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The Effect of Digital Customer Experience on Digital satisfaction customers by Using Telemedicine: An Application of Medical Teleconsultation Konsilmed Platform in Egypt

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Abstract:
This study examinesthe effect of Digital Customer Experience on Patient Satisfaction by Using Telemedicine: An Application of Medical teleconsultation Konsilmed platform in Egypt. The research sample was 1268patientsof the Konsilmed platform in Egypt.The researchers used an Electronic questionnaire to reach the aim of the study. The results of the current research found that there is a correlation (average strength) with a statistical significance between the research variables (Interactive experience, Pragmatic experience, sensory experience, emotional experience, Cognitive experience, Physical experience, and relationship experience) and customer satisfaction. ,oslA"there is a significant effect of the dimensions of digital customer experiences (perceptual experiences, Pragmatic experiences, relationship experience, and interactive experiences)on Patient Satisfaction by Using Telemedicine" through the Konsilmed Platform, and there is an effect of (Physical experiences, sensory experiences, and emotional experiences) on patient satisfaction by Using Telemedicine through the Konsilmed Platform. In light of the results, the authors recommend to applied the study variables on a new sector of applications, also they recommend to Study the effect of advertising provided through the TikTok application on customers' awareness of the services provided by the hospital. in addition to Study digital customer experiences in the tourism sector, the financial sector "financial markets", the telecommunications sector and the transportation sector

Keywords*: Digital Customer Experience, Digital satisfaction customers with the Use of Telemedicine, Konsilmed platform*

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I. Introduction:

Customers in the online world experience items not through physical collaboration but with the assistance of verbal and visual improvements on the site (Lemon and Verhoef 2016; Schmitt 1999; Verhoef et al., 2009).

Involving the hypothesis of the cognizant brain as a theoretical establishment, we define Customer Experience as a customer's subjective, coordinated, and multidimensional mental responses to a connection with an encounter partner at a touchpoint in a customer venture stage. These mental responses are emotionally valenced, so customers separate how positive their responses are for the different CX aspects (De Keyser et al., 2015).

Among the essential focal points of examination into customer experience have been understanding how the arrangement of feelings, sensations, and tangible images felt by the individual are deciphered and assimilated (Walls et al.,2011).

Customer experience and fulfillment are among current business objectives. In spite of being firmly related, there are contrasts between the two ideas (San Martín Gutiérrez et al., 2008).

Experience is the manner by which the customer feels during and after the interaction with the help offered by the brand. It is characterized by Lemon and Verhoef (2016) as memorable experience, and, along a similar logic, by Tokman et al., (2007) as "marvelous all assumption, whether in deficit or excess, and coming about in full fulfillment — or disappointment — and a memorable experience."

A similar contention is shared by Goodness et al., (2007), who highlight the emotional idea of the experience, derived from "engaging, pleasurable, memorable and striking experiences." In this way, as

demonstrated by Vargo and Lusch (2014), the total idea of the communication, during which pleasurable experience joins with the utilitarian idea of mental, affective, physical, and social aspects, creates essential individual experiences (Adhikari & Bhattacharya, 2016).Satisfaction is affirmed as one of the essential consequences of involvement and is characterized in terms of the pleasure (Wang, 2011) .

At last, fulfillment is viewed as a key objective in the company's methodology (Serna et al., 2012; Hoekstra et al., 2015) because of its considerable influence on the customer's confidence in the company (Navarré et al., 2010), on recurrent buys of items and administrations (CurrásPérez &Sánchez-García, 2012; Román et al., 2013), on rehashed utilization of the channel (Ndikumana et al., 2018), and on recommendations to outsiders (Lin &Lekhawipat, 2014; Slack et al., 2020; Singh et al., 2022).

This study proposes to look at whether Digital CustomerExperience in a web-based assistance populace will be made out of seven dimensions: an Intelligent Encounter aspect, Realistic Experience dimension, Experience Sensory aspect, Close to home Experience dimension, Mental Experience aspect, Actual Experience dimension, and Social Experience aspect and whether these four dimensions of Advanced Customer Experience will affect customerattitudes towards the item (administration) and the organization (Konsilmed platform) and furthermore on customers' discernments in regards to Computerized fulfillment customers of the company.

II. Theoretical background

2.1 Digital Customer Experience defined:

In the Web populace, computerized customer experience is characterized as the general encounters that the customer gets from his communications in online networks, and all the more explicitly this plan mirrors the sensations of customers (Nambisan & Watt, 2011), Table (1) shows The definitions of Digital Customer Experience :

Table (1)
The definitions of Digital Customer Experience

Author (year)	Digital Customer Experience defined	Disciplinearea
Pine & Gilmore, (1998)	"Encounters happen at whatever point an organization intentionally involves administrations as the stage and goods as props to draw in an individual"	Retailing
Knutson et al., (2007)	"Customer experience has two perspectives: one is the cooperation and contribution of an individual and the other is that it is inward in nature"	Hospitality marketing
Meyer &Schwager, (2007)	"Customer experience incorporates each aspect of organization's contributions the nature of customer care, publicizing, bundling, item and administration highlights, usability and reliability" "Customerexperience is the inside and emotional reaction customers have to any direct or backhanded contact with a company"	Marketing,customerexperiencemanagement,customerrelationship management
Klaus & Maklan(2013)	"Customer experience is the customer's cognitive and emotional evaluation of all direct and aberrant experiences with the firm relating to their buying behavior"	Customerexperience quality
Garg et al., (2014)	"Customer experience is (a) the arrangement of emotional sentiments that emerge out of collaboration between customer and association (b) is internal to a customer, and (c) emerges when the customer and organization come in contact"	Banking services
De Keyser et al., (2015)	"Customerexperience is comprised of cognitive, emotional, physical, sensorial, spiritual and social elements that mark the customer's director indirect interaction with (an) another marketactor (s)"	Customer experience management
Lemon &Verhoef, (2016)	"Customerexperience is a multidimensional construct focusing on customers' cognitive, emotional, Physical, sensorial, and social response to a firm's offerings during the customer's entire purchase journey"	Consumer behaviour, marketing
Komulainen & Saraniemi (2019)	"Worth and experience are indivisible which are the creation in the psyche of an individual which meaningfully affects close to home, physical, intellectual and otherworldly aspect"	Omnichannel banking services
Trivedi (2019)	"Customerexperienceisasumtotalofalltheactivitieswhich keepcustomerengagedwiththebrand"	Brand love, banking chatbots

