

Research on the Status Quo and Satisfaction of 'Internet +' Home Care Model in Hangzhou in the Post-Epidemic Era

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Abstract: This paper takes Hangzhou as an example to study the current situation of the "Internet +" home care model in Hangzhou in the post-epidemic era and the satisfaction of citizens with this new pension model. We established a structural equation model of citizens' satisfaction with the "Internet +" home care model, and calculated the satisfaction index by combining the CSI satisfaction index.

Keywords: Internet+; Home-Based Care; Structural Equation Models; Factor Analysis

1. Introduction

The "Internet + Elderly" service is guided by Xi's Thought on Socialism with Chinese Characteristics for a New Era, and deeply implements the important instructions of the Xi General Secretary on promoting the elderly care work and the spirit of the National Conference on Elderly Care Services in Large Cities. In 2021, the People's Government of Zhejiang Province proposed to promote smart health care equipment to improve the efficiency of elderly care services.

In order to further deepen the comprehensive reform of the elderly care service industry and promote the quality and efficiency of elderly care services, we take various urban districts in Hangzhou as the starting point to deeply understand the current situation of the "Internet +" home care model in Hangzhou, hoping to quantitatively evaluate the satisfaction of citizens and the relationship between various influencing factors, and provide reference suggestions for the construction and development of the "Internet +" home care model.

2. Sampling design schemes

In the formal survey process, we conducted stratified sampling in various urban areas of Hangzhou, distributed samples according to the population of each urban area, and finally recovered 728 valid questionnaires, and analyzed the reliability and validity of the questionnaire with the help of software, so as to ensure the quality of the sample.

3. Satisfaction evaluation model of Hangzhou residents with "Internet +" home care model

3.1 Quantitative evaluation system

According to the design of the satisfaction scale in the questionnaire, we identified eight influencing factors: publicity strength, popularity, policy support, payment of fees, regional distribution, service type, service quality, and convenience.

The scoring rules for satisfaction here: 1 point for very dissatisfied, 2 points for dissatisfaction, 3 points for general, 4 points for satisfaction, and 5 points for very satisfied.

We classified the above 8 indicators according to common sense and professional knowledge and reviewed relevant literature, but because artificial regulations are greatly affected by subjectivity, we need to test their rationality through exploratory factor analysis. According to the fitting index output by the software, the satisfaction results are adjusted several times, and finally the 8 initial indicators are classified into 3 secondary indicators, as shown in the following figure:

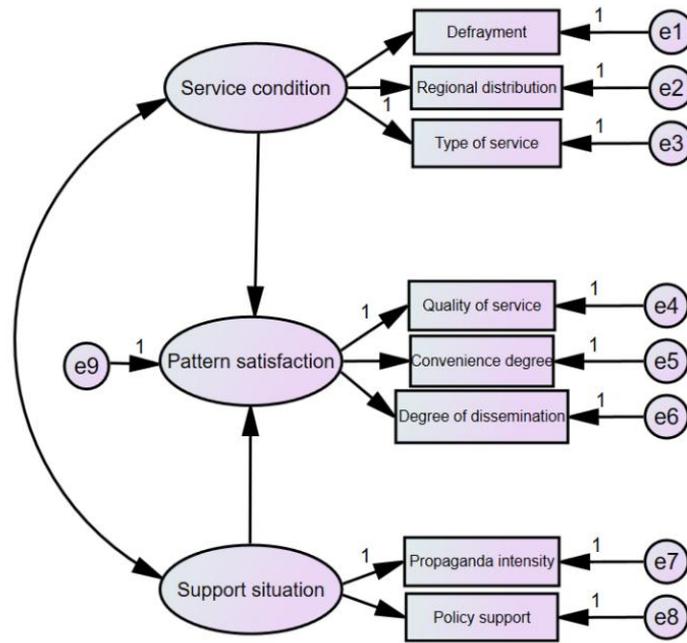


Figure 1 Schematic diagram of the satisfaction influencing factor model

Then, the final satisfaction evaluation model is obtained through the structural equation model. We use AMOS software to take the ML method for parameter estimation, and revise the model according to the largest positive indicators one by one, and the final model is as follows:

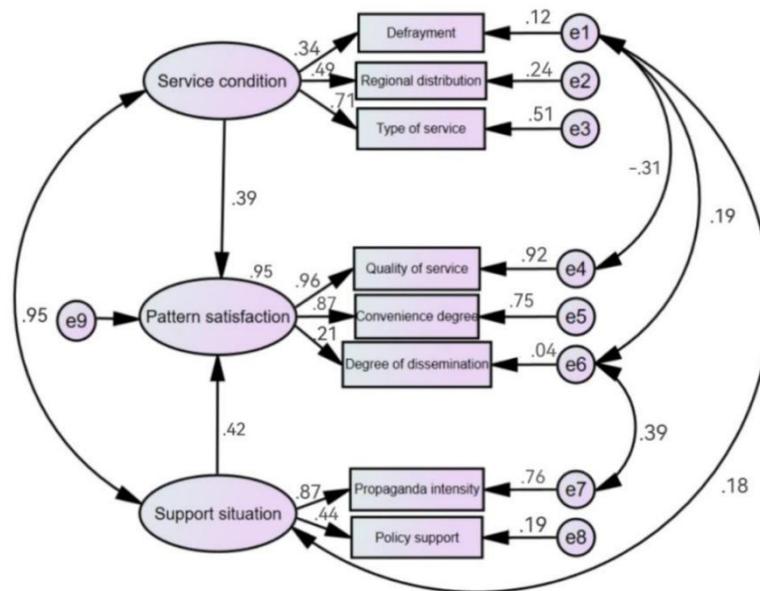


Figure 2 "Internet +" home care model satisfaction model path analysis result

Finally, we use the CSI satisfaction index to calculate the satisfaction score of various indicators, among which, less than 20 is very dissatisfactory, 20-40 is dissatisfactory, 40-60 is average, 60-80 is satisfactory, and greater than 80 is very satisfactory, and the calculation results are as follows:

Table 1 Calculation table of satisfaction index for various indicators

Observed variables	Non-normalized	Satisfaction	Satisfaction
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		weights	average	index
Usage	Variety of services	1.000	3.46	
	Pay the fee	0.530	3.63	62.199
	Regional distribution	0.817	3.43	(satisfied)
	total	2.347		
Support situation	Publicity intensity	1.000	3.54	
	Policy support	0.584	3.65	64.514
	total	1.584		(satisfied)

Table 2 Overall satisfaction index calculation table

	Latent variables	Normalize weights	Satisfaction score	Satisfaction index
Mode satisfaction	Usage	0.475	62.199	63.414
	Support situation	0.525	64.514	(satisfied)

As can be seen from *Table 1*, both "Usage" and "Support" satisfaction levels are "satisfactory", but both scores are close to 60, which is on the verge of "fair" satisfaction, so both areas need improvement. It can be seen from *Table 2* that the overall satisfaction index of Hangzhou residents with the "Internet +" home care model is 63.414, and the satisfaction degree is "satisfactory", because the score exceeds 60 points, there is still room for improvement overall. In addition, the Usage score is lower than overall satisfaction and the Support score is higher than overall satisfaction.

3.2 The effect of different influencing factors on satisfaction

In the above, we have established a satisfaction evaluation system for Hangzhou citizens with the "Internet +" home care model, and obtained the respondents' satisfaction with multiple aspects of the model through overall analysis. However, further analysis is needed to understand satisfaction in more detail, so we compare and analyze the satisfaction of residents with different educational qualifications based on the questionnaire design and survey results.

