use of hospitals' internet services, reducing the number of hospital visitors and taking advantage of these internet-based services.

Keywords: Patients; Internet; Hospitals; Technology

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