

TRANSFORMING WORD OF MOUTH: THE ROLE OF EMR DESIGN, CUSTOMER SUPPORT, AND SECURITY IN HEALTH FACILITIES USING PINUS SOFTWARE IN SURABAYA AND PASURUAN

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ABSTRACT

The healthcare industry's ongoing technological advancements make keeping electronic medical records a must. All healthcare facilities must use electronic medical records that are linked to SATUSEHAT, under rules issued by the Ministry of Health of the Republic of Indonesia. For software businesses that offer electronic medical record software, this creates enormous opportunity. The goal of this study is to examine how various aspects of the overall electronic medical records service quality, such as design, security/privacy, and customer support, affect customer satisfaction and trust, which in turn affect positive word of mouth among PINus Software users who use electronic medical records in Surabaya and Pasuruan. This study used a quantitative survey approach, gathering information from five healthcare facilities to gain 175 respondents, which were analyzed using SPSS. These results demonstrate variable customer support has no effect, two independent variables have a considerable impact. The study's conclusions highlight the significance of electronic medical record design, security/privacy, all of which have been shown to have a major impact on overall electronic medical record service quality, which in turn affects customer satisfaction and trust, which in turn affects word-of-mouth.

Keywords - **Electronic Medical Record, Electronic Medical Record Design, Customer Support, Security and Privacy, Overall Electronic Medical Record Service Quality, Customer Satisfaction, Customer Trust, Word of Mouth**

INTRODUCTION

All business sectors must use information technology, or what is commonly referred to as a Management Information System, due to the technology's increasingly rapid development. Every kind of organization, including healthcare institutions like clinics, hospitals, private practices, and many more, can benefit from the use of management information systems. Researchers will talk about hospital management information systems in this study, particularly electronic health records. Every world's developed nations have integrated electronic health records. There is a National Electronic Health Record (NEHR) in Singapore. Singapore uses NEHR as tools to help realize the "One Patient, One Health Record" goal. The Ministry of Health of Singapore owns and operates NEHR, which is run by Synapxe (Ministry of Health of Singapore, 2024). Patients, including foreign nationals, seeking medical care in Singapore have their medical records kept on file by NEHR. Patients can seek care at any Singaporean healthcare facility with this NEHR, and they will receive coordinated, patient centered care at the best possible facility.

Similar facilities, namely SATUSEHAT, are being developed in Indonesia as well as NEHR. PERMENKES RI number 24 of 2022 about Medical Records is the regulation that the Indonesian government first published pertaining to electronic medical records. The government believes that since digital technology is developing at an accelerating rate, digital transformation of health care is required. Medical records must be stored electronically while adhering to data and information security and confidentiality guidelines (Ministry of Health of Singapore, 2024). There were 3818 health facilities in East Java Province that were linked to SATUSEHAT at the time this research was written. This amounts to a mere 34.17% of all East Java healthcare institutions. This statistic demonstrates that 65.83% of healthcare facilities in East Java do not have an electronic medical record or do have one but are not connected to SATUSEHAT (Kementrian Kesehatan Republik Indonesia, 2024). This is a significant market and opportunity for PT. Performa Inti Nusantara to attract new clients.



Fig. 1. Health facilities connected to SATUSEHAT

Source : satusehat.kemkes.go.id

This research is motivated by the significant need for electronic medical records. The study will use multiple characteristics to assess the overall electronic medical record service quality, including electronic medical record design, customer support, and security/privacy. The overall electronic medical record service quality will lead to customer satisfaction and trust, which will ultimately make users such as physicians, nurses, pharmacists, and other medical personnel feel at ease and encourage positive word-of-mouth among colleagues or healthcare facilities about other locations where the medical staff is employed (Rita et al., 2019).

This study's research gap is the impact of customer satisfaction on word-of-mouth marketing. In earlier research Karim (2020) drawing on the Pathao Bangladesh, discovered a strong positive correlation between word-of-mouth and customer satisfaction. Rita et al., (2019) research also discovered and validated this association. However, Teresia Purnomo Salim, Mintarti Rahayu, (2019) research in the city of Malang discovered something different: there was no meaningful correlation between Word of Mouth and Customer Satisfaction.

Based on the foregoing description, this study will discuss the influence of electronic medical record design, customer support, and security/privacy on word of mouth through customer satisfaction and customer trust in health facilities using PINus Software - eMR in Surabaya and Pasuruan.

