The mediating role of management's digital transformation in the effect of company website design

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Abstract. Today, the service sector, which shows a high rate of development, produces services in half with other sectors. Health service is the determination of the needs of those who benefit from health-related services, making health services suitable for these needs and encouraging patients to use these services. As a result of digitalization and the spread of the internet, businesses are trying to reach their customers by using this channel. It is also important what the opinions of those who use or see the page about this web service are. In the current age we live in, the rapid advancement of digital technology draws the attention of both consumers in their daily lives and business managers. Keeping up with the digital transformation process is believed to enhance their efficiency. The aim of the study is to determine the effect of the websites created by the companies in the health service marketing on the customer perception. In this context, the results obtained from 400 health consumers residing in Istanbul and benefiting from health services were analyzed by applying ANOVA and t-test, along with the structural equation model. Three of the hypotheses formed were accepted. As a general result, it has been accepted that the visual status of the website to be created, as well as its functionality, have an effect on customer perception. It has been concluded that the appropriately designed Web site has an effect on customer perception. In addition, this study will be able to form an idea about future research and studies.

1 Introduction

In contemporary times, marked by the ubiquity of technological advancements and a remarkable pace of life, consumers exhibit a proclivity towards digital environments that cater to their needs of convenience and comfort. During the late 1980s, the provision of private health services within the healthcare sector led to increased competition among organizations offering such services. In light of the applicability of the marketing concept in the health industry, businesses have endeavored to devise novel marketing approaches in the digital realm. In recent years, businesses have endeavored to align the design of their corporate websites with the preferences and expectations of their clientele. The rising significance of marketing activities has prompted institutional owners to endeavor to

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comprehend how such arrangements can impact the perceptual inclinations of health consumers towards their respective establishments. According to McLaughlin [1], it is observed that sharp changes occur in business models and processes as a result of the management's perspective on transformation. The requisite information for the hypotheses that have been postulated in this context were acquired through the utilization of a survey methodology. The data was gathered through the utilization of a Google form administered to a sample population of 307 individuals for the purpose of assessing the perception status of clientele of health services in Istanbul. In accordance with the collected data, hypothesis testing was conducted through the implementation of both t-tests and ANOVA tests. Following a comprehensive analysis, it has been ascertained that the website designs of health institutions used in the marketing of health services produce a favorable impact on the customers' perception. This inquiry offers a valuable resource for organizations operating within the healthcare sector, which can be utilized towards their marketing strategies aimed at engaging customers and influence their perceptions in the digital era.

2 Company website design in marketing

Consumers aspire to attain a diverse range of commodities without constraints in terms of physical distance or temporal limitations. In light of this understanding, enterprises establish websites with the purpose of showcasing their offerings to facilitate online sales. The psychologist-computer scientist Joseph Carl Robnett Licklider is commonly recognized as the originator of the Internet; however, following its implementation through the development of ARPANET, this platform was eventually made accessible to the general public. Later on, Tim Berners-Lee launched the "World Wide Web" (www), which has since evolved into a novel marketing approach for commercial enterprises (Isaacson, 2014, p. 201). The widespread usage of the initial form of the World Wide Web, namely Web 1. 0, has precipitated the development of successive iterations, namely Web 2. 0, Web 3.0, Web 4.0, and so forth, resulting in an expansive and diverse set of versions. Evidently, the development of the notion of a website has evolved to encompass a spectrum of formats, including first blogs and content-based platforms, Shopping sites and Corporate sites.

In the era of digitalization, the website of a corporation serves as the primary interface for customer engagement. The initial perception of a company is formed by the consumer's visual assessment about website (Blasbalg, 2022 - https://www.wix.com/blog/2022/09/corporate-websites). Contemporary methods of marketing have witnessed a significant shift towards websites, which are now considered a more appealing option for companies when compared to traditional methods [2]. This shift has enabled companies to make substantial advancements in their outreach efforts and tap into a vast customer base. Currently, the Internet has attained a magnitude that enables individuals to engage in interactive dialogues with company representatives. Web pages are categorized into diverse classifications based on their configuration and intent. The classification of websites can be dichotomized based on their dynamic and static attributes. Based on their intended purposes, there exist classifications for websites, including transactional sites, informative sites, entertainment sites, navigation sites, community sites, artistic sites, and personal sites [3].

