

CHAPTER I

INTRODUCTION

1.1 Background of Research

In this era of Industrial Revolution 4.0, in its development, the form of information start from entertainment, economics, politics, social, health, education, culture and others globally could be tracked via the Internet. Internet has a big influence in human's life. Every kind of unlimited information can be accessed from the Internet. Internet users can search for information; exchange some information which can be done in seconds. The existence of internet brings usefulness to the society so they tend to leave other media of information and move to use Internet in gaining such information.

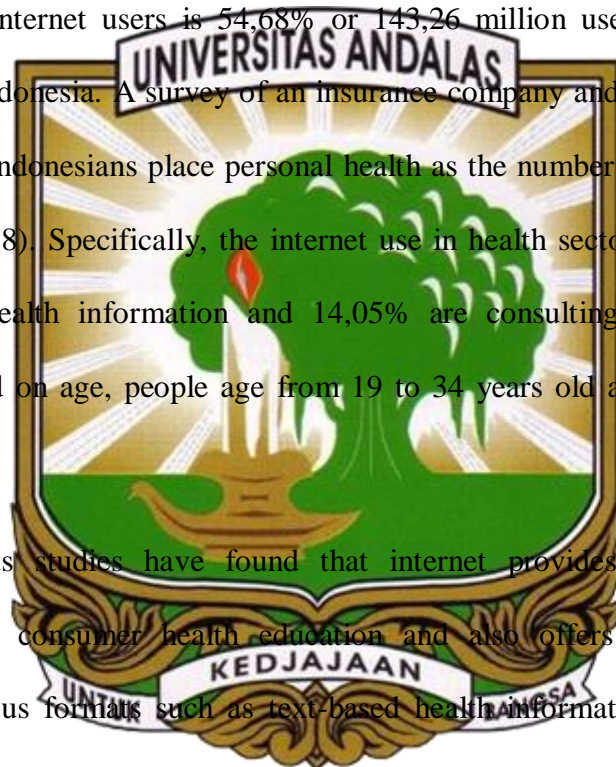
The high need of information makes people expect and depend to the Internet which give them information needed that they are looking for, so people can easily make decision towards something. Especially in seeking health information, instead of going to the hospital to consult with a doctor, people are more likely to use their smart-phone to access health-related information they want to know via Internet.

Since health is important to be maintained, people are required to be well-educated and concerned about health issues. In Indonesia, the level of awareness of Indonesian people for healthier life is increasing year by year. Along with the development of technology, public awareness of the importance of healthy life is increasing. in recent years sedentary lifestyle trends - lifestyles



where a person is lacking in physical activity, began to be replaced with a healthy or active lifestyle. The increasing number of information about health that can be easily accessed through social media, is one of the factors that stimulates many people to pay attention to their health.

Indonesia Internet Service Provider Association (APJII) recently has published statistic data of Indonesian internet users 2017. Based on the survey, the penetration of internet users is 54,68% or 143,26 million users from the total population in Indonesia. A survey of an insurance company and research institute shows 73% of Indonesians place personal health as the number one issue in their lives (Fikri, 2018). Specifically, the internet use in health sector, 51,06% people tend to seek health information and 14,05% are consulting with the health expertise. Based on age, people age from 19 to 34 years old are potential users (APJII, 2017).

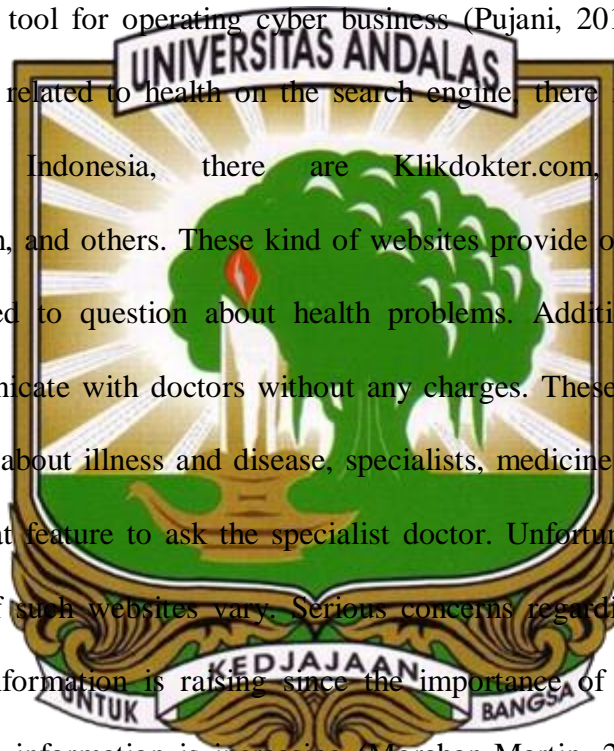


Previous studies have found that internet provides mass of health information for consumer health education and also offers service delivery through numerous formats such as text-based health information, e-mails, chat rooms, and list serves. In addition, internet can be a platform to connect patients with health professionals for health support (Escoffery et. al., 2014).