LITERATURE REVIEW

According to Rita et al., (2019) electronic medical record design describes the whole user experience, taking into account the information quality, aesthetics, ease of use, filling process, form selection, personalization, and accessibility of necessary system modules. According to Sabila Putri & Omar Sharif, (2023), electronic medical record design encompasses all aspects of user experience, including comfortable navigation, quick and effective information retrieval, accurate and high-quality information display, and simple menu selection. Blut, (2016) states that an application that is designed effectively can increase overall service quality

H1: Electronic Medical Record Design is significantly impact on Overall Electronic Medical Record Service Quality

Once the adoption of electronic medical records has been approved, the next course of action is to consider methods for improving medical staff adherence to this practice. Ping et al., (2019) define customer support as a service offered by a business to assist customers in getting the most out of a good or service, particularly in the event that a problem arises during use. When consumers or users have inquiries or issues while utilizing the program, customer support is the department within the organization that is able to respond quickly, offer assistance, and provide answers (Sabila Putri & Omar Sharif, 2023). Customer Support refers to services provided after sales or in this case refers to services provided to users when there are difficulties or problems in using electronic medical records Blut, (2016). In the case of electronic medical records, users will carry out the entire process independently without the help of customer support (McLean & Wilson, 2016 in Rita et al., 2019). According to Sabila Putri & Omar Sharif (2023), when Customer Support is unresponsive or delays, it might lower the overall electronic medical record service quality.

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H₂: Customer Support is significantly impact on Overall Electronic Medical Record Service Quality

While privacy is concerned with user data, particularly sensitive data that should not be shared with third parties or should only be shared in accordance with the owner's wishes, security is concerned with a number of issues including data access control, encryption, secure connectivity, and protecting data from hacking and changes made by cybercriminals Sen & Basahel (2019). In the field of health, privacy is crucial. Misuse occurs when data, particularly patient medical data, is collected and used in an inappropriate way. It's also breaking the law. In the field of health, privacy is crucial. Illegal data collection and usage, particularly the use of patient medical records, is a violation of privacy in and of itself. Medical staff members' willingness to adopt electronic medical records may be negatively impacted by privacy concerns (Enaizan et al., 2020). In their research Rita et al., (2019) found that there is a significant relationship between Security/Privacy and Overall Medical Record Service Quality.

H₃: Security/Privacy is significantly impact on Overall Electronic Medical Record Service Quality

Various factors, including electronic medical record design, customer support, and security/privacy, influence the overall electronic medical record service quality (Rita et al., 2019). Overall electronic medical record service quality has a significant impact on enhancing the company's reputation, which in turn will raise customer satisfaction and trust. it can be viewed from the viewpoint of the client. PINus Software - eMR consumers' happiness can be raised by improving the overall electronic medical record service quality (Syah & Wijoyo, 2021). Customer satisfaction is the emotions of a user or customer who contrasts the actual outcomes with their expectations. Stated differently, customer satisfaction refers to the total level of service that a customer feels they receive from a product or service (Kotler & Keller, 2009 in Syah & Wijoyo, 2021). Customer satisfaction and the

Service Quality variable have a direct and significant association, according to research by Syah & Wijoyo, (2021). This suggests that higher overall electronic medical record service quality has a positive impact on customer satisfaction. Haghghi et al. (2012) came to the conclusion that high service quality can boost client satisfaction, as reported by Syah & Wijoyo (2021).

H₄: Overall Electronic Medical Record Service Quality is significantly impact on Customer Satisfaction

Customer trust, according to Alam et al., (2020), is the state in which people have confidence and trust in sharing personal information. Because the data used is private and sensitive, customer trust is a crucial component in the health sector. Another way to put it is that the most significant factor in electronic medical records is customer trust. Belief has a beneficial impact on the motivation to utilize electronic medical records. According to Ashraf et al., (2020) customer trust is derived from the interaction of three elements competence, honesty, and benevolence which eventually influences a user's decision to utilize a business's goods or services. When users and the system's mechanisms don't fully comprehend one another, trust can assist reduce uncertainty (Wu et al., 2018 in Rita et al., 2019). Customer trust is positively impacted by overall electronic medical record service quality. In the digital realm, consumers must have greater trust in order to conduct transactions (Alrubaiee & Alkaai'da, 2011 in Rita et al., 2019).