In the process of website design, adherence to fundamental design protocols is imperative. The recurring presence of graphic shapes utilized in the given application across multiple pages evokes the inference of their coherence, thereby conferring a sense of significance to the customer when encountered (Dağıtmaç, 2010 - https://tez.yok.gov.tr). It is imperative to bear in mind that the spot in question, serving as the primary avenue of communication with the consumer, holds considerable significance as a lasting entity. It is widely acknowledged that web pages are designed based on their intended objectives. Nonetheless, a website that

fails to attract the visual sensibilities of potential customers, does not possess a favorable image or does not align with their preferences may not warrant revisitation. Furthermore, it can be posited that in the event that a website's visual design is appropriately executed yet its content fails to align with the intended purpose, it may impede a consumer's ability to revisit said website. Henceforth, the creation of a website warrants the consideration of essential particulars pertaining to its suitability for the intended function and design [4]. The website inherently espouses the fundamental tenets of artistic principles during its conception and design. The principles of graphic design are widely employed in the creation of websites. These aforementioned principles encompass the following attributes: simplicity, consistency or continuity, clarity, balance, visual hierarchy, emphasis, proportion, harmony, and integrity [5].

In the realm of health, a noteworthy domain in which the internet is assuming a progressively significant role is the design of websites, aimed at providing customers with relevant information pertaining to their medical conditions. When individuals inquire about the advantages, drawbacks, and expenses of the various medications they intend to use, using the search engine "Google Chrome," they are provided with numerous websites that offer relevant information. Websites serve as the primary conduit of information for a significant number of individuals seeking to obtain fundamental scientific knowledge regarding medicine and healthcare in addition to acquiring information concerning doctors, staff members, and hospitals. With this information, medical practitioners have less control over the health-related information transmitted to patients. In the process of website design, it is inadequate to solely guide the customer towards a satisfactory vendor. Rather, it is necessary to take into account broader considerations such as the motivations behind users' visits to the website, their methods of accessing it, and the factors driving consumer preferences for particular products. In contemporary society, where the art of persuasion holds significant significance, the formation of consumers' perception regarding satisfaction in the context of online shopping occurs within a fraction of a second. The efficient delivery of satisfaction cues that portray the online vendor's appreciation, cognizance, and concern for their customers throughout the entire sales process, including pre-sale, sale, and post-sale, is an indispensable undertaking.

3 Customer perception

The formation of perception, stemming from sensory input, is additionally influenced by the individual's prior experiences. Perception is a multifaceted occurrence encompassing both physiological processes and subjective interpretation, which is prone to the influence of a multitude of individual factors such as beliefs, attitudes, and personality traits. The perception of an individual is heavily influenced by their established set of beliefs, value judgements and worldview [6]. Perception, regarded as a manifestation of the individual's psyche, arises within the sphere of consciousness wherein sensory inputs are recognized as being attributable to a particular object and configuration. The notion under consideration pertains to the development of one's cognitive understanding and awareness. In this instance, the consumer acquires informational inputs via sensory modalities. The manner in which an individual perceives their surroundings is influenced by a multitude of internal factors, such as their expectations, prejudices, ideals, personal values, loyalties, personal preferences, goals and objectives [7]. The phenomenon of perception is subject to variation contingent upon the orientation of an individual's gaze. The process of perception entails the sensory reception and interpretation of various stimuli, including visual, auditory, tactile, olfactory, gustatory, and emotional cues, that pertain to objects, events, or relational facets of the environment. Grubac's [8] assertion suggests that while businesses may strive to establish a certain brand position among their consumers, the actual perceptions of the target audience

may vary significantly. It is possible to conceive of the image of an organization as an illustrative instance. The present phenomenon may be aptly compared to a mosaic pattern, wherein the overall impression appears holistic upon a cursory observation. However, upon a closer scrutiny, it reveals an assemblage of constituent components, some of which possess efficacy while others do not. This exhibit elucidates the manner in which the perception of the clientele would be shaped.

