Influence of Conformity Psychology on the Use of Self-service Physical Examination Equipment for Drivers

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Abstract

Driver self-service physical examination equipment offers a convenient and efficient way for individuals to monitor their health, particularly in the context of vehicle-related medical checks. These systems allow drivers to perform essential health assessments quickly and autonomously. However, the use of such technology can be influenced by conformity psychology, where individuals tend to imitate the behaviors or opinions of others, especially in situations of uncertainty. Conformity can play a significant role in shaping users' perceptions and acceptance of new technologies, including self-service health monitoring systems. The herd mentality, a key element of conformity psychology, suggests that people are more likely to adopt behaviors they observe in others, particularly when they feel uncertain or lack information. In the case of self-service physical examination equipment, individuals may be more inclined to use these systems if they perceive others as doing the same, believing that such actions are socially accepted or validated. This behavior may be driven by a desire for social integration and a sense of security in unfamiliar environments. Satisfaction with the use of self-service physical examination equipment is influenced by various factors, including user experience, perceived ease of use, and social influences like the herd mentality. When individuals observe widespread use and acceptance of such technology, they may feel more confident in adopting it themselves, ultimately leading to greater satisfaction. Understanding the psychological mechanisms behind conformity and herd behavior is crucial for improving the design and adoption of self-service technologies in health-related fields, particularly for drivers seeking quick and reliable medical assessments.

Keywords: Driver, self-service medical examination equipment, acceptability, mass psychology

Introduction

Conformity mentality means that individuals tend to imitate the behaviors or opinions of others in order to gain a sense of security and identity. (Bhandari, R., & Xie, Y. (2019). If you want to know more about the herd psychology, with the deepening of medical reform and the improvement and popularization of residents' health knowledge, the form of physical

examination services are diversified, and the driver satisfaction evaluation has been included in the evaluation system of service quality. We have investigated the driver of self-service medical equipment service satisfaction, (Chou, S. Y., & Chien, S. (2021). is based on the demand of macro management, standing in the hospital internal management of the micro perspective in the application of survey data, it is difficult to meet the needs of the driver in the hospital to realize physical examination freedom, because the macro driver satisfaction research, cannot reflect the hospital service details and personality characteristics, so, the driver satisfaction assessment, how to establish the requirements of macro management needs, and can meet the demand of hospital internal micro management, reduce the investigation cost and improve efficiency, is worth research and discussion. Therefore, in recent years, we have promoted the self-service physical examination equipment, and both the time and the procedures have greatly improved the efficiency of the driver's license. Conformity mentality refers to the tendency of individuals to imitate the behaviors or opinions of others in order to obtain more information or gain social identity. (Wu, H., & Hsieh, P. (2022) The self-service physical examination equipment is really very convenient. The price, pictures, ranking and other information of the driver self-service physical examination equipment are transparent, and Dawei is also willing to use this convenient and fast service. Driver self-service physical examination equipment can provide convenience for drivers, but their satisfaction and experience vary from person to person. (Liu, Y., & Lee, Y. (2020).; Miller, J., & Roberts, T. (2019). It is reported that the self-service physical examination machine can provide local or remote drivers after the expiration of the physical examination service. Under the prompt operation of the equipment, the driver can complete the examination and test of the id photo shooting, eyesight, height, limbs, hearing and other items. When this self-service physical examination is convenient for people, and people are satisfied after use, it can be accepted by the public. (Zhou, Y., & Zhang, S. (2019).

The physical examination report generated by the SSPE machine is valid for six months, mirroring the validity period of physical examination reports issued by hospitals. While the methods of conducting these examinations differ, both ultimately serve the same purpose: to assess driver fitness. Therefore, from a functional perspective, the SSPE can be considered an alternative method for conducting the same driver physical examination, with the primary distinction lying in the mode of operation.

Research Objectives

1.To assess the acceptance and adoption of self-service physical examination (SSPE) equipment among a target population of drivers. This will involve quantifying the extent to which drivers are aware of, willing to use, and actually utilize SSPE equipment for health assessments related to driving.

2.To identify and analyze the key factors influencing drivers' acceptance of SSPE equipment. This will encompass an exploration of factors such as perceived usefulness, ease of use, perceived risk, trust, social norms, and demographic characteristics.

3.To investigate the usability and user experience of SSPE equipment from the perspective of drivers. This will involve evaluating the equipment's design, functionality, and

user interface in terms of user-friendliness, accessibility, and overall satisfaction.