Source: Chauhan, S., Akhtar, A., & Gupta, A. (2022). Customer experience in digital banking: A review and future research directions. **International Journal of Quality and Service Sciences**.14 (2), 311-348.

2.2 Dimensions Digital Customer Experience:

Numerous specialists managed the various names for the aspects of customer encounters. Table (2) shows the most well-known Various names for the elements of customer experience (Nysveen et al.,2013).

Table (2)
Different names for the dimensions of customer experience

Author (year)	*Different names for the dimensions of customer experience*				
	Sense	***Feel***	***Think***	***Act***	***Relate***
Holbrook & Hirschman,1982	**Sensory**	**Emotional**	**—**	**Activities**	**Symbolic**
Holt,1995	**—**	**Emotional**	**Cognitive**	**—**	**Social world**
Schmitt (1999)	**Sense**	**Feel**	**Think**	**Act**	**Relate**
Pine & Gilmore,1999	**—**	**Emotional**	**Intellectual**	**Physical**	**—**
Mascarenhas et al.,2006	**—**	**Emotional**	**Intellectual**	**—**	**Social**
Gentile et al.,2007	**Sensorial**	**Emotional**	**Cognitive**	**Pragmatic, Lifestyle**	**Relational**
Verhoef et al.,2009	**—**	**Affective, Emotional**	**Cognitive**	**Physical**	**Social**
Brakus et al.,2009; Iglesias et al.,2011	**Sensory**	**Affective**	**Intellectual**	**Behavioral**	**—**

Source: Nysveen, H., Pedersen, P. E., & Skard, S. (2013). Brand experiences in service organizations: Exploring the individual effects of brand experience dimensions. **Journal of Brand Management**, 20(5), 404-423.

Digital Customer Experience comprises of four aspects: informativeness (mental), diversion (full of feeling), social presence (social), and tactile allure (tangible) (Pinker 1997). Schmitt (1999) and Haeckel (2003) introduced two spearheading structures to conceptualize Customer experience. Schmitt (1999) underlined the formation of absolute experience through the dimensions in light of experiential modules: tangible (sense); emotional (feel); mental (think); actual experience, ways of behaving and lifestyle (act); social personality (relate). Encounters become supportable with the expansion in these faculties during administration experiences (Ashrafpour et al., 2022).

Ashrafpour et al., (2022) analyzed customer experience in view of affective aspect (ease of use and decadent experience) and utilitarian dimension (sociability and down to earth insight). The term experience is generally perceived as the substance or the pith of one's immediate observation or support in an occasion — here, in the web-based populace. Online Populace Experience (OCE) is characterized as the general experience a customer gets from his/her communications in a web-based populace. More specifically, this build mirrors a populace part's (for example customer's) feelings and impressions in light of his/her connections in the web-based population (for example in the firm-facilitated web-based item population).

Numerous specialists showed that there are various components of digital customer encounters. Table (3) shows the most well-known Different names for the components of Computerized CustomerExperience.

Table (3)
DimensionsDigital Customer Experience

Author (year)	Interactive Experience	Pragmatic Experience	Sensory Experience	Emotional Experience	Cognitive Experience	Physical Experience	Relational Experience
Pentina et al.,2011	√		√	√	√	√	
Rose et al.,2012	√	√	√	√	√	√	√
Salehi et al.,2013	√		√			√	√
Worlu et al.,2016	√	√	√	√			
Bilgihan et al.,2016				√		√	
Borishade,2017	√		√	√	√	√	√
Nilsson & Wall,2017	√	√		√		√	√
Borishade,2017		√	√	√	√	√	√
Keiningham et al., 2017			√	√	√	√	√
Thuan et al.,2018			√				√
Trivedi et al.,2018	√	√	√				√
Bleier et al.,2019			√	√	√		√

Ciuchita et al.,2019				√	√		
Lin et al.,2019	√		√		√		√
Barari et al.,2020				√	√		

Source: Prepared by the researcher based on previous studies

Coming up next is a short show of the aspects that the researcher depended on in estimating computerized customer experiences :

- **Interactive Experience Dimension:**

The Intuitive Experience of OCE is characterized as the social experience customers get from the communications in the web-based item population . This aspect catches customers' discernments in regards to the overall receptiveness, benevolence and amenability of the populace individuals. As noted already, the internet based item populace - explicitly, the population of companion customers that comprise the social climate may deliver positive social encounters that work with laying serious areas of strength for out ties and connections. Then again, when negative communications dominate the web-based populace for instance, blazing or inconsiderate and inappropriate postings-will bring down the friendliness experienced by populace members (Pentina et al.,2011).