The level of satisfaction experienced by customers when perceiving a product or website has the potential to steer their future desires and expectations towards said product or website. The effective determination of customers' perception can also be reflected in the share it obtains in the designated target market. This phenomenon has the potential to influence and shape the perceptions of individuals who merely observe its manifestation, in addition to its impact on the customer base. It is imperative for businesses to devise an efficacious website to engender a favorable impression on prospective clients, who interact with the website of a business entity. There are many factors that will affect the customer's perception, such as the social media channels they use or a suitable advertisement. It is expedient to observe the impact of these factors on a website that has been established and to comprehend the driving force behind the customer's engagement with the site.

Numerous elucidations concerning customer perception and value have been documented within the literature (e.g., Eggert et al., 2006; Flint et al., 2002). Typically, the definitions offered tend to prioritize the economic and non-monetary results yielded by the given process. Utility encompasses a range of factors, which may include product quality, delivery efficiency, interpersonal interaction, and service support (Ulaga, 2003). This metric incorporates quantifiable aspects such as the expense incurred, but also encompasses intangible factors that pose challenges in terms of valuation, such as time and risk (Ravald and Grönroos, 1996). In order to gain a comprehensive understanding of a customer's perception of value, it is imperative to consider both the financial and non-monetary costs and utilities associated with their interaction with the service provider and their purchase of the service.

Several studies have been carried out to gain insights into customer perception on the topic of strategic flexibility. In essence, strategic flexibility refers to the aptitude of an enterprise to execute relevant strategic measures that can effectively accommodate fluctuating market dynamics. Furthermore, the capability to successfully manage and leverage organizational competencies and resources towards this objective is also paramount. In essence, organizational adaptability pertains to a business's capacity to flexibly align its objectives with its competence, while effectively navigating ambiguous and unpredictable circumstances (Sanchez, 1993). Positioning refers to the strategic process of arranging and optimizing the promotional efforts and brand image of a business with the goal of establishing a distinct and favorable position in the cognitive capacity of the target market (Kotler, 2000). Incorporating functionalities that align with market demands in their merchandise is a strategic approach for businesses to achieve distinctiveness. This provides an advantageous opportunity for the business to capitalize on prospects and facilitates its ability to apply sound strategic measures in the intended market. In the context of a resource-based perspective, attaining a competitive edge can be accomplished through the strategic creation and implementation of web page design within a business. The perception of customers with respect to a web design that manifests itself as distinctive, exceptional, and significant in terms of expertise and erudition is likely to vary (Barney, 1991).

4 Management of digital transformation

We are now living and using the digital realm in every field. Businesses, in response to this situation, are adapting their processes and carrying out digital transformation. Through the

direct influence of digital transformation in all areas, from production to decision-making processes, businesses can effectively manage this process with impactful decisions in intensely competitive global markets. Markus and Loebbecke [9] have determined through their study that digital transformation will encompass the entire business ecosystem.

Through accurate planning and effective decision-making, management can make progress in the path of digital transformation in strategic areas. When we look at the most important companies in the world today, it appears feasible that achieving a strong market position is largely attributed to digital transformation, which is the adaptation to new-generation technologies. Examining the current major companies, it becomes evident that technology-driven businesses tend to have more longevity. Guiding the process of digitization in their business strategies can indeed be accomplished through the superior capabilities of management [10].

Businesses, through the implementation of digital transformation aimed at bringing about differences in their business models, organizational structures, business planning processes, or customer relationships, will achieve an effective corporate image. As a result of incorporating this into the strategic management planning process, the company will also attain a dynamic structure in its relationship with the consumer dimension of its products (Capgemini and MIT, 2011:5).

Management that comprehensively implements digital technologies across all channels of the company, in order to achieve strategic objectives, will ultimately witness a significant lead over their competitors. Businesses that embrace digital transformation at all stages, from planning to monitoring, will not only witness distinctiveness in their future operations thanks to the altered vision but will also drive this change among management and stakeholders (Ertemel, 2022).