Conceptual Framework
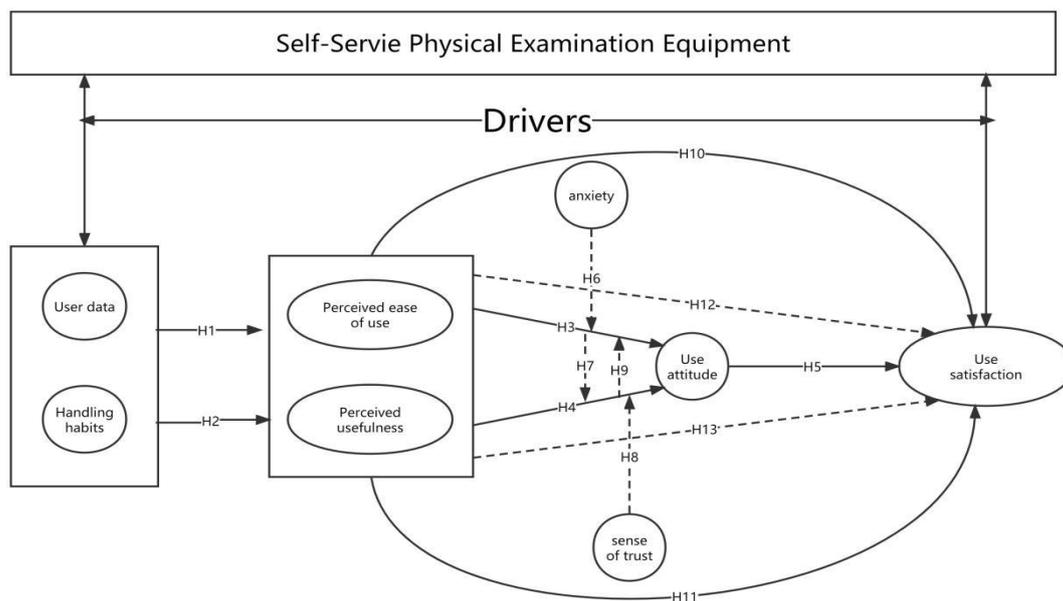

Figure 1 Conceptual Framework

Question 1: Will different personal backgrounds and handling habits be different in use and acceptance?

H1a: Different individual backgrounds can differ in perceived ease of use.

H1b: Different individual backgrounds may differ in perceptual usefulness.

H2a: Different handling habits will be different in the perceptual ease of use.

H2b: Different handling habits will differ in their perceptual usefulness.

Question 2: Will perception, ease of use and self-perception, usefulness positively affect use attitudes?

H 3: perceptual ease of use can positively affect attitude.

H 4: Perceptual usefulness positively affects usage attitude.

Question 3: Whether the use attitude will affect the use satisfaction?

H5: Use attitude will positively affect use satisfaction.

Question 4: Does the anxiety have the effect of interference variation?

H 6: Anxiety has the interference effect of perceptual ease of use on the driver's use attitude.

H 7: Anxiety has an interference effect on perceptual usefulness to the driver's use attitude.

H 10: Anxiety has an interference effect on the driver's attitude on the satisfaction of self-service physical examination equipment.

Question 5: Does the sense of trust have an interference and variation effect?

H 8: The sense of trust interferes with the ease of perception to the driver's attitude.

H 9: The sense of trust has an interference effect in the perceptual usefulness to the driver's use attitude.

H 11: The sense of trust has the interference effect on the driver's attitude on the satisfaction of self-service physical examination equipment.

Question 6: Does the use attitude mediate the effect of perceptual ease of use and perceptual usefulness on use satisfaction?

H12: Mediation of perceived ease of use has an impact on satisfaction with use.

H13: Mediation attitudes had an impact on the perceived usefulness of use satisfaction.

Research Methodology

Population

The study population comprised drivers who utilized self-service physical examination (SSPE) equipment at designated SSPE locations within Guizhou, China. A sample of 400 questionnaires was collected through on-site distribution at government affairs centers, driving training schools, and vehicle management offices.

Data collection

This research adopts the questionnaire method, by sorting out the typical management cases in reality and conducting systematic analysis, from which so as to grasp the different means to deal with problems in different situations, so as to master the management principles and improve the management skills. There are certain connections and differences between management theory and the mode of technology acceptance. Both focus on the interaction between people and technology in the organization, but with a different emphasis. Management theory discusses how to effectively allocate and utilize human and material resources to achieve organizational goals at the organizational level, and technology acceptance mode discusses users' attitude, willingness and behavior towards new technology or system at the individual level, so as to predict the use effect of technology or system.