H₅: Overall Electronic Medical Record Service Quality is significantly impact on Customer Trust Word of mouth is the dissemination of knowledge about a product or service from people who have used it to other people who may benefit from it, as stated by Boyer et al. (2015) in Rita et al. (2019). Positive word-of-mouth referrals are regarded by many marketers as the most enduring and successful kind of marketing communication. When clients are happy with the services they received, they typically recommend nine or ten more persons. Roughly half of American firms are thought to benefit from word-

of-mouth marketing; yet, bad word-of-mouth marketing is more likely to occur in situations when customers are not satisfied (Karim, 2020). According to research by Karim (2020), there is a strong correlation between word-of-mouth and customer satisfaction.

H6: Customer satisfaction is significantly impact on Word of Mouth

Positive word-of-mouth is typically left by satisfied customers. When a consumer or product user is satisfied with the product, the service provider, or both, they are more likely to recommend the product to others in need (Wu et al., 2018 in Rita et al., 2019). Rita et al., (2019) cites Kim and Stoel (2004) as saying that a user's or customer's willingness to spread word of mouth to others is significantly influenced by their level of trustworthiness. Before customers or users may share their experiences with other people in need, they must be satisfied and confident in the product (Loureiro et al., 2018 in Rita et al., 2019). Customer trust has a significant impact on positive word-of-mouth from product users (Chauduri and Holbrook, 2001 in Barakat Ali, 2022).

H7: Customer trust is significantly impact on Word of Mouth

METHODOLOGY

This study employs a quantitative research design. Research on hypotheses that are tested using numerical measurements of variables and statistical data analysis is known as quantitative research. No unique activities or interventions are performed on the subjects during the research period when using the non-interventional survey approach for this study. A questionnaire is used in this survey method to gather data (Sekaran & Bougie, 2020). Stratified sample approaches along with probability sampling are employed by the researchers in this study. Using the stratified sampling technique, the respondent population is split up into many groups based on shared attributes. Then, in order to guarantee that every group could be represented in the research sample, samples were randomly selected from

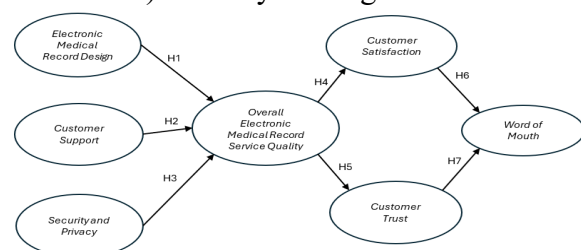
each group (Sekaran & Bougie, 2020). The study's respondents were drawn from a variety of backgrounds, including physicians, nurses, midwives, and pharmacists between the ages of 18 and 65 who worked in healthcare facilities using PINus Software, or eMR, and who had been using the program for longer than six months. The characteristics of the respondents in this study are as follows:

1. Male or Female
2. Work in health facilities that use PINus Software – eMR in Surabaya and Pasuruan
3. 18-65 years
4. Have used PINus Software - eMR for at least 6 months.
5. Nurses, midwives, pharmacists and doctors who work in health facilities use PINus Software – eMR.

The data was analyzed using the data processing methods for simple regression and multiple linear regression found in the SPSS 22.0 software package. In order to test the direct effects of the intervening variable on the dependent variable as well as the direct effects of the intervening variable on the dependent variable that was constructed from multiple indicators, the study's model and hypothesis were first examined using a straightforward regression technique. Second, the individual effects of each independent variable on the dependent variable—which consisted of several indicators—as well as the combined impact of the independent and dependent variables were evaluated using multiple regression techniques. Validity and reliability assessments, along with traditional assumption tests, were performed prior to data processing.

Fig. 2. Research Model

Bivariate Pearson (Pearson Product Moment Correlation) validity testing was used in this



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investigation. The total score and the score for each item are compared using a bivariate Pearson analysis. If the r-count is more than the r-table and has a positive value, the data is regarded as legitimate (Sunyoto, 2011). A reliability test, according to Hair et al., (2010), looks at the consistency of various measurements of a variable. There are several approaches to assess a concept's reliability in research, including using Cronbach's alpha. As per Hair et al., (2010), the lowest Cronbach's alpha value is 0.6. The study covers 175 users of the PINus Software in Surabaya and Pasuruan as its respondents based on the characteristics of the respondents. The research methodology is presented in fig.2.