Table 1. Studies on customer perception of marketing company website design

Author	Heading	Result
Wong, et al. (2015) p:92	Mobile Shopping: The Next Frontier of Shopping Industry? An Emerging Market Perspective.	The degree of experience of consumers has no significant bearing on their propensity to embrace mobile shopping, as both proficient and inexperienced individuals exhibit comparable and unwavering tendencies in this regard.
Wang, Rebecca Jen-Hui (2015). p:18	On the Go: How Mobile Shopping Affects Customer Purchase Behavior	The cultivation of an M-shopping habit among customers holds significant importance for retailers. Frequent mobile shopping activities have been observed to cause a rise in both the magnitude and frequency of orders placed. However, it is imperative that the customer perceives the product or service as valuable. As the duration of their perceived worth of the product or service increases, the probability of their repeat purchase also increases.
Durukan, T. and Karaoğlan S., (2020).	Development and Implementation of a Scale on the Perceived Usefulness of Mobile Shopping in the Current Era of Digital Marketing.	Mobile shoppers are categorized into low-level and high-level shoppers, and the statistical analysis demonstrates that there are noteworthy dissimilarities in the mean perceived benefits between these two groups. This finding attests to the notion that perceived benefit cognitions tend to escalate as mobile shoppers become more familiar with mobile shopping.
Köse, B. and Özmen, A. (2012)	Consumer Innovativeness and Adoption of Innovations: Mobile Internet as an Innovation.	The ease of learning and comprehending the use of mobile internet is found to have a favorable impact on how consumers perceive its benefits. The positive influence on consumer preferences resulting from the consideration of this effect by mobile internet service providers is substantial.

5 Method

5.1 Objective and Importance

When properly implemented, health marketing, which deviates from traditional marketing practices, can result in increased customer satisfaction in hospital healthcare institutions and medical practices through appropriate marketing planning. In order to accomplish these objectives in the present era of digitalization, it is imperative for organizations to proficiently and efficiently leverage their websites and digital marketing strategies. Consequently, the primary objective of this study is to conduct an assessment regarding the degree to which alterations in website design impact the perceptions of consumers.

By implementing effective healthcare marketing strategies, healthcare organizations can enhance their reputation by showcasing their benevolent contributions to society and fostering patient trust. In the contemporary era of technology, the recipient of services is influenced by the institution that administers such services in a significant manner. Efficient communication to the healthcare service about the provision of an effective website design is imperative due to the strategic significance of effective marketing and the benefits that arise from a sharp and nuanced presentation. Such measures are critical in fostering the attraction of new patients.

5.2 Research model

This research model is formulated to demonstrate the correlation between company website design and customer satisfaction, with a particular focus on the impact on consumers. The research in question has identified customer perception as the dependent variable, and the design status of the company website as the independent variable.

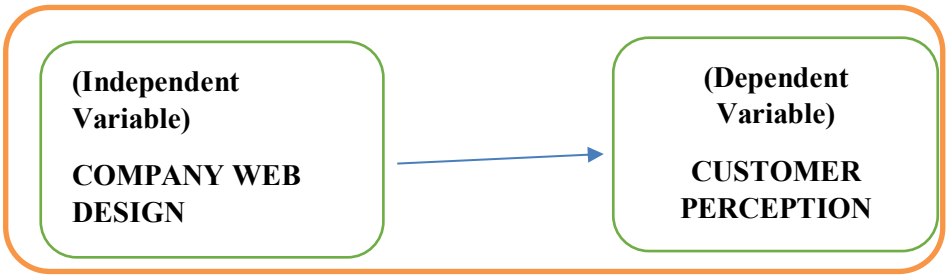


Fig. 1. Research Model

Consistent with the title, the research model is delineated and visually presented in Figure 1, situated within the confines of the hypotheses posited below.

5.3 Hypotheses formulated in line with the research problem

Due to the establishment of the study's conceptual framework, the particulars of the research variables were exposed and the hypotheses to be tested were identified. In this vein, the subsequent hypotheses were put forth. These are:

H_1: Company web design favorably (positively) affects customer perception.

H_2: In terms of demographic variables, company web design has a favorable (positive) effect on customer perception.

H_3: It favorably (positively) affects customer perception in terms of sub-variables of company web design.