In the research, this study discusses the factors of users using digital service technology and their tendency of technology preparation. The results show that users feel that digital service technology is beneficial and easy to operate, which will affect their attitude and willingness to use digital service technology. Therefore, from the perspective of technology acceptance model, in order to enhance users' positive attitude towards digital service technology and promote their willingness to use it, it is necessary to strengthen the simplicity and easy use of digital service technology, so that users can feel good to use and useful. So when the driver self-service medical equipment import digital service technology, must be able to reduce the threshold of digital service technology use, reduce the chance of the negative cognition, by the continuous promotion, guidance and assist people to use, reduce barriers, eliminate frustration, create a friendly and friendly environment. Only greater combined with other methods. Therefore, the research object of management psychology is human, and the complexity of human behavior and psychology determines the diversity of research methods of management psychology, such as observation method, experimental method, questionnaire

method, test method and so on. The nature of the problem is different, the method of research is also different, and the method to choose usually depends on the task proposed by the institute. The promotion of self-service physical examination can be carried out in a new and convenient way, so as to meet the needs of uses and improve user satisfaction.

Data analysis

The basic information of Guizhou drivers test shows that, Balance of male to female ratio, Most often, aged between 19 and 45 years old, That is 70%, No proportion is under 19, At 46 years old, or above, accounted at 30%; The majority of the respondents were employed, A total of 16 people, 'At least 32%,' It can be known that the users of the self-service physical examination machine are mainly the working people; The proportion of male and female women among the respondents was balanced; Many drivers who need to use the self-service physical examination machine are in the center, A total of 20 people, For 47.6%; The majority have less income, A total of 20 people, Accounting for 40%; Drivers prefer to use self-service medical machines, Accounting for 84%; Business acceptance is biased towards sites related to the driver's license, The DMV share is 38%, Government affairs hall accounted for 38%; Information access channels are mostly Wechat circle of friends, For 26.5%; However, most of them have not used self-service physical examination machines, Accounting for 62.5%; Physical examination way to choose more self-service physical examination machine, The proportion is 84% is far greater than going to the hospital for physical examination; The information access channel is mostly Wechat circle of friends, For 26.5%.However, the number of people who have not used the self-service physical examination machine is relatively heavy, accounting for 62.5%, indicating that the publicity is not enough; the business acceptance is multiple options, and the number of vehicle administration halls are selected, accounting for 38%, indicating that local drivers with convenient handling with driving license or vehicles are more willing to handle business. According to the original meaning of the variables in each factor, it can be seen that the result of the factor analysis is different, so it needs to be corrected.

From 400 samples, there is little difference between men and women, with the same as 19.2%; people with stable income will more actively use the self-service physical examination equipment for drivers, compared with the lower age group.

Sex

In the valid sample of this study, the number of male respondents was 596, accounting for 59.6% female respondents, 404 respondents, or 40.4%, and 19.2% more male than female respondents. The sample number is 400, accounting for the largest population aged 40 to 55,612, accounting for 61.2% of the total; the lowest age group, 18-22 only 1.9% of the total, their income is relatively low, the consumption level is not enough, or the awareness level is not reached. This study is greatly surprised by the income of these 400 people, missing age group, with an average income of 3500 yuan, accounting for 45.4% of the total sample number; those with income of over 6000 yuan are more willing to use driver self-service physical examination equipment to achieve more comfortable and convenient experience, accounting for 47.3% of the total sample number, the highest proportion. It shows that the self-service physical examination equipment is very attractive to high-income people. It fully reflects the superiority of the driver's self-service physical examination equipment. Occupational, The sample public institutions and civil servants have the highest proportion, with 311, accounting

for 31.1% of the total number, followed by students 18.7%, 18.7% of the total; the student proportion is farmers, 17.5%; the service industry is not high, only 8.6%; the retired proportion is small, only 0.8%; the people using driver self-service physical examination equipment have some understanding of the equipment and can effectively use self-service equipment people. In terms of income and occupation, the majority are 212 of 400, accounting for 53.1% of the total; followed by the first application, it seems that the driver self-service medical machine is the demand of more and more groups of people of different ages; 67, lost 53.1% of the total, indicating the probability of missing driving license is small; there is another additional driving service, accounting for 4.1%. In this study, from the perspective of educational level, the use of self-service physical examination equipment for drivers has been popular, with 47.4% for undergraduates, 35.1% for senior high school, 12.5% for junior high school and 5% for master and doctoral degree. This study fully shows that the driver self-service physical examination equipment has been accepted, accounting for 97.9%.