Chisolm, Johnson, and McAlearney (2011) claimed that many health care providers and payers have added Web-based tools to their traditional face-to-face disease management programs. Meanwhile publicly available health information websites can provides information to people without access to provider-based

programs. Such websites are generally run by government agencies, disease-specific organizations, health care providers and corporate entities and are designed to promote awareness, provide factual information, promote products, or link users to each other for a variety of purposes. Also, they help anyone with internet access to health information and disease management.

Website is one of the applications of information technology that is considered as a tool for operating cyber business (Pujani, 2015). By searching some keywords related to health on the search engine there is health websites appeared. In Indonesia, there are Klikdokter.com, Alodokter.com, Doktersehat.com, and others. These kind of websites provide online consultation that can be used to question about health problems. Additionally, users can directly communicate with doctors without any charges. These websites include the information about illness and disease, specialists, medicines, health tips, and provide live chat feature to ask the specialist doctor. Unfortunately, the quality and accuracy of such websites vary. Serious concerns regarding the quality of online health information is raising since the importance of the Internet as a source of health information is increasing (Morahan-Martin, 2004). Ergo, users must continually find, understand, and examine the information they access, yet this process relies a lot on users' literacy, health literacy, and information processing skills.



In recent years, there has been a buzz about medical information. The investigation conducted by Illari and Floridi (2014) found there are so many facets

of information quality problems in health and medicine such as medical discovery, treatment, and other health information.

Of course, the information quality provide by health websites later it will influence users satisfaction which leads to customer trust towards those health websites. Cleary and McNeil (1988) said that several factors have stimulated customer satisfaction research. Consumers are increasingly sophisticated about the type of care or information they receive, providers are increasingly aware of their concerns.

However, a poor website or inefficient services can show a poor image and weaken its position. Therefore, it is important to determine the factors that enhance the user's satisfaction towards the use of health websites (Ahn, Ryu, and Han, 2007). They argued individuals would visit a site if it provided low-cost, high-quality information and service with fast live chat responds, and/or improved the website performance.

Nevertheless, further research is needed to measure specific aspects of user satisfaction in using Web health. Joshua and Pujani (2014) also examined self efficacy, trust, and actual use as influencing factors of user satisfaction on website. In this research, the author considers the role of Web-health information quality, trust and use as the measurement that affect user's satisfaction.

1.2 Problem Statement

Based on the research background, the author developed some research questions which need to be investigated as follows:

1. How does Web health information quality influence user's satisfaction?
2. How does trust on Web health influence user's satisfaction?
3. How does use of Web health influence user's satisfaction?
4. How does information quality influence trust on Web health?
5. How does information quality influence use of Web health?

1.3 Research Objectives

The objectives of this research is for scientific purpose. It aims to find out how far the influence of Web health information quality, trust, and use towards user's satisfaction in using Web health.

1.4 Research Contributions

1. The author expected this research beneficial to give contribution for academic purpose towards knowledge development and literature.
2. The result of this research is aim to be used as consideration for the future research.
3. To add references that can be used by other researchers in any area that related to investigating the same topic in the future.

1.5 Research Limitations

The author gives the limitation in this study by researching influences of information quality, trust, and actual use in enhancing users satisfaction in using Web health. This research will be focused on college students in any fields at Andalas University, Padang.



1.6 Research Outline

In order to make it easier and make moderate the forwarding of content, this research is divided into five chapter, as following:

CHAPTER I : This chapter describes about the background of the research, problem statement, research objectives, research limitations, and research outline.

CHAPTER II : This chapter explains about theories for each variables, previous study related to the topic, and conceptual framework of the correlation between information quality, trust, and actual use with information consumers' satisfaction in using Web health.

CHAPTER III: This chapter elaborates the research method which discussing about research design, population and sample, data collecting, method, operationalization of variables, data processing, data analysis method, and data analysis.

CHAPTER IV: This chapter explains about the validity and reliability test, research data descriptions and analysis and also the result of research.

CHAPTER V : This chapter will explain about conclusion, limitation, recommendation and implication of the research.