5.4 Research data collection method

In this part of the study, the survey methodology was employed to acquire the requisite data. The primary objective of this study is to ascertain the types of perceptions that health service consumers possess concerning websites. The present study employed a quantitative research approach. The survey instrument employed in the study comprises of two distinct components. The initial section of the study comprises declarations concerning demographic factors, including gender, marital status, age, educational attainment, monthly income, and occupational position. The subsequent section of the survey comprised of a company website design scale, as well as a set of scale statements devised to assess the perceptions of customers. The data were procured via the implementation of the study over a duration of one month in January 2023. The data were procured through the administration of questionnaires utilizing the Google Form platform. The study was conducted in accordance with ethical principles, wherein the scales utilized were authorized by the authors and necessary permissions were duly granted. Consent was obtained from the ethics committee of Istanbul Gelisim University, which ultimately granted ethical approval for the study to proceed.

5.5 Research population and sampling

The current study employed a survey methodology to examine the perceptions of health service consumers regarding their experiences with healthcare institutions within the province of Istanbul, which holds a population of 16 million individuals (Population, 2023), the healthcare infrastructure of the concerned region featured a total of 1704 hospitals [11] comprising of healthcare facilities operated by the Ministry of Health, university hospitals and privately owned hospitals. A cohort of 307 individuals, who utilize internet-based health services, were included in the sample obtained through the process of random sampling. The survey was administered electronically using the Google Form platform in January 2023.

5.6 Findings and data analysis

The data acquired from the administered surveys underwent analysis using the IBM SPSS 24. 0 statistical software program. In the course of analyzing these data, the statistical properties of frequency, percentage, and mean values were computed. Based on the examination of the dataset, the findings indicated that the circumstances were within the expected parameters and deemed acceptable. Hence, based on the parametric constraints of the study, the t-test and ANOVA tests were employed to account for the interrelationships between the variables. The presentation of the variables' relationships is documented through tabulation.

5.7 Validity and reliability analysis findings for the scales used in the survey

Table 2. Reliability coefficient findings for Customer Perception scale items

Statistics and test information about the dimension	
Eigenvalue	3,008
Variance explained (%)	50,133
KMO	0,803

Cronbach's Alpha	0,772
Bartlett's Test	557,569 (p=0,000)

Table 2 presents the outcomes of the reliability coefficient analysis conducted on the Customer Perception Scale. In summary, the results of Bartlett's test suggest that applying factor analysis to the items under consideration is a viable strategy that ought to be pursued. Additionally, the KMO coefficient indicates that the sample size for the proposed factor analysis is adequate. The results pertaining to the Eigenvalue and the explained variance ratio values provide statistical evidence that consolidating the items into a singular dimension is a judicious course of action. Furthermore, it is noteworthy that the reliability coefficients of the Customer Perception scale were deemed to be considerably high.

Table 3. Reliability coefficient findings for WEB Design scale items

Statistics and test information about the dimension	
Eigenvalue	3,848
Variance explained (%)	54,971
KMO	0,822
Cronbach's Alpha	0,862
Bartlett's Test	1028,077 (p=0,000)

Table 3 provides the reliability coefficient results for the WEB Design Scale. In summary, the Bartlett's test indicates that implementing factor analysis on the given items is a judicious course of action that warrants pursuit, while the KMO coefficient demonstrates the sufficiency of the sample size for factor analysis. The statistical validity of expressing the items as a single dimension is bolstered by the corresponding eigenvalue and ratio of explained variance values. Furthermore, the high reliability of the WEB Design scale was demonstrated.

5.8 Frequency values of demographic results

Table 4. Frequency distribution of the respondents according to their demographic information

		Number	**Percentage**
Gender	Female	180	58,6
	Male	127	41,4
Marital Status	Married	181	59,0
	Single	126	41,0
Age Group	18-22 years old	32	10,4
	23-32 years old	85	27,7
	33-42 years old	75	24,4
	43-49 years old	58	18,9
	50-57 years old	33	10,7
	58 and above y.o	24	7,8
Education	Primary Education	29	9,4
	High School	83	27,0
	Associate Degree	73	23,8