There was also a significant difference in willingness to use (F=5.299, df=2, p=. 005). After comparing the HSD method in pairs, it was found that the use of computers within 5 years of experience. The willingness to use computers was higher than the experience of using computers for more than 10 years (average difference=. 28, p=. 004)the user of. This indicates that users with less than five years of computer experience believe that the technology of the bit experience zone is beneficial to them, and they are also better off than those who have more than 10 years of computer experience.

Then we examined the perceived ease of use, perceived usefulness, and the impact of self-help medical equipment on drivers' willingness to use fast medical services. Feeling easy to use has a positive impact on the perceived usefulness of rapid medical services, but there is no significant and direct impact on attitudes and use intentions. Perceptual usefulness predicts driver attitudes and usage intentions. In addition, drivers who have a positive attitude towards self-help medical services are more willing to use the service. Our research results indicate that drivers do not simply develop positive attitudes or choose to use self-service medical equipment services because they are easy to use. Their attitude and intentions depend on their perception of the usefulness of the service. One possible explanation is that the airline passengers in our sample are not only technically proficient users, but also well educated. 87.7% of respondents were under the age of 40, and 87.8% had at least a college degree or university degree. Educated young people are more likely to adopt new technologies than older and less educated drivers (Donthu & Porter, 2006; Morris & Venkatsh, 2000). Therefore, this group of airline passengers often have a positive and rational attitude towards using Driver self-service physical examination equipment. They only use Express Services in the following situations, and they believe that this service is valuable and can actually improve their service experience devices. However, we must note that although perceived ease of use does not directly affect attitudes and intentions, it has a positive impact on perceived usefulness. Therefore, when managers develop rapid medical services, the system must be easy to use and able to create real value for drivers (for example, making the service simpler and more efficient). Governments can promote the use of self-service through educating passengers about the benefits of saving time, convenience, and control.

In terms of the analysis of the items in the scale, the analysis of social support, resources, use ability, perceptual usefulness, perceptual usability, use attitude (including cognition, emotion, behavior intention) and the test results of extreme groups all reached a significant level,and all had the ability to distinguish the high and low groups. In the homogeneity test, the correlation coefficient of each subscale of the questions, that is, the correlation coefficient of the topic and the total score of the corrected items in the category, is greater than 0.3. Overall, the items of the attitude scale have high homogeneity.

Conclusions

The research results show that the more simple the digital service technology, the easier the use, the more the technology equipment is beneficial to it, and the more positive the digital service technology, and then increase the willingness to use the technology product; Similarly,the more helpful the service technology, the technology equipment, and indirectly promote their willingness to use the technology, and the research results are consistent with the theory of technology acceptance model.

Through technology readiness as a measure of personal variables, discusses the differences in personal characteristics to use digital service technology factors and use attitude between interference effect, the results show that "optimistic" and "innovation" positive technology readiness in the face of "feel useful", "use" and "attitude" significant interference effect, "adaptation" and "unsafe" negative technology preparation, such as the surface, "feel useful", "feel good" and "use attitude" is no significant interference effect.

Due to the rapid development of information technology, new technologies applied to services are more and more accepted, especially during the epidemic period, and the extensive self-service physical examination machines have been gradually been accepted by the government, the market and individuals.Traditional window services can no longer meet the growing material and cultural needs of the people, and the interaction of traditional market sites is about to be replaced by market space, defined as " a virtual field, where products and services exist in the form of digital information and can be conveyed through information channels."

When the manual service is provided, the enterprise serves the customers through the relevant service personnel. However, under the self-service mode, service enterprises provide services through the service platform or channel established in advance, and customers do not need to rely on service personnel, but communicate with self-service equipment. There are huge differences.

The definition of self-service through technical equipment or channel platform to realize transactions between enterprises and customers, the connotation of self-service includes two aspects of facilities and platform, specific to the banking financial institutions, at least should at least include offline outlets self-service equipment and online business and a series of business based on Internet platform, this paper will also be studied from two aspects of offline and online.