- **Pragmatic Experience Dimension:**

Online item networks assume a significant part as a scene for customer support — a spot w ere one could go to get answers for explicit product-related issues or to get exhortation and proposals on new products. Subsequently the logical worth of the populace shapes a significant dimension of the customers' by and large Internet based Populace Experience (Salehi et al., 2013).

- **Sensory Experience Dimension:**

This Dimension to the tangible qualities of a customerinteraction (Gentile et al., 2007; Brakus et al., 2009) that reflect uses of the five outer faculties: visual (e.g., variety), auditory (e.g., sounds), material (e.g., texture), olfactory (e.g., fragrant), or gustative (e.g., sweet).3 Human faculties work consistently, and customer connections by and large evoke valenced sensory discernments (e.g., "How would I see the color I see?") (Bleier et al., 2019).

- **Emotional Experience Dimension:**

The Close to home element of Digital Customer Experience is characterized as the natural worth the customer gets from the connections in the web-based item populace. This aspect mirrors the satisfaction and energy customers determine from being where their object of interest is the primary concentration (say, the item or brand). Exceptionally elaborate communications connected with the object of interest give the setting to the customer to determine a feeling of fervor and fun — and may convert into good libertine experience. Cooperations may now and again become baffling, exhausting, or in any event, unappealing to the customer, delivering the decadent experience to be low (Mummalaneni, 2005).

The Close to Dimension emotions, sentiments, and states of mind a customer encounters during a collaboration with a brand, representatives, or other customers. These responses can reflect encounters of various content, however basically, the customer recognizes delight (e.g., happiness, love) and disappointment (e.g., outrage, trouble) (Russell,2003). This core type of effect demonstrates to the customerwhether the accomplished situation is useful or unsafe ("How do I feel?") (Nambisan & Watt, 2011).

- **Cognitive Experience Dimension:**

The Cognitive Experience Dimension is the customer's scholarly stimulation and getting the hang of during an interaction (Brakus et al., 2009). Driven by curiosity, both scholarly feeling (from negligible experiences to perfect) and gaining result from mental cycles that go beyond essential reasoning; they include characterizing, confirming, and incorporating data gained from cooperation with earlier information. These mental cycles generate or combine information ("How would I perceive the new bits of knowledge I gained?") as significant consideration control systems and valenced reflections of Customer Experience during customer connections (Nambisan & Watt, 2011).

- **Physical Experience Dimension:**

The Actual Experience of OCE is characterized as the customers' experience in exploring and utilizing the web-based populace climate. As such, this aspect catches the convenience and lucidity of the innovative features of

the web-based item populace. More significant levels of convenience experience mirror the capacity of the customer to explore and partake in the online populace climate easily and easily and without any checks or disturbances that could divert them from their objectives or interest in the populace. Then again, lower levels of convenience experience suggest mechanical and different kinds of navigational interruptions that influence customers' associations and data procurement processes (Venkatesh and Agarwal, 2006; Nambisan and Watt,2011).

This Dimension fits customers for every caption of substantial movement and body positions during a interaction (Brakus et al., 2009; Bliss & Sherry, 2003). Such saw conduct reactions are evoked by so-called proprioceptors, defined as mechanosensory neurons inside muscles, tendons, and joints. The actual experience is a piece of CustomerExperience ("How would I see my body movements?"), in that, a interaction requires actual perception and coordination, which customers perceive as pretty much certain, regardless of whether it includes practically no physical movement,such as while sitting (Satisfaction & Sherry 2003; Nambisan &Watt,2011).

- **Relational Experience Dimension:**

This Dimension impression of relationships with somebody (employees, different customers) or something (brands) during the customerinteraction. Customers experience different relationship structures, from free connections to solid bonds with experience accomplices, which define the social setting of the customer communication (Tumbat & Belk, 2011). Customerinteractions are grounded in friendly settings, every one of which might have different valence for a customer ("How would I see my relationship with this connection partner?") (Nambisan & Watt,2011).

2.3 Digital satisfaction customers by Using Telemedicine

There is presently much conversation on the best way to characterize patient satisfaction in medical care. In A. Donabedian's model, patient fulfillment is referred to as the proportion of sentiments given by patients (Mpinga &Chastonay,2011; Al-Abri et al.,2014). C. Jenkinson et al. called attention to that patient fulfillment appears to basically mirror the patients' disposition towards care and the different parts of this consideration (Jenkinson et al., 2002).

According to M. Tanniru and J. Khuntia, patient fulfillment consists of feelings and impression of the medical care administrations gave to them (Tanniru et al., 2017). Different creators indicate patient fulfillment as compliance with the patient's assumptions concerning their pictures of perfect medical services with what is really given to that person, and consider it as a close to home and abstract response (Maconko et al., 2016). Fulfillment is higher, the more prominent is the consistence with the patient's prior assumptions, the less snags in the medical care framework against

Fulfilling own requirements and the less limits of privileges. Patient satisfaction is an ideal outcome, a proportion of value and the reason for predicting patient ways of behaving (Otani et al., 2011; Korneta et al., 2021).

The degree of fulfillment is impacted by different variables. These elements include, among others, administration holding up time, therapy rate, acquiring information on wellbeing and the compassion of the clinical work force. The help quality is estimated by abstract rules. Patients have their own "threshold" of assumptions and prerequisites, their own previous encounters and the patient's sentiments and feelings experienced during sickness upset a objective evaluation of the circumstance (Andrews et al.,2020).

It is much of the time expressed that patient fulfillment is impacted by factors that do not be guaranteed to get from the treatment interaction itself, but rather from his or her assumptions towards medical caretakers or specialists and the area of medical care provision (facility, crisis division, clinic) (Badri et al.,2009; Bourdillon et al.,2012).