	Bachelor's Degree	86	28,0
	Postgraduate	36	11,7
Monthly Income	0-5.500 TL	67	21,8
	5.501-8.500 TL	69	22,5
	8.501-11.500 TL	72	23,5
	11.501- 15.500TL	63	20,5
	15.501 TL and more	36	11,7
Profession	Laborer	69	22,5
	Civil Servant	91	29,6
	Student	37	12,1
	Retired	26	8,5
	Housewife	22	7,2
	Other	62	20,2
	Total	307	100,0

Table 4 displays the frequency distribution of respondents categorized based on their demographic information. Based on the results obtained, it is revealed that the majority of the respondents, specifically 58.6%, identified as female, while 41.4% identified as male. Furthermore, 59.0% of the respondents reported being married, and the remaining 41.0% reported being single. Upon conducting an analysis of the distribution of respondents with respect to age groups, it is discerned that the large part of the cohort is situated within the 23-32 age range, accounting for 27.7% of the sample. In contrast, the group aged 58 years and above constitutes the small part of cohort, comprising only 7.8% of the studied population. With regards to educational attainment, it was found that 9. 4% of the respondents possessed primary education, 27.0% had completed high school, 23.8% obtained an associate's degree, 28.0% obtained a bachelor's degree, and 11. 7% held a graduate degree. With regards to respondents' monthly income, a considerable portion of 21. 8% reported to earn between 0-5,500 TL, whereas 22.5%, 23.5%, and 20.5% stated monthly income ranges of 5,501-8,500 TL, 8,501-11,500 TL, and 11,501-15,500 TL, respectively. Additionally, 11.7% of the respondents reported to earn a monthly income of 15,501 TL or higher. In relation to occupational categorization, it was revealed that a notable percentage of the respondents, specifically 22.5%, identified themselves as Laborers, while 29.6% were classified as Civil Servants. Furthermore, a portion of the sample population (12.1%) were identified as Students, while a relatively lower percentage of 8.5% were marked as Retired individuals. It is also noteworthy that a smaller group of respondents, comprising 7.2% of the sample, identified themselves as Housewives, and 20.2% represented varied professional affiliations.

5.8.1 Scale statistics of the variables in the study

Table 5. Descriptive statistics for the Customer Perception Scale and Web Design Scale used in the survey

Scale	**Average**	**Standard Deviation**
Customer Perception Scale	2,68	0,662
Web Design Scale	3,54	0,739

Table 5 presents the descriptive statistics of the Customer Perception Scale and Web Design Scale as utilized within the survey. Upon conducting an analysis of the scale averages, it is discerned that the Web Design Scale manifests the maximum average of 3.54, whereas the Customer Perception Scale signifies the minimum average of 2.68.

5.9 Analysis of the relationship between customer perception and web design variables

Table 6. Correlation analysis results for the relationship between Customer Perception Scale and Web Design Scale

		Customer Perception	**Web Design**
Customer Perception	Pearson Correlation signature (2-tailed)	1	0,367**
			0,000
Web Design	Pearson Correlation signature (2-tailed)	0,367**	1
		0,000	
**. Correlation is significant at 0.01 level (2-tailed).			

Table 6 presents the results of the correlation analysis pertaining to the association between the Customer Perception Scale and the Web Design Scale. The statistical analysis revealed a significant correlation between the two variables, as indicated by the correlation coefficients. A positive correlation has been observed between work motivation and burnout. In this instance, it is anticipated that an elevation in one of the variables will result in a proportional increase in the other.

Table 7. Linear regression model results for Customer Perception variable and Web Design variable

	Regression Coefficients	**Standard Regression Coefficients**	**t**	**p**
Fixed	1,516		8,780	0,000
Web Design	0,329	0,367	6,884	0,000
R	R squared	Adjusted R squared	F	p
0,367	0,134	0,132	47,387	0,000

Table 7 depicts the linear regression model developed by utilizing "Opinion about Web Design" as the explanatory (independent) variable and "Customer Perception" as the explained (dependent) variable. As per the results obtained from the ANOVA test, it was determined that the model exhibited statistical significance. Additionally, the calculated coefficient of determination for the model (after being corrected) was determined to be 0.132. As per the results of the linear regression model, the Web Design variable accounts for 13.2% of the variance observed in the Customer Perception variable. Moreover, the positive linear association between the two variables is evident from the correlation coefficient value (0.367) and the scatter plot depicted in Figure 2. As per the application of the student-t test to determine the significance of the regression model coefficients, both coefficients were found to be statistically significant. Based on the presented findings, the regression line is estimated in the following manner:

Customer Perception =1,516+0,329* Web Design

Based on the standard regression coefficient, it can be inferred that a rise in the Web Design variable by 1 br unit is likely to result in an increment of 0. 367 units in the variable of Customer Perception.