In a deep understanding of the related concepts of self-service and previous theoretical research, compared with manual service, self-service mainly has the following characteristics: First, the customer is both the service producer and the consumer. In the case of artificial

service, the producer of the service is completely different from the consumer of the service. However, in the case of self-service, customers use the technology platform to produce services alone and consume at the same time. Second, it has a strong dependence on technology. The establishment of self-service platform and process implementation need to be based on strong technology, without relevant technology self-service cannot be realized. Enterprises and customers use technology as a means of information transmission to produce and use services. Technology is very important to the self-service. Third, there are preset service processes and strong norms. Self-service services provided is mostly standardized, enterprise design service process and service specification, after the customer in consumption required module area and function menu, in strict accordance with the design steps in advance, so the customer must learn and familiar with the operation process, otherwise may not get corresponding service or part affect the service effect. Fourth, it has the convenience of obtaining services. Manual service requires service personnel to be in the same time and space with customers, and the time and space of service provision are strictly limited. Self-service breaks through this limitation, most of which can also provide 24-hour uninterrupted service, especially the mobile client platform can also provide "anytime and anywhere" service, the freedom of customer service has been greatly improved, bringing great convenience to customers. Fifth, to replace and complement with human services. With the development of science and technology, self-service design has reached more and more fields and links, and many industries have replaced human services to a large extent. At the same time, self-service and manual service also have a complementary relationship with each other, and each has its own advantages. Only strict control of self-service and artificial relationship can make customers more satisfied.

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A good environment for technological innovation provides a foundation for the development of new technologies. In addition, as the world's largest consumer market, the application scenarios of various new technologies are sufficient, and the economies of scale are obvious. The Chinese government is promoting mass entrepreneurship and innovation,

raising technological innovation to the national strategy, and carrying out various preferential fiscal and tax policies for technological innovation, and provinces are also scrambling to introduce various housing settlement policies to attract high-tech talents. It can be said that the innovation environment for new technologies is very good. The development of new technologies reaches the stage of application. China's technology application can be said to be ahead of the forefront of new technology development. China is the world's largest product market and consumer market, and all kinds of new technologies have a good application environment in China. Therefore, after the new technology is developed, it will be quickly popularized, and economies of scale can be realized in the short term, reducing the cost of use and purchase price. It is in such a good technical environment, on July 23,2018, HN province rural credit cooperatives a new generation of mobile banking online, increased the online loans, online deposit, self-help registration, self-help medical equipment, biometric fingerprint and brush face payment function, also integrates the online mall and delivery, driving, tickets, hotels and other life service platform, basic formed a relatively complete self-service system.

On the other hand, the safety protection of various technologies needs to be paid attention to. Although China's technology development and application environment is relatively mature, the risks of various network viruses and hacker attacks, hijacking, information leakage and tampering are also greater. Most self-service adopts open network communication system, which has some network security problems. There is also the telecom fraud is still widespread in China, the need to increase the prevention of efforts.

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The development of self-service is not only to replace human services, but also need to pay attention to customer needs for innovation and upgrading, to provide customers with personalized services and precise expansion of customers. Service enterprise internal staff view of Driver self-service physical examination equipment will affect its work, if the service staff can not comply with the trend of science and technology intervention, will affect the employee job satisfaction, driver' satisfaction and service enterprise financial performance, so it is necessary to explore Driver self-service physical examination equipment on the influence of service enterprise overall performance. That is, the existing literature lacks research on the impact of Driver self-service physical examination equipment on enterprise performance, and further research is needed to find which specific factors affect the overall performance in the context of Driver self-service physical examination equipment. Driver self-service physical examination equipment is a new thing, and it will be a new topic from any perspective. The concept of Driver self-service physical examination equipment was put forward by foreign scholars such as Meiter in 2000. Since then, many domestic and foreign scholars have launched a heated discussion on it. This thesis first traces the theoretical basis of Driver self-service physical examination equipment; Secondly, it reviews and comments on the important research

achievements of Driver self-service physical examination equipment abroad, including the connotation and classification of Driver self-service physical examination equipment, the adoption of Driver self-service physical examination equipment, and the effectiveness of Driver self-service physical examination equipment. From the perspective of the research status of Driver self-service physical examination equipment at home and abroad, the research of Driver self-service physical examination equipment is in the ascendant, which has aroused great interest in both the industry and academia. The existing research on Driver self-service physical examination equipment has achieved rich results. Looking at the existing literature, we believe that there are still deficiencies in the research on Driver self-service physical examination equipment, which needs further development and improvement.

