

CHAPTER I

INTRODUCTION

1.1 Background

Business world is increasingly influence by the globalization, as well as the easy to access information. Information can be spread by the communication. The communication is the process that related to the relationship between the human and their environment. Moreover, without communication environment to be not relevance activity. In communication, human need communication media. Communication media is all means that used to produce, distribute and delivered the information (Hardiansyah,2015). The communication media play important rule in human's life. This kind of development made the business object to innovate in order to compete. The ability to innovate can be obtain by control of knowledge. The competition in the business world has increased along with the various type of industry, so does hospital industry.

Based on WHO (World Health Organization), hospital is integral part of the medical and social organisation which is to provide for the population complete health care, both curative and preventive; and whose out-patient services reach out into the family in its home environment. The hospital is one of the organizations that operating in health service which its development undergoes changes. At the beginning of the development the hospital is the organization that useful for the social, but right now with the existing of the private hospital made the hospital to be the organization that operate in health service with manage in based on the management just like an entity. Along with the development of the hospital, until today there is a competition between the hospitals even for private or public hospital, all of them compete to attract the customer patient, so that they will use the service that provide in the hospital. In the debate on competition in the NHS between Mays (2011) and Stevens (2011),

there has been vigorous debate over the theoretical justification and empirical support for expanding competition between health care providers.

In case of the competition of the hospital industry, they try to improve the service that provided. One way to improve the service is effective communication, because as a service sector the communication with customer is the first priority. In the hospital industry, service is the main core business. The good service will be made a good image of the hospital, that image will be attract and build the trust of customer to the hospital. If the customer feeling trust to the service in hospitals, they will come back to the hospital again if needed. Keep a good trust of the customers means that keep the sustainability of the industry. The communication between customer and company can impact the decision making of the customer. With the development of technology, people can easily keep in touch with each other through the media.

As its development of the internet, the new media have emerged that can support the communication process in society, one of them is social media. Social media made the process of communication between people can conveyed quickly regardless of space and time. We can get the information in mobile phone. Because of the development in mobile internet technology, mobile social platform has become one of the most important sources of information for mobile users (Miah et al.,2017). During the on-going COVID-19 pandemic, social media platform be the best choose to get information, because the information about health support can get immediately by the users. The fast of access of social media resulted in a major phenomenon of the flow of information not only in developed countries, but also in Indonesia. Because of its speed, social media has also begun to appear to replace the role of conventional mass media in spreading news. Social media cannot be separate from business, industry, education and social interaction. Social media can give a positive and negative impact to the users. It depends on the respond of the users.

Social media is entire form of interactive communication media that support two-way interaction and feedback (Kent, M.L.2003). one of social media that support and make it easier for people to keep in touch with each other is instant messenger social media based such like LINE, WhatsApp, and Facebook Messenger. Based on We Are Social & Hootsuite. Inc January 2022 WhatsApp is instant messenger social media based with the highest number of active users in Indonesia.

Table 1. 1 The Amount of Social Media User in Indonesia (January 2022)

No	Social Media Platform	The Amount of Active User (%)
1	WhatsApp	88,7%
2	Instagram	84,8%
3	Facebook Messenger	81,3%
4	Telegram	62,8%
5	Line	39,2%

Source: We Are Social & Hootsuite. Inc Digital Regional Report Indonesia January 2022

Table 1.1 Show the position of instant messenger social media based with the highest number of active users is WhatsApp platform with percentage of active users as much as 88,7%.

Nowadays, Social media WhatsApp plays an important role in communication, wherever people use WhatsApp platform to communicate. The WhatsApp platform provided feature starting from group chats, video calls, voice calls, and allow user to send various form of files such as, photos, videos, documents, and voice messages. With these features, a lot of the business sector use WhatsApp as well as hospital sector. The hospital sector use WhatsApp according to business operation. The hospital used WhatsApp to communicate the customer and employee, WhatsApp be the main source to get health information. It will be improving service of the hospital, which is a one way in competition in hospital industry.

There are several factors that influence the social media fatigue, but this study focusing in the information which is the information overload factor. Because the social media platform

(SMP) become the main source information, so the SMP need to be explore, especially the information characteristic of social media platform. In social media the information cannot be controlled, because it provided a lot of information. Even though the information is useful to individual, but there is limited of people to receptive it (Lang,2010). When the provided information exceeds the ability of people to accept information, information overload will occur (Eppler & Megis.2004). The overload of information will be led to the social media fatigue, because the overload both social and information have an important impact on social media fatigue (Sasaki et al., 2015). So, the influence of the information characteristic to social media fatigue needs to be disclosed.

The health is the important in human life. During the pandemic, people health become threated (Heymann & Shindo, 2020). In these situations, health consciousness plays a significant role in regulation people's attitudes and behaviours toward their health (Meng et al., 2019) and the information on social media platform will be shape the users' attitudes and behaviour depends on the information and technical characteristic of the platform (Xiao and Mou, 2019). The information characteristic of social media platform is information quality and media richness (Huang Xiao et al, 2021).