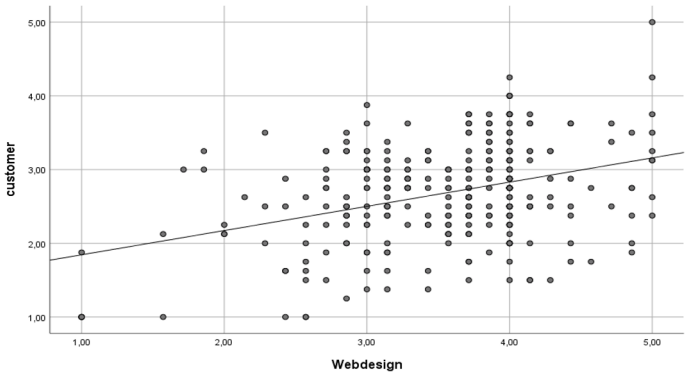


Fig. 2. Scatter plot and regression line estimation for the association between Customer Perception and Web Design

Table 8. Summary of the Results of the Tested Hypotheses

Hypothesis	Value (r)	Condition
H_1: Company web design favorably (positively) affects customer perception.	0,000	Accepted
H_2: In terms of demographic variables, company web design has a favorable (positive) effect on customer perception.	0,000	Accepted
H_3: It favorably (positively) affects customer perception in terms of sub-variables of company web design.	0,000	Accepted

6 Conclusion

The field of healthcare marketing is gaining considerable significance on a global scale, and is perceived by institutional proprietors as crucial in shaping customers' perceptions. As such, healthcare marketing is garnering greater attention and has become a top priority. The incorporation of marketing components within healthcare services is an endeavor aimed at bolstering awareness and facilitating more informed decisions amongst service providers in a fiercely competitive industry. This sector, distinguished by a range of distinctive features, considers a variety of factors when prioritizing decisions related to an individual's well-being. For healthcare organizations to appropriately guide healthcare consumers in the digital marketing process, it is essential to provide customers with a comprehensive understanding of the website they intend to create, which would accurately reflect the current state of their business. The notion posits that a company's website that has been suitably crafted will engender a favorable value for all the stakeholders affiliated with the organization. Within this specialized industry characterized by a highly competitive environment, it is customary for enterprises to strive towards the influence of customer perceptions in a manner that favors the interests of the organization.

Businesses aim to stay updated with technology and respond to customer expectations by providing solutions. While there may be differences in the industry, businesses, as a process, effectively address customer expectations through digital transformation in terms of management and organization. They offer managerial business models to become a digital company in various stages such as production, operations, and design. Through making ideal

decisions for digital transformation, they also make efficient and effective use of the human resource function in the transformation process. Ensuring the correct digital changes are made across all stages from sales to finance within organizations demonstrates a fundamental understanding of transformation in management. Increasing productivity levels within the business can now be achieved through digital transformation.

6.1 Research Limitations and Suggestions for Future Studies

One of the primary constraints of the present study pertains to its focus on the healthcare industry. In particular, the surveys slated for data collection could potentially be administered online, instead of via personal interaction. One potential constraint stem from conducting research via the internet and online platforms, which may introduce certain technical challenges. An additional constraint in the study pertains to the scale statements employed in the survey, as well as the particular health condition of those individuals who provided responses.

It is advised that comparable investigations be undertaken in commensurate service industries, such as education or transportation. Further examination of diverse processes that incorporate variables beyond demographics within the field will serve as a scholarly advancement and offer instructive insights for organizational leaders.

In the realm of digital transformation, a comprehensive adaptation led by top management strategically will prove beneficial for academic research efforts. This extensive adaptation can accelerate the process. For future academic studies, conducting surveys to determine employees' perceptions during the adaptation and transformation stages, followed by thorough analysis, would be valuable.

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