Customer Satisfaction (CST)	CST2	0,806
	CST3	0,827
	CST4	0,836
	CST5	0,871
Customer Trust (CTR)	CTR1	0,843
	CTR2	0,896
	CTR3	0,842
	CTR4	0,904
	CTR5	0,903
Word of Mouth (WOM)	WOM1	0,760
	WOM2	0,842
	WOM3	0,879
	WOM4	0,740
	WOM5	0,913

Source: own calculation

RESULT

In this research, correlations between variables were investigated through the use of single and multiple regression. With SPSS 22.0, the problem formulation was approached using a statistical analysis tool.

Table 1. Validity Test

Variable	Item	R Count
Electronic Medical Record Design (ED)	ED1	0,719
	ED2	0,853
	ED3	0,823
	ED4	0,775
	ED5	0,738
Customer Support (CS)	CS1	0,767
	CS2	0,810
	CS3	0,836
	CS4	0,848
	CS5	0,789
Security and Privacy (SP)	SP1	0,888
	SP2	0,893
	SP3	0,927
	SP4	0,892
	SP5	0,855
Overall Electronic Medical Record Service Quality (OES)	OES1	0,851
	OES2	0,893
	OES3	0,891
	OES4	0,869
	OES5	0,829
	CST1	0,820

After a descriptive statistical analysis was carried out, the completed questionnaires were received. Questionnaires were given to doctors, nurses, midwives and pharmacists who work in health facilities using PINus Software – eMR for more than 6 months. From 175 respondents, 15% of them were men and the other 82% of respondents were women. This is because the largest population in health facilities is dominated by nurses, the majority of whom are women. The largest number of respondents based on age was in the 26-35 year range, indicating that the respondents were of productive ages. Table 1 provides a data validity report that shows that all indicators used to measure the variables are valid because the factor loading value of each item is higher than the 0.160 critical threshold.

Table 2 indicates that every Cronbach alpha regression result in this study is greater than 0.60. This suggests that these variables can be used for further research and that the assertions that were used to produce them are reliable and consistent.

Table 2. Reliability Test

No	Variable	Cronbach's Alpha Based on Standardized
1	ED	0,915
2	CS	0,928
3	SP	0,961
4	OES	0,952
5	CST	0,938

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6	CTR	0,956
7	WOM	0,935

Source: own calculation

Multiple regression analysis in model 1 analyzes whether there are changes in the same direction between the electronic medical record design, customer support, security/privacy variables on the overall electronic medical record service quality variable. Table 3 shows that all independent variables have positive influence on overall electronic medical record service quality variable.

Table 3. Coefficient Regression Model 1

Model	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-0,276	0,783
	ED	0,549	10,045
	CS	0,117	1,939
	SP	0,311	5,713
a. Dependent Variable: OES			

Source: own calculation

From Table 3, the regression equation can be written as follows:

$$OES = \alpha + \beta_1 ED + \beta_2 CS + \beta_3 SP + e_1$$

$$OES = \alpha + 0.549 ED + 0.117 CS + 0.311 SP + e_1$$

Simple regression analysis in model 2 analyzes whether there are changes in the same direction between the overall electronic medical record service quality variable on customer satisfaction variable. Table 4 shows that overall electronic medical record service quality variable have a positive influence on customer satisfaction.

Table 4. Coefficient Regression Model 2

Model	t	Sig.

Model	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,549	0,123
	OES	0,919	30,765
a. Dependent Variable: CST			

Source: own calculation

From Table 4, the regression equation can be written as follows:

$$CST = \alpha + \beta_4 OES + e_2$$

$$CST = \alpha + 0.919 OES + e_2$$

Simple regression analysis in model 3 analyzes whether there are changes in the same direction between the overall electronic medical record service quality variable on customer trust variable. Table 5 shows that overall electronic medical record service quality variable have a positive influence on customer trust variable.

Table 5. Coefficient Regression Model 3

Model	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,337	0,001
	OES	0,909	28,639
a. Dependent Variable: CTR			

Source: own calculation

From Table 5, the regression equation can be written as follows:

$$CTR = \alpha + \beta_5 OES + e_3$$

$$CTR = \alpha + 0.909 OES + e_3$$

Multiple regression analysis in model 4 analyzes whether there are changes in the same direction between the Customer Satisfaction and customer trust variables on the word of mouth variable. Table 6 shows that customer satisfaction

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and customer trust variables have a positive influence on word of mouth variable.