The utilization of data and correspondence advances in assistance provision added to the redefinition of the specialist co-op area and brought medical care benefits nearer to the patients. Telehealth administrations are defined as: "an improvement in the manner in which medical services arrangement is considered and conveyed by medical services suppliers using data and communication advancements to screen and work on the prosperity and health of patients and to enable patients in the administration of their health and that of their families" (Iyawa et al.,2016).

In these terms, the exploration on understanding fulfillment is turning out to be much more significant than at any other time in light of the fact that in this present circumstance the help provider acquires data about how much its medical services framework satisfies the patients' assumptions. The utilization of exploration data permits for adjusting the medical care framework to the customer's necessities. Patient satisfaction is normally contemplated with the utilization of surveys (Whitten et al., 2007). Table (4) Digital satisfaction customers by Using Telemedicine.

Table (4)
Digital satisfaction customers by Using Telemedicine

Author	Telemedicine Tool	Country
Mohanty et al., [2020]	unspecified	USA
Gerbutavicius et al., [2020]	video	Germany
Byrne & Watkinson [2021]	video	UK
Zhu et al., [2020]	video	USA
Haxhihamza et al., [2020]	video	Macedonia
Smrke et al., [2020]	audio	UK
Pinar et al., [2020]	video (virtual room)	France
Campennì et al., [2020]	mixed (audio/video	Italy
Semprino et al., [2020]	video (WhatsApp)	Argentina
Leibar Tamayo et al., [2020]	audio	Spain
Barca et al., [2020]	mixed (audio/video	Italy
Tenforde et al., [2020]	video	USA
Banks et al., [2020]	audio	Ireland
Gutkin et al., [2020]	video	USA
Isautier et al. [2020]	mixed (audio/video	Australia

Source: Hawrysz, L., Gierszewska, G., & Bitkowska, A. (2021). The research on patient satisfaction with remote healthcare prior to and during the COVID-19 pandemic. **International Journal of Environmental Research and Public Health**, *18*(10), 5338.

III. Research model

a. Annual social media statistics

Today, there are hundreds of healthcare social media applications that provide platforms for collaboration between (patients and healthcare providers), and patients visit these websites and share social support in collaboration with other patients (Lasker et al., 2005) , And medical staff in hospitals use social networking applications to provide useful information about health care procedures and services provided by the hospital (Lagu et al., 2008). A review of 951 health blogs between 2007 and 2008, and the results showed that all blogs were concentrated in the United States of America and were updated regularly, and that most health blogs were created after 2004 AD, and the writings of bloggers usually focused on their experiences with an illness or disease. The personal experiences of the medical and administrative staff, and what is written on the blog is from the perspective of professionals, or from the perspective of the patient (Miller & Pole, 2010).

Organizations are interested in social networking sites as a tool to facilitate interaction with their customers, as there is an impact of the content of social networking sites on the formation of the customer experience through them, as the study of (Hsu & Tsou, 2011) found that increasing information sharing from Through social networking applications, it affects customer experiences

The results of the study of Hazzam & Lahrech (2018) applied to (973) individuals, including doctors, pharmacists, and health care employees working in the United Arab Emirates, show that (65.5%) of the research sample use WhatsApp. Thus, WhatsApp has the largest number of users compared to Facebook and YouTube, and that (53.6%) of the research sample use social networking sites to exchange medical information, and also (53.2%) of the research sample use social networking sites several times during Today to improve their communication with friends (Hazzam & Lahrech, 2018).

Based on the previous research, researchers see that the world is moving towards digitization, where digital channels are already used to promote raising the level of health awareness, and the patient's journey can begin and end digitally, so social networking applications are important to patients as one of the largest interactive applications between Patients and each other and between them and between hospitals, and social media applications also include the largest base of Internet users, according to the statistics shown in Figure No. (1) for Top Social Media in Egypt, as follows:

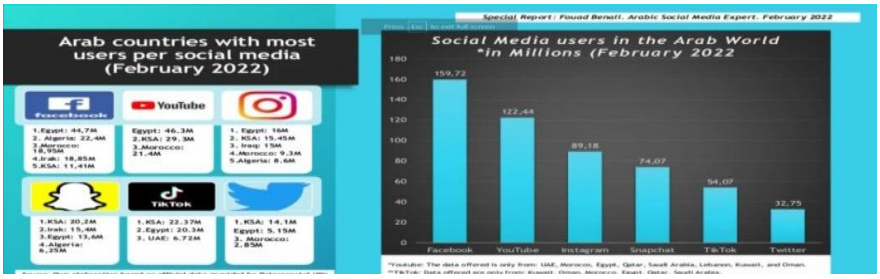

Figure No. (1) Top Social Media in Egypt
Source: https://www.slideshare.net/FouadBenali6/report-arabic-social-media-2022?qid=cfae281e-128c-4b70-b095-3a639c4476a5&v=&b=&from_search=8

Also, the statistics in Figure No. (2) for Report Arabic social media 2022 show the following:

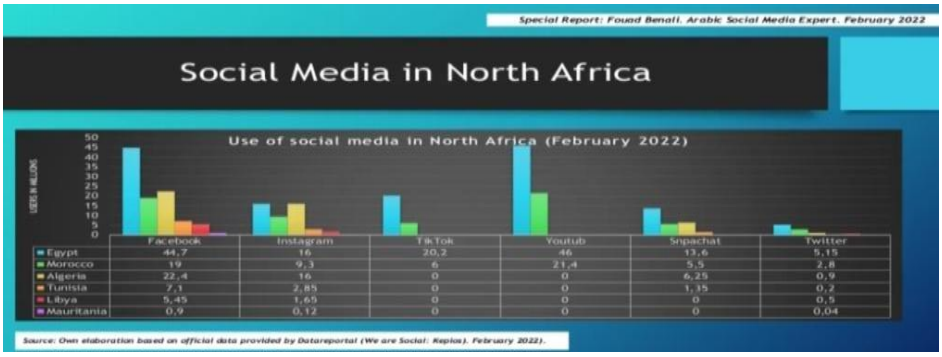

Figure No. (2) Report Arabic social media 2022
Source: https://www.slideshare.net/FouadBenali6/report-arabic-social-media-2022?qid=cfae281e-128c-4b70-b095-3a639c4476a5&v=&b=&from_search=8

The statistics in Figure No. (3) of the daily time spent on different types of social media 2022 show the following:

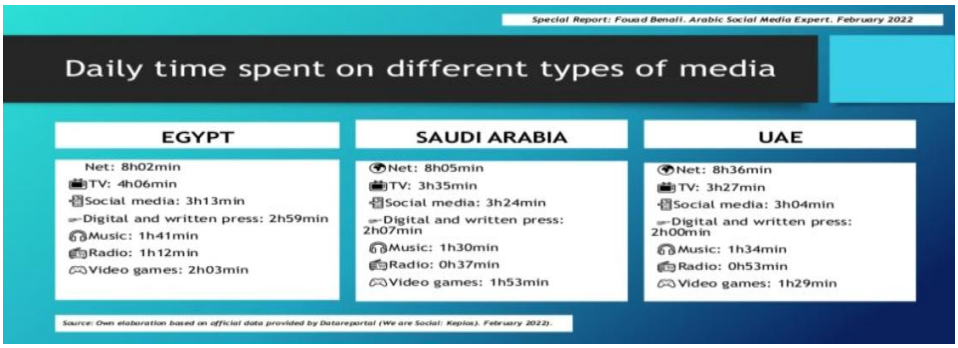

Figure No. (3) Report Arabic social media 2022
Source: https://www.slideshare.net/FouadBenali6/report-arabic-social-media-2022?qid=cfae281e-128c-4b70-b095-3a639c4476a5&v=&b=&from_search=8

The content provided by the organization through social networking applications affects customers, which made many organizations realize the importance of digital customer experiences towards the services they provide, as services through them have become an integral part of the strategies of many organizations (Salehi et al. , 2013; Sorooshian et al., 2013), and because social media applications are only one of the many digital technologies used in healthcare, it can be difficult to identify specific contributions to healthcare (Ukoha & Stranieri, 2019), which is why hospitals seek to engage with social media applications (Zhang et al., 2018).

b. Temporal evolution of Digital Customer Experience research

An outline of CX articles by distribution year is introduced in Figure (4), in this manner addressing our first examination search. As displayed, CX exploration has advanced from administration situated CX to mechanically inventive touchpoint-based CX methodologies (for example by utilizing virtual/increased reality touchpoints; Ciuchita et al., 2019). For instance, a large part of the CX exploration distributed in the 1980-90s zeroed in on CX-based help quality, consumer loyalty and consumer conduct (e.g. Parasuraman et al., 1985).

Be that as it may, during the 2000s, the center moved to the CX-based consumption experience, administration tasks and culture. Also, CX articles published in the most recent three years center around producing CX through customer co-creation or support and administration arrangement utilizing various touchpoints (for example through fake intelligence-based self-administration channels) and its effect on CX.

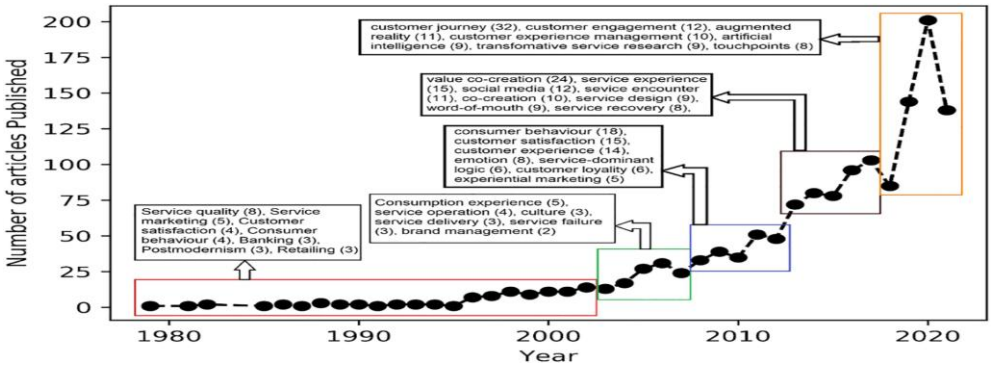

Figure (4) .Temporal evolution of CX research

Kumar, P., Hollebeek, L. D., Kar, A. K., & Kukk, J. (2022). Charting the intellectual structure of customer experience research. Marketing Intelligence & Planning, (ahead-of-print), 4 ,1-17.

The researchers believe that the diversity of medical services applications through the Internet and social networking sites (micro-blogs such as Twitter and WhatsApp, social networking sites such as Facebook, and photo/video sharing such as YouTube and Instagram) imposes on us the necessity to focus on the digital experience experienced by customers .

c. Digital Customer satisfaction as a Digital Customer Experience consequence.

