

**THE FACTORS IMPACT ATTITUDE TOWARD USING AND
CUSTOMER SATISFACTION
WITH ELDERLY HEALTH CARE MOBILE APPLICATION
SERVICES:
A CASE STUDY OF PEOPLE IN BANGKOK METROPOLITAN,
THAILAND.**

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***Abstract:** Nowadays, Thailand is turning to aging society with the older population increasing than past. Mostly, older people have mental and physical health problems. Consequently, elderly health care is more important and necessary in the society. Currently, technology has continuously grown especially mobile applications that allow people to get involved with more activities. Applying elderly health care as mobile application service instead of traditional service is a new type of product and new trend in Thailand. This research analyzes the factors have impact attitude toward using and customer satisfaction with health mobile application service. The target population are people who lives in Bangkok Metropolitan, Thailand. The data were collected by applying non-probability sampling as convenience and snowball sampling methods with 406 respondents both online and paper based questionnaire survey. Multiple Linear Regression methodology was used in the research. As a result, perceived usefulness, perceived ease of use, perceived playfulness, and cognition of compatibility have significant impact on attitude toward using. Moreover, customer satisfaction with health mobile application services were significantly impacted by perceived usefulness, perceived ease of use and attitude toward using.*

***Keywords:** elderly, health care, mobile application, perceived usefulness, perceived ease of use, perceived playfulness, cognition of compatibility, attitude toward, customer satisfaction*

Introduction

The world population of older people have rapidly been increasing and birth rate has been declining every year. According to The United Nations, older people are classified under age above 60 years old (United Nations, 2013). Nowadays, Thailand has become an aging society with proportion's population of older people lead to 10 percent or over. However, The Ministry of Public Health preparation for Thailand become an aged society for next 23 years or in year 2040, the proportion of

older people as one-third of the total country's population. Approximately 20 percent would stay at home and need elderly health care (The Government Public Relations Department, 2016).

The government's policy is developing Thailand as an international medical hub. Therefore, the objective of Ministry of Public Health is to encourage health establishment in Thailand and the plan involves four types; medical treatment, health promotion, traditional and alternative medicine, and herb and health product.

In recent decades, technology has been continuously growing and become an essential part of our life which has an influence on people lifestyle as well as mobile applications that provide functions

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