Table 6. Coefficient Regression Model 4

Model	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,011	0,313
	CTR	0,28	3,521
	CST	0,622	7,830
a. Dependent Variable: WOM			

Source: own calculation

From Table 6, the regression equation can be written as follows:

$$\text{WOM} = \alpha + \beta_6 \text{CST} + \beta_7 \text{CTR} + e_4$$

$$\text{WOM} = \alpha + 0.280 \text{CST} + 0.622 \text{CTR} + e_4$$

F-Test:

According to the SPSS calculations, the F-test result in the model has a significant combined effect of 0.000, indicating that the independent factors have a significant impact on the dependent variable. Table 7-10 shows the results of the F-test calculations for the four models in this research

Table 7. Result of F-test Model 1

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	63,244	3	21,081	240,559	,000 ^b
	Residual	14,986	17	0,88		
	Total	78,229	17			
a. Dependent Variable: OES						
b. Predictors: (Constant), SP, ED, CS						

Source: own calculation

Table 8. Result of F-test Model 2

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	67,79	1	67,79	946,459	,000 ^b
	Residual	12,391	17	0,72		
	Total	80,181	17			
a. Dependent Variable: CST						
b. Predictors: (Constant), OES						

Source: own calculation

Table 9. Result of F-test Model 3

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	62,894	1	62,894	820,206	,000 ^b
	Residual	13,266	17	0,77		
	Total	76,16	17			
a. Dependent Variable: CTR						
b. Predictors: (Constant), OES						

Source: own calculation

Table 10. Result of F-test Model 4

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	64,948	2	32,474	296,143	,000 ^b
	Residual	18,861	17	1,11		
	Total	83,809	17			
a. Dependent Variable: WOM						
b. Predictors: (Constant), CST, CTR						

Source: own calculation

T-Test:

The T test was carried out to see whether there was a significant influence between each independent variable partially on the dependent

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variable. The hypothesis is accepted if the Sig value. below 0.05, whereas if Sig. above 0.05 then the hypothesis is rejected. Tables 3, 4 and 6 show that all hypotheses are accepted except hypothesis 2, which is that customer support has a significant effect on overall electronic medical record service quality.

DISCUSSION

Based on the information provided, it appears that the first hypothesis, which states that Electronic Medical Record Design has a significant impact on Overall Electronic Medical Record Service Quality, was supported by the study's findings. The t-test value of 0.000, which is below the typical significance level of 0.05, indicates that the relationship between electronic medical record design and overall electronic medical record service quality for pinus software – emr users in Surabaya and Pasuruan is statistically significant. Because it has a major impact on the user's work speed, Electronic Medical Record Design can have a big effect. Physicians, nurses, midwives, and pharmacists have a lot on their plates, so they need to be able to locate patient medical records fast. This is made easier and faster by PINus Software - eMR function, which allows users to search through all patient medical records, including evaluation, support, and patient history, on a single screen.

Based on the information provided, it appears that the second hypothesis, which states that customer support has a significant impact on overall electronic medical record service quality, was not supported (rejected) by the study's findings. The t-test value of 0.054, which is above the typical significance level of 0.05, indicates that the relationship between customer support and overall electronic medical record service quality for PINus Software – eMR users in Surabaya and Pasuruan is not statistically significant. The findings of this study are consistent with earlier research by Rita et al. (2019), which found that customer service has no effect on overall e-service quality but is inversely correlated with Blut's (2016) research, which found that customer service significantly affects

e-service quality. concerning the general quality of e-services.

This hypothesis is not accepted because Customer support is not a key differentiator. Customer support is a basic service provided by all software service providers. Another argument is that users value pre-existing features, well-designed user interfaces, quick search times for medical records, data security, and other benefits over direct customer service.

Based on the information provided, it appears that the third hypothesis, which states that Security/Privacy has a significant impact on Overall Electronic Medical Record Service Quality, was supported by the study's findings. The t-test value of 0.000, which is below the typical significance level of 0.05, indicates that the relationship between Security/Privacy and overall electronic medical record service quality for PINus Software – eMR users in Surabaya and Pasuruan is statistically significant. Because PINus Software - eMR contains and uses extremely sensitive and personal patient medical record data, such as patient demographics, diagnoses, and treatment plans, security and privacy can have a big impact. These data leaks may result in discrimination, identity theft, and other harmful outcomes. In addition, patient-physician confidentiality is legally protected, and breaches of it are grounds for criminal prosecution. If physicians, nurses, midwives, and pharmacists don't trust data security, problems will happen.

