The Relationship Between the Quality of Hospital Information Systems and User Trust

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ABSTRACT

Introduction: In the much complex and dynamic system of health, the smallest difference in services leads to increase in customer demand. Medical centers and hospitals need to expand internet and Application Service Providing (ASP) and to convert that in to a competitive, long-lasting choice. The present study was carried out with the aim of determining the relationship between the quality of service providing software systems and customer Trust in selected hospitals of Tehran University of Medical Sciences using similar hospital information systems. Method of Investigation: This research is a correlation, descriptive analysis. The statistical group includes employees in the hospital revenue and clearance unit and the study was carried out through census and using questionnaire. To analyze the data, SPSS software was used and in addition to descriptive statistics of: frequency distribution and mean tables, inferential statistics like KS and Pearson tests were used. Findings: With a 95% trust level one can conclude from this study that there is a meaningful relationship between the quality of service providing software programs with customer trust in the selected hospitals of Tehran University of Medical Sciences. Also the results showed that the intensity of the relationship between trust and other variables of service quality, system quality and information quality is 0.835, 0.732 and 0.703 respectively (P<.05). Conclusion: Although all variables have positive and meaningful relationship with customer trust, their average is less than moderate limit so with regard to the meaningful relationship but less than average of the research variables, the managers in the field of health are advised to consider these issues in their management methods.

INTRODUCTION

Medical centers need an information technology that responds to patients' medical needs. They are aware that although development and maintenance of software programs is expensive, they are necessary for providing suitable service, remaining competitive and attracting customer. Provision of services in a less qualitative state than anticipated always leads to lack of trust among patients and service receivers (1); quality assessment takes place during service provision. Every contact is a moment for building trust and a chance for satisfying or the opposite (2), so medical centers and hospitals need to expand internet and Application Service Providing (ASP) and to convert that in to a competitive, long-lasting choice. Users engaged with information systems are effective arms of service provision in medical centers and their level of satisfaction with such software are very important in providing suitable service. Software programs play an important role in marketing programs of many organizations and service excellence is part of the requested value package by the customers. Therefore in open and competitive markets, procedures like

qualitative service provision and advanced systems have attracted most of the attention (3). There is a meaningful relationship between customer involvement and their satisfaction and trust (4). There is also a certain concern regarding the importance of customer perceptions from service encounter, since from the customer's view the sign of service quality becomes evident at the time of service encounter i.e. the crucial moment when the customer contacts the organization (5). That is why the quality of service software programs is mentioned as a key competitive weapon which leads to superiority of companies and the services provided by them from the customer's point of view (6). In design and development of information systems we must note that the employees are key elements that manage these systems. If hospital information systems do not respond to user needs (internal customers), they will be ignored or be even considered as a nuisance (7). Since hospitals, as any other business activity, require user trust for success and user trust also leads to decrease in expenses and increase in hospital income, in this study we have investigated the relationship between the quality of hospital