Lemon and Verhoef (2016) contend that consumer loyalty is the key component of Customer experience assuming we investigate the mental way of behaving of the buyers. Likewise, consumer loyalty is a net consequence of a decent Customer experience less the terrible Customer experience (Lemon and Verhoef, 2016).

The study of Gentile et al., (2007) showed that sensory customer experiences achieve customer satisfaction, and the rest of the experiences (perceptual experiences, emotional experiences, Pragmatic experiences, and relationship experience) create added value for the organization's customers through the Internet (Gentile et al., 2007), and the study (Pentina et al., (2011) found that digital customer experiences (realistic experiences, sensory experiences, perceptual experiences, and relationship experience) affect customer satisfaction, and according to its results Improving digital customer experiences will increase customer satisfaction.

A study (Rose et al., 2012) indicates that digital customer experiences (sensory experiences, emotional experiences, and perceptual experiences) have a positive impact on customer satisfaction (Rose et al., 2012). The Fatma study (2014) indicates that customer experience management (emotional experiences, Pragmatic experiences, sensory experiences, and relationship experience) has a positive impact on customer satisfaction (Fatma, 2014).

And the study (Hawkins et al., 2016) indicated that social media applications improve the patient experience, improve the interaction of doctors with patients, organize medical content through them, and spread positive experiences among patients. (Nilsson & Wall, 2017; Keiningham et al., 2017; Barari et al., 2020) that there is a positive impact of digital customer experiences on customer satisfaction, and the study of (Wang et al., 2018) agrees Borishade et al., 2018) found that customer experiences have a positive association with customer satisfaction, and joining a healthy group on social media applications has a positive impact on patient satisfaction (Dhar et al., 2018), and building Based on the above review of previous research, the researchers conclude that there is a correlation between the dimensions of digital customer experiences and customer satisfaction through the Konsilmed platform application.

Based on the review of previous research, researchers can reach the scarcity of previous research - within the limits of researchers' knowledge - that dealt with the research variables combined, as well as the field of application as shown in the following points:

– Studying the relationship between the dimensions of digital customer experiences and digital customer satisfaction through the Konsilmed platform.

– Studying the impact of the dimensions of digital customer experiences on digital customer satisfaction through the application of the Konsilmed platform.

– The scarcity of previous research - within the limits of researchers' knowledge - that was applied to the digital medical services sector in the Egyptian environment, which depends on the Konsilmed platform.

In light of the foregoing, researchers seek to bridge the research gap previously referred to in the current research, and by reviewing previous research, the proposed conceptual framework for research can be clarified in Figure (5) as follows:

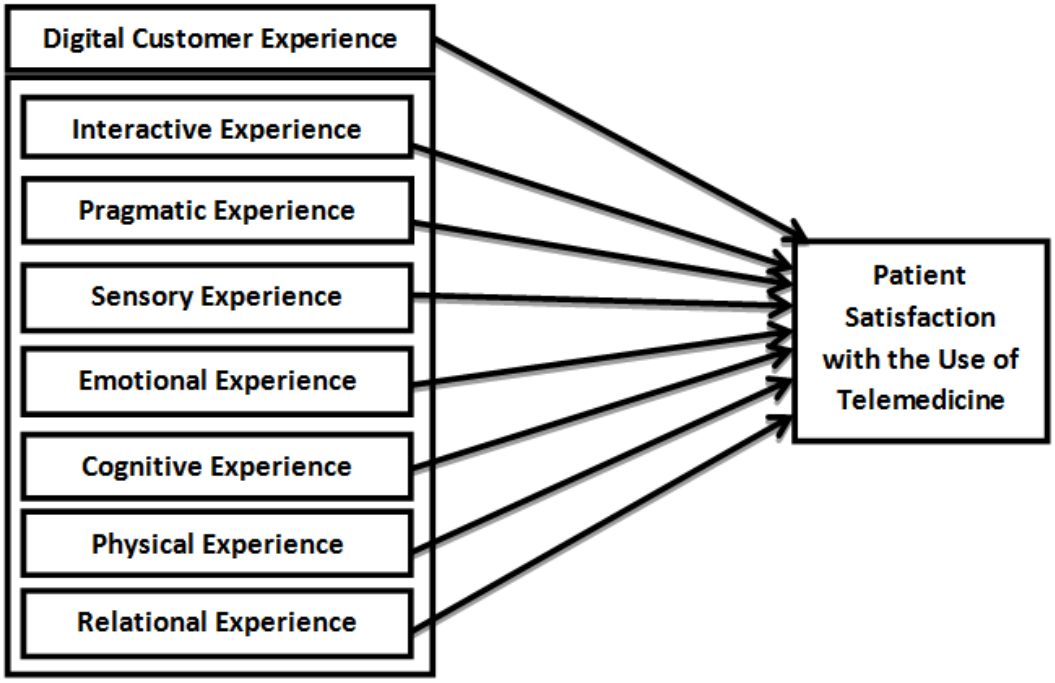

Figure No. (5) Conceptual framework for research variables

IV. The exploratory study:

The researchers madea survey data through a number of personal interviews with a number of customers of Konsilmed platform in Egypt (50) sample using a survey list. It consists of (19) questions to determine the availability of these variables, as the researchers clarify what is meant by the different dimensions of digital customer experience and digital customer satisfaction through the Konsilmed platform.

