Emotional Intelligence and Customer Satisfaction of Online Health Information

Ionica Holban
European Academy of the Regions, Belgium

Ioana Duca
Titu Maiorescu University, Romania

Rodica Gherghina
The Bucharest University of Economic Studies, Romania

Diana Andreea Mândricel
Titu Maiorescu University, Romania

Elena Denisa Nicolescu
Valahia University, Romania

INTRODUCTION

The healthcare sector is probably one of the most dynamic sectors of the economy and society contiguously changing in response to a whole range of forces: patient expectations, changing social patterns, public policies and new technology (Agarwal & Labrique, 2014). As a consequence, the consumer of online health information is now viewed in a new perspective as a combination between the traditional patient and the contemporary consumer, having much more knowledge about the health system, open to innovations and with an active role in the process of diagnosis, treatment and maintaining health (Feng & Xie, 2015).

Romania has been and continues to undertake a variety of activities related to the implementation and adoption of technology in its health care system. These efforts have been particularly successful in the primary care sector in all regions of Romania but development of health IT projects must encourage successful adoption and implementation efforts. Withal, Romanian patients may also make use of health IT products, especially those designed to encourage healthier living habits and to enable patients to make appointments with providers.

The importance of various service qualities for customer satisfaction and subsequent adoption of online health services has been evidenced in numerous studies, but there is a paucity of research that explores the linkage between online health service quality satisfactions and customer adoption intentions in the context of Romania (Powell et al., 2011; Thackeray, Crookston & West, 2013; Grande & Taylor, 2010; Bansil et al., 2006).

Emotional intelligence directly influences the performance of an entity in both positive and negative ways because it determines the performance of the entity, the credibility of managers by promoting their values, beliefs, attitudes and behaviors (Ashkanasy & Humphrey, 2011). These approaches point to the fact that the core of emotional intelligence is the managers' value system, which influences their

satisfactions, decisions and behaviors with a major impact on the entity's activities. Organizational effectiveness and efficiency, productivity, open, creative and stimulating work environment, entity role in the community, social responsibility are just some of the values shown by top managers (Gevers & Peeters, 2009). It is also why the employees agree to be evaluated and motivated, as do all the actors involved, in relation to established standards. Where the environment is a mobilizer, they can they work together to maximum effectiveness.

There is a direct link between the need for an entity of change, having as its rationale its evolution, development, the gaining of new markets, or sometimes the staying in the competitive market and the influence of a strong emotional intelligence (Petrides et al., 2016). The latter may be either the key element in the transfer of the entity to another economic level, or the element that salvages the entity from a situation that might have led to its exit from the market. Under the pressure of the external and internal influences, emotional intelligence comes with a substantial contribution that guides the processes of change of entities through decisions and actions of managers (Campo et al., 2016).

The present chapter intends to identify the construct a set of factors that influence customers' behavioral intentions towards using online health information in Romania. The research questions have been formulated as following: Are health care institutions today making efficient use of the online health information they have available? How to use emotional intelligence in health IT?

This chapter is structured in the following way: in the first section, the authors will introduce a radiography of current situation regarding assessment of the potential for online health service; in the second section, research methodology will be discussed; in the third section, the results of the study and statistics analysis will be discussed; finally, the authors will argue the conclusions and will presented this paper's limitation.

BACKGROUND

Controversies about health IT implementation have been, and are still, generated by the difficulty of accurately determining demand, unequal access to participants' information, regulated pricing and pricing mechanisms and intervention of the third paying party, as well as ethical and moral aspects related to the patient-doctor relationship, the limit between research and treatment, the perception of health and illness, etc. (Beig et al., 2007; Hallyburton & Evarts, 2014; Kontos et al., 2014).

On the one hand, online healthcare consumers differ from those of other goods and services, due to certain peculiarities that arise from the specifics of the market, the supplier-client relations, and the way of organizing the health system (Rezai-Rad, Vaezi & Nattagh, 2012). Unlike other areas where, as a rule, the number of consumers is limited in traditional health services, in online health anyone can become theoretically the consumer at some point, so the potential market is very high.

In response to the necessity of online health information, consumer behavior is structured on two basic components, with important implications for online health services, namely purchasing behavior and consumption behavior (Li et al., 2010; Kelly, Jenkinson & Ziebland, 2013). Therefore, studying the behavior of the online healthcare consumer should not be limited to the individual as the end user, but should also focus on studying the relationship between the provider and the consumer, and in particular on set of factors may influence this behavior. In online healthcare, purchasing decisions require the most presence of multiple participants, who fulfil different roles: the influence, the decision-maker, the buyer, or the user (Carpenter et al., 2011; Khoja et al., 2007; Galdas, Cheater & Marshall, 2005).

Related Content

An Efficient E-Negotiation Agent Using Rule-Based and Case-Based Approaches
Amruta More, Sheetal Vijand Debajyoti Mukhopadhyay (2016). *Leadership and Personnel Management: Concepts, Methodologies, Tools, and Applications (pp. 1003-1016).*
www.irma-international.org/chapter/an-efficient-e-negotiation-agent-using-rule-based-and-case-based-approaches/146429

Traditional Leaders in the Reconciliation of Muslim-Christian Conflicts in Moluccas
Ichsan Malik, Vici Sofianna Puteraand Idhamsyah Eka Putra (2018). *Global Leadership Initiatives for Conflict Resolution and Peacebuilding (pp. 235-248).*
www.irma-international.org/chapter/traditional-leaders-in-the-reconciliation-of-muslim-christian-conflicts-in-moluccas/202873

Transformational Leadership: Promoting Inquiry-Based Learning in the Classroom
Tamica Small (2023). *Transformational Leadership Styles for Global Leaders: Management and Communication Strategies (pp. 341-349).*
www.irma-international.org/chapter/transformational-leadership/331373

System-Level Analysis of MPSoCs with a Hardware Scheduler
Diandian Zhang, Jeronimo Castrillon, Stefan Schürmans, Gerd Ascheid, Rainer Leupersand Bart Vanthournout (2016). *Leadership and Personnel Management: Concepts, Methodologies, Tools, and Applications (pp. 777-812).*
www.irma-international.org/chapter/system-level-analysis-of-mpsocs-with-a-hardware-scheduler/146418

Jars of Light: Queering Our Approach to Supporting College Men
Clint-Michael Reneau (2020). *Developing an Intercultural Responsive Leadership Style for Faculty and Administrators (pp. 202-222).*
www.irma-international.org/chapter/jars-of-light/258467