Based on the information provided, it appears that the fourth hypothesis, which states that overall electronic medical record service quality has a significant impact on customer satisfaction, was supported by the study's findings. The t-test value of 0.000, which is below the typical significance level of 0.05, indicates that the relationship between overall electronic medical record service quality and customer satisfaction for PINus Software – eMR users in Surabaya and Pasuruan is statistically significant. Customer satisfaction is directly impacted by electronic medical record design, security and privacy, and customer support, all of which have a significant impact on the overall electronic medical record service quality. While customer support was not

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shown to have a significant relationship with overall electronic medical record service quality in this study, electronic medical record design is the variable that has the highest order of influence on overall electronic medical record service quality, followed by security and privacy. Factors that significantly impact the overall electronic medical record services quality include data security and privacy, data accuracy, efficiency and convenience of access to medical records, and privacy and data security. Customer satisfaction will rise when users experience these things.

Based on the information provided, it appears that the fifth hypothesis, which states that overall electronic medical record service quality has a significant impact on customer trust, was supported by the study's findings. The t-test value of 0.000, which is below the typical significance level of 0.05, indicates that the relationship between Overall Electronic Medical Record Service Quality and customer trust for PINus Software – eMR users in Surabaya and Pasuruan is statistically significant. One aspect of the overall quality of the electronic medical record service that is crucial to boosting customer trust is security and privacy. This is because users believe that they will not want to use electronic medical records if they do not feel that the data about patients and medical personnel is secure. Customers' trust also can be increased by the PINus Software-eMR's functionality and design, which provide users confidence that the information system is dependable and supports medical staff in their work.

Based on the information provided, it appears that the sixth hypothesis, which states that customer satisfaction has a significant impact on word of mouth, was supported by the study's findings. The t-test value of 0.000, which is below the typical significance level of 0.05, indicates that the relationship between customer satisfaction and word of mouth for PINus Software – eMR users in Surabaya and Pasuruan is statistically significant. When a user feels they are getting more value than they anticipated, they are said to be satisfied. Customer satisfaction has a big impact on whether or not a user decides to recommend a product to others. Customers who

are happy with their purchases have a tendency to tell others about them and suggest goods and services to others because they think the product is worthwhile. Satisfied consumers frequently wish to tell other people about their experiences and offer helpful advice. When a customer is happy with a product, they typically have an emotional connection to it and want to tell others about it and its message to those who might benefit from it.

Based on the information provided, it appears that the seventh hypothesis, which states that customer trust has a significant impact on word of mouth, was supported by the study's findings. The t-test value of 0.001, which is below the typical significance level of 0.05, indicates that the relationship between customer trust and word of mouth for PINus Software – eMR users in Surabaya and Pasuruan is statistically significant. Customer trust is the result of a user's faith in the product they are utilizing. The trust of the user is critically crucial when it comes to electronic medical records, which contain highly personal patient and user data that is legally protected. Individuals who have faith in PINus Software - eMR and believe it can function well to support them in doing their tasks are urged to spread good experiences to those who are in need. In the end, consumer trust will motivate customers to spread good word of mouth by fostering long-term partnerships and customer loyalty. PINus Software - eMR believers typically don't stop at utilizing it; instead, they voluntarily tell friends and colleagues who require electronic medical records about their great experiences.

CONCLUSION

There are various managerial implications that can be made from this research based on the study's findings.

1. Electronic medical record design: PT. Performa Inti Nusantara can create an app that allows users to ask questions, offer feedback, and access information on the advancement of electronic medical records.

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2. Customer support: Offering customer support around-the-clock, utilizing questionnaires to gather client assessments, evaluate and enhance customer support; additionally, produce interactive information updates and instructional videos.
3. Security/privacy: Work together with a reputable firewall provider business to improve data security.
4. Overall electronic medical record service quality: Conduct regular gatherings with management from all health facilities using PINus Software – eMR at least once every 24 months.
5. Customer satisfaction: Conduct surveys and interviews with medical staff on a regular and sporadic basis to learn about their requirements and the difficulties they encounter.
6. Customer trust: Transparency in data management should extend to data backup, encryption, and storing.
7. Word of mouth: Get authentic user testimonials and establish a program for referrals.

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