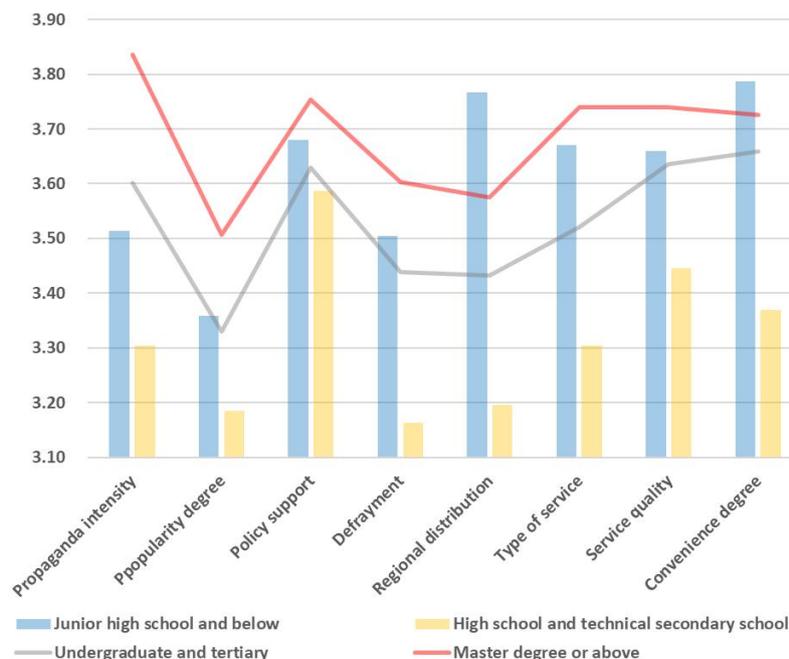


Figure 3 Four stages of education residents' "Internet +" home care model satisfaction evaluation data chart

But the above is only the general satisfaction of all indicators by academic qualifications, in order to make the analysis results more clear, we combine the satisfaction evaluation system on this basis, the use of the four academic qualifications,

support situation, model satisfaction analysis, the results are shown in the following figure:

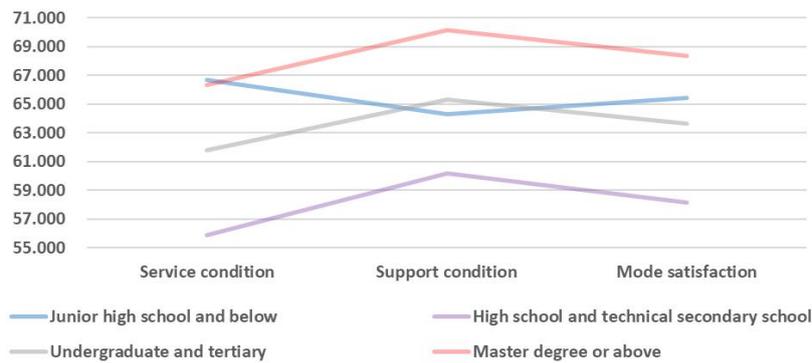


Figure 4 Line chart of the evaluation index of "Internet +" home care model by residents with education in four stages

We compare the satisfaction of residents with academic qualifications in four stages and analyze the reasons:

a) Junior high school and below

From the above chart, it can be seen that the overall satisfaction of residents of this cultural level with the "Internet +" home care model is relatively high, with an overall satisfaction rate of 65.430, which is because most of this group of people are school students, less social experience, and less understanding of the overall situation of the pension model, so they will be more optimistic than other groups.

b) High school and secondary school

People with a high degree of Chinese are mostly school students or adults born in the sixties and seventies, and may be more concerned about the elderly, but the understanding of "Internet +" is not high or due to busy schoolwork, the frequency of use in daily life is not very high, so the overall satisfaction with the model is relatively low, the overall satisfaction is 58.115.

c) Undergraduate and junior college

The overall satisfaction of residents with this stage of education level is higher than that of middle and secondary school residents, with an overall satisfaction of 63.609, which is because residents at this stage have more contact with the Internet and can learn more information related to the elderly, so they will be more optimistic about the development prospects of "Internet +" home care model satisfaction.

d) Master degree or above

From the above chart, it can be seen that the overall satisfaction of residents with this level of education with the "Internet +" home care model is the highest among all groups, with an overall satisfaction of 68.340, which is more optimistic than other groups, which is because most of this part of the population has more contact with the Internet or is engaged in the development and application of related technologies, and has a deeper understanding of the knowledge of the elderly, has a more comprehensive and in-depth understanding of the model, and will have a higher prospect for its future.

4. Research results and analysis

Based on the above research results, we found that there are still some problems in the operation of the "Internet +" home care model, and we put forward corresponding suggestions for the existing problems, the specific opinions are as follows:

Table 3 Findings and recommendations

Survey results	Suggestion
1.The service mechanism is not perfect and does not take into account the needs of the elderly;	1.Improve the service mechanism and formulate unified norms and standards;
2.High cost of use, increasing economic burden;	2.Strengthen legislative safeguards and reasonably

3.The publicity work is not in place, and most of the public does not understand it;	regulate industry service standards;
4.The degree of resource integration is low, forming information barriers and increasing service differences;	3.Increase publicity efforts, broaden publicity channels, and do a good job in public opinion work;
5.Lack of professionals and low quality of service.	4.Encourage third-party platforms to participate and effectively strengthen supervision;
	5.Strengthen the training of relevant personnel and provide high-quality and efficient services.

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