Byextrapolating the results of the data analysis of the exploratory study, we find that the general average of the digital customer experience is (3.64) and a standard deviation (0.64865), which means its acceptance from the sample of the study, and that after the interactive experiment is an arithmetic mean (3.27) and a standard deviation (1.05957), which means its acceptance from The sample of the study, and that after the realistic experiment, it had an arithmetic mean (3.78) and a standard deviation (0.86845), which means its acceptance from the sample vocabulary, then after the sensory experience with an arithmetic mean (3.62) and a standard deviation (1.06649), which means its acceptance from the sample vocabulary, then After emotional experiences with an arithmetic mean (3.34) and standard deviation (1.01294), which means acceptance from the sample vocabulary, then after a cognitive experience with an arithmetic mean (3.68) and a standard deviation (0.90005), which means acceptance from the sample vocabulary, then after the Physical experiences with an average Arithmetic (4.07) and standard deviation (0.74895), which means acceptance of the sample items, and after experiencing the relationship with an arithmetic mean (3.74) and standard deviation (0.95772), which means acceptance of the sample items, and finally the general average of patients' satisfaction (2.98) and a deviation Normative (1.01087), which means that the sample items are not satisfied.

V. Research problem:

The objectives of the research are as follows:

1. Is there a statistically significant correlation between the dimensions of digital customer experiences (interactive experiences, Pragmatic experiences, sensory experiences, emotional experiences, cognitive experiences, Physical experiences, and relationship experience) and digital customer satisfaction through the Konsilmed platform?
2. What is the nature of the relationship, if any?
3. What are the dimensions of digital customer experiences that have the most impact on digital customer satisfaction through the Konsilmed platform?

VI. Research importance:

The research importance at the scientific and practical levels can be explained as follows:

- **Scientific (academic) importance:**

Scientific (academic) importance: This research seeks to explain the research gap regarding the role of digital customer experiences in achieving digital customer satisfaction through the Konsilmed platform, and provide a

detailed analysis of the impact of the dimensions of digital customer experiences on digital customer satisfaction through Konsilmed platform.

- **Practical (practical) importance:**

1. The importance of research stems from the importance of the field of application, which is the health care sector in Egypt, where this sector needs to direct a lot of researchers' efforts to these topics to keep pace with global trends academically and practically.
2. The massive spread of social networking sites applications indicates that they have the potential to become dominant channels of communication for health care, and the areas of use of social networking sites for organizations vary in a way that meets the needs of their customers as follows: (1) Providing information where these sites are published On its pages, information and investment data are included, (2) Guidance, guidance and awareness as these sites contribute to guiding and guiding customers,
3. Getting to know customers' opinions by monitoring and following up on everything published through these pages about the organization's policies, decisions, services and products,
4. Organizations should consider the impact of digital customer experiences and customer responses, and that although positive experiences are critical to the success of the online organization, failure of the services provided by the online organization leads to the destruction of positive customer experiences, Moreover, negative experiences not only satisfy customers, but also encourage them to share their negative experiences with others, so organizations must build positive customer experiences to achieve their satisfaction with the services provided to them (Barari et al., 2020).
5. Providing decision makers with data that helps them take important decisions based on the interests of the beneficiary first in a way that achieves patients' satisfaction.

Research Objectives:

The objectives of the research are as follows:

1. Determine the nature of the correlation between the dimensions of digital customer experiences (interactive experiences, Pragmatic experiences, sensory experiences, emotional experiences, cognitive experiences, Physical experiences, and relationship experience) and digital customer satisfaction through the Konsilmed platform.
2. Determine the dimensions of digital customer experiences (interactive experiences, realistic experiences, sensory experiences, emotional experiences, cognitive experiences, Physical experiences, and relationship experience) that affect digital customer satisfaction through the Konsilmed platform.

Research Hypotheses:

The research hypotheses are as follows:

H1: There is a statistically significant correlation between the research variables (interactive experiences, Pragmatic experiences, sensory experiences, emotional experiences, cognitive experiences, Physical experiences, and relationship experience) and digital customer satisfaction through the Konsilmed platform.

H2: There is a statistically significant effect of the dimensions of digital customer experiences (interactive experiences, Pragmatic experiences, sensory experiences, emotional experiences, cognitive experiences, Physical experiences, and relationship experience) on digital customer satisfaction through the Konsilmed platform.

Research limits:

The limits of the research are divided into human and temporal limits as follows:

1. Human limits: This research was done from the point of view of the external customer and did not address the internal customer, such as doctors who provide services through the platform.
2. Temporal limits: The primary data necessary for the research was collected from its various sources during the months of May, June, July and August 2022. The research data was collected through a questionnaire that provided only cross-sectional data (One cross sectional data), and no longitudinal data was collected to observe change in customer behavior**.**

Research Methodology

The researchers relied on the use of the descriptive approach based on collecting data and subjecting it to statistical treatment and drawing conclusions from it, in all research hypotheses.

Sources of data to be obtained:

In this research, the researchers relied on two sources of data:

10.1. Secondary data sources: They are data that were previously collected for a purpose other than conducting the current research, and they can be obtained from examining statistics within the Konsilmed platform, and from statistics published online, and economic publications.

10.2. Primary data sources: through field research and collecting the necessary information from the research population and then unloading and analyzing it using the statistical program Spss v26 and using appropriate statistical tests in order to reach indications of statistical value and indicators that support the subject of the research. A questionnaire list to provide research data. When preparing the questionnaire list, the researchers took into account the nature of the required data and the characteristics of the investigator from them, in the light of previous studies and models that are scientifically and practically recognized in this field. A questionnaire was designed to collect research data from customers of Konsilmed platform in Egypt. The subject of the research and its analysis so that researchers can test the validity of the research hypotheses and reach the results.