Research Suggestion

The contribution of self-service medical examination equipment is to advance the community's basic public health prevention and management system through information technology, improving the accessibility, reliability, and foresight of community public health services. The self-help physical examination machine integrates applications such as physical sign perception terminal equipment, health information, health management workstation, statistical analysis system, etc. of the Internet of Things, connects medical care, health information, remote assistance, assessment and early warning, intervention and promotion, health services and other health care links, and uses Internet technology, Internet of Things technology and Big data technology to achieve rapid detection and analysis of various indicators of the human body, Providing people with a more convenient way of health management.

Compared to the original driver's physical examination, the driver self examination machine saves time and energy for hospitals and vehicle management offices, as well as commuting back and forth. The driver self-service medical examination machine is operated by the driver, remotely reviewed by doctors, and the medical examination data is directly transmitted to the traffic management system, without the need to print paper certificates, achieving a one-stop completion of medical examination and certificate renewal. More standardized physical examinations.

In order to further improve the satisfaction, improve the business experience, reduce the workload of business window, now launched car tube business self-help examination photo service system is ordinary or outbreak of a useful equipment, the system set certificate self-help photo and car tube business examination machine function in a highly integrated self-service terminal equipment, the terminal equipment can be used for a variety of certificate photo collection, upload, printing and car tube business related examination, driving, replacement, replacement business. Through the car driving management self-service physical examination and photography system, the traditional driving license related business automation, process, the staff from the heavy business, the system let the information run more, the masses run less errands, standardized management, convenient for the masses with high efficiency, highly intelligent, convenient, and fast characteristics. According to the guidance, step by step, the operation, the terminal equipment system will be automatically seamlessly

connected with the relevant business management system, which can be through portrait comparison, information check, to ensure that the card handling personnel convenient business handling, information accuracy, information security and no leakage. The system is suitable for the self-service handling of the vehicle driving and management business. The study concluded that enhancing the connection between subjects can slow the speed of diffusion, and heterogeneity can accelerate the take-off of diffusion.

Self-service is a human-computer interaction process where customers communicate with the technical interface. The provider of any self-service is a device or object; so there is no difference between person or thing in self-service. In self-service, the technical dependence of service indicates that the service is mainly provided through technology. In the service process, the self-service service process is consistent; so the service process variables can be ignored in the self-service classification. In addition, the human nature of self-service production and consumption shows that in the self-service process, production and consumption not only occur at the same time, but also are all independently completed by the consumer, the consumer is the only participant; so the self-service cannot be distinguished by the relationship between the production and consumption, the recipient form, user participation and customer relationship. Social environment refers to whether drivers perceive the role of advertising media or the role of existing social pressure in the use of services. For users, the two perceived opposites are media hype and services that have been widely adopted. Promote the participation of the masses, formulate the standards and norms of self-service government equipment in the city, effectively integrate and manage the existing self-service terminals in the city, and reduce the duplication of construction. Taking advantage of the big data of government affairs in Guizhou Province, further strengthen data sharing and business coordination, make public service matters such as labor employment, social security, education and so closely related to the interests of urban and rural residents, realize high-frequency government affairs. Through the functions of biometric identification, identity verification, human-computer interaction, teaching propaganda, and intelligent guidance, make the public from learning self-service business, realize government affairs sinking, window forward, 24-hour one-stop self-service, establish a multi-level government affairs perception system in the city, and improve the level of government affairs informatization.

In the process of promoting the informatization of government affairs, we will continue to promote the integration of multi-networks between departments and businesses, accelerate the convergence and integration of data resources, and build grass-roots government service stations. Through refining government service items process and standards, with intelligent guide way to solve part of the business professional, complex business formalities is various, cross-departmental examination and approval, combining the practice of business and departments at all levels, to speed up the business system, shrinking link, optimize the process, improve efficiency, strengthen the service. The work intelligence and service mode of the government service stations are standardized and uniformly managed. According to the actual needs of the masses, the government service matters of various departments are integrated, and the staff are adjusted to conduct special examination and approval of the items accepted by the service stations. Government departments should formulate a unified linkage examination and approval mechanism for service standards, and establish an assistant

management mechanism or volunteer service mechanism with the stationed units based on the actual situation, to achieve a central acceptance and one-stop handling, to ensure that the matters accepted by government service stations can be completed.

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