When it comes to information characteristic, information quality (IQ) is crucial in determining how customer respond (Grohol et el.,2014). Information quality is an organizational asset (Redman, 2008) that not only drives operational processes but can be mined for intelligence (Chan, Talburt, Talley, 2010), which can be used to improve organizational performance and help an organization gain a competitive advantage in the marketplace. With the good quality of information, it will give a satisfaction of the customer, in the health industry is patient. If the patient satisfaction with the information that are given by the health service, they will keep to use that service in the future but if not, they will change to other health service. The information that had quality is the information that are: (1)

relevance; the information needs to give a benefit for the user; (2) accuracy; the information is free from error, the meaning is clear; and (3) timeliness; the information that are need cannot be late (O'Brien & Marakas, 2014). A decision that has quality cannot be made base on the poor-quality information. So that the good quality information is needed.

Media richness can be a variable to know the technical characteristic information. Sometime in communication the information can be unclear and confusedly. So, there is the role of media richness which is used to determine the importance and diversity of particular communication platform. The media richness state that all media have varying capabilities to enable users to communicate and change their perception. Based on Trevino, Daft, et al (1987) there are for criteria for rank media richness, namely: (1) immediate feedback, (2) the multiple cues and sense involved, (3) language variety and (4) personalization.

Both the term of information quality and media richness is different concept that convey information and technical information (C.C Chen & Chang,2018). An individual tried to collect the information in case to made decision to solve their problem. The positive and negative respond will be depended on the information that already collected (Wu,2018). During pandemic, the social media (WhatsApp) provide a lot of information and individual become rely on social media. The people's dependence on social media then gives rise to social media fatigue phenomenon. Social media fatigue is psychological exhaustion because people participate in online environments or voluntary way online (Zhang et el., 2021). For instance, the information quality (IQ) helped the women breast cancer to living by reduce the depression and anxiety (Kugbey et el., 2019), and the media richness (MR) improve doctor patient communication to help patient cope with challenges in positive way (Dennis & Kinney,1998).

Research about effect information quality and media richness to social media fatigue previously doing by Zhang et el., (2021) in China during COVID-19 pandemic. The research

use sample WeChat as sample. The result of the research is the information quality significantly decrease social media fatigue, meanwhile the media richness significantly increased social media fatigue, where it can made negative copying. The negative copying will be determined the decision making of the customer. Xiao et al., (2021) doing the same research in WeChat too with the result information quality decrease social media fatigue and media richness increase the social media fatigue.

There is other research about the effect of information quality to the social media fatigue. Kugbey et al., (2019) doing research about the effect of health information to depression and anxiety on health quality of live woman living with cancer breast. The result show that the health information improves the quality of live in women living with breast cancer with reducing the level of depression and anxiety. Which is means that the health information, that has quality can reduce the social media fatigue. Chen – Chen et al., (2018) doing another research about the purchase intention on Airbnb. The result of the research is information quality and media richness are important precursors to purchase intention.

Based on the background, the result of several previous studies, the phenomenon of social media WhatsApp and the influence of the information quality and media richness on social media fatigue. Based on the description and study previously described, so the author doing research with title **“Effect Information Quality and Media Richness to Social Media Fatigue in Healthcare Industry”**

1.2 Research Questions

Based on the explanation that describes in the background above, this study examined:

1. Does the information quality of WhatsApp have an effect to the social media fatigue of customer in Healthcare Industry?

2. Does the media richness of WhatsApp have an effect to the social media fatigue of customer in Healthcare Industry?

1.3 Objective of Research

Based on the research problem above, the researcher aims to know:

1. The influence of information quality WhatsApp on social media fatigue in the Healthcare Industry.
2. The influence of media richness WhatsApp on social media fatigue in the Healthcare industry.

1.4 Benefit of Research

The result of this research is expected to be beneficial for:

1. For academic and researcher, it can be as reference for further research that is more deeply related to the information quality and media richness on social media fatigue
2. For the healthcare industry or organization can be as input to maintain and improve their service and communication to customer.
3. For reader, it can be as a guide in communicating using social media, especially in use of WhatsApp feature in healthcare.

1.5 Writing Systematic

The writing systematic in this research describe down below:

CHAPTER I INTRODUCTION This part is consist about the Background of the Research, Research Question, Objective of Research, benefit of research and Writing Systematic.

CHAPTER II LITERATURE REVIEW This part consist of Ground Theory, Review of Previous Research, a Conceptual Framework of Research, and Hypothesis Development.

CHAPTER III RESEARCH METHODOLOGY This part consists of Research Design, Population and Sample, Operational of Variable, Research Source and Data Collection, and Data Analysis Technique.

CHAPTER IV RESULT and DISCUSSION This part consists of Overview research object and result in the research that has been done.

CHAPTER V CONCLUSIONS and RECOMENDATION This part consists of conclusions from the discussion, contribution of research and recommendation for further research.