Research population:

The population of this research is represented by all customers of the Konsilmed platform in Egypt, whatever (age, educational level, income level, or gender), where the population of Egypt is (103966659)[1]A citizen according to the Central Agency for Public Mobilization and Statistics for the year 2022.

a. The research sample:

Due to the difficulty of determining thepopulation or setting a specific framework for it, and the spread of its sample of the study as it is an open population and is larger than a million, the sample size is 384 items as a minimum for the sample, and the researchers relied on preparing A list of a questionnaire based on Google forums and published on social networking sites, for a period of three months, starting from May, until the end of August 2022. The questionnaire list included four main parts: The first part included to determine the extent of the survey. The customer's use of the Konsilmed platform, the second part to measure the dimensions of digital customer experiences, the third part to measure digital customer satisfaction, and the final part describe the demographic variables of the research, where the number of lists received was 1268.

b. Measurement of research variables:

The researchers relied on the five-point Likert scale, as well as seven independent variables and a dependent variable, where the interactive experiences variable was measured through (3) statements based on a study (Novak et al., 2000; Rose et al. al., 2012; Ing Grace & Ming, 2018), and Pragmatic experiences were measured through (5) statements, based on the study of Sorooshian et al., 2013; Suresh et al., 2015; Ing Grace & Ming, 2018), the sensory experiences variable was measured through (4) statements based on a study (Novak et al., 2000; Rose et al., 2012), and the experiences were also measured Emotional experiences were measured through (2) statements based on a study (Novak et al., 2000; Rose et al., 2012), and cognitive experiences were measured through (6) statements based on a study (Novak et al., 2000; Rose et al., 2012), and Physical experiences were also measured through (4) statements based on a study (Novak et al., 2000; Rose et al., 2012), and the relationship experience variable was measured from During (2) statements based on a study (Novak et al., 2000; Rose et al., 2012), and finally the dependent variable patient satisfaction was measured through (6) statements based on a study (Adhikari et al., 2021).

c. Validity and reliability tests:

After the researchers made the initial design of the questionnaire list, the researchers conducted the validity and reliability tests to verify the validity of the questionnaire items in two ways:

Assessing the validity of the scale: To verify the validity of the scale used to measure the relationship between digital customer experiences and digital customer satisfaction through the Konsilmed platform, it was decided to follow the method of virtual validity (Sekaran, 2003: p283), and according to this method, it was conducted A careful review with some modifications of the various items included in the scale subject to evaluation, in addition, the items of the scale were presented in their initial form to (10) customers of the platform in Dakahlia Governorate. The researchers made some modifications in the formulation of the phrases so that they More meaningful and clear according to these observations.

Alpha Cronbach method: The researchers relied on calculating the stability of the scales on the value of the stability coefficient (Cronbach Alpha) for each dimension, using the (SPSS V.26) program. = 50) for the dimensions of digital customer experiences (interactive experiences, Pragmatic experiences, sensory experiences, emotional experiences, perceptual experiences, Physical experiences, and relationship experience) ranging between 0.677 and 0.810, while the digital customer experiences variable has values of stability coefficient between 0 .935, and that the values of the reliability coefficient for patient satisfaction are 0.795, and these values are acceptable and indicate the stability of the tool (questionnaire list) for the research**.**

[1] https://www.capmas.gov.eg/Pages/populationClock.aspx#

d. Data analysis methods:

The researchers unpacked and analyzed the questionnaire data through the statistical package (SPSS for Windows V.26) to test the validity of the hypotheses. The following statistical tests were used:

- Alpha Cronbach test to determine the stability of the questionnaire statements.
- Dependence on percentages, frequencies, and arithmetic mean: It is used in descriptive analysis.
- Dependence on Pearson's correlation coefficient: It is used to measure the relationship between two or more variables, while determining the type and strength of the relationship.
- Multiple linear regression analysis: It is used to measure the effect of more than one independent variable on the dependent variable

VII. Research Results:

The researchers present the results of the descriptive analysis of the research variables, then the research hypotheses are tested, based on the statistical analysis program Spss V26, to analyze the research data, and test the validity of the research hypotheses. The researchers present this as follows:

1. Results of the descriptive analysis of the research variables:

The results of the descriptive analysis of the research variables can be clarified in Table No. (5) as follows:

Table No. (5)
The results of the descriptive analysis of the research variables

Age	Frequency	Percent
From 18 years to less than 30 years	332	26.2
From 30 years to less than 40 years	599	47.2
From 40 years to less than 50 years	218	17.2
More 50	119	9.4
Total	1268	100.0
education	Frequency	Percent
Middle Certification	206	16.2
Qualification above average	63	5.0
High qualified	754	59.5
High qualification or more	245	19.3
Total	1268	100.0
income	Frequency	Percent
Less than 3000 EGP	225	17.7
From 3000 to less than 5000 pounds	519	40.9
From 5000 to less than 8000 pounds	351	27.7
8000 and above	173	13.6
Total	1268	100.0
Sex	Frequency	Percent
male	357	28.2
female	911	71.8
Total	1268	100.0

Source: Prepared by researchers based on statistical analysis results

1. Results of the arithmetic mean and standard deviation of the research variables:

The results of the arithmetic mean and standard deviation of the research variables can be explained in Table No. (6) as follows:

Table No. (6)
The results of the arithmetic mean and standard deviation of the research variables

		N	Std. Deviation	Mean
Digital customers Experience		1268	0.71316	3.5757
1	Interactive Experience	1268	0.90643	3.6257
2	Pragmatic Experience	1268	0.86261	3.6134
3	ExperienceSensory	1268	0.95703	3.5615
4	Emotional Experience	1268	0.96627	3.7354
5	Cognitive Experience	1268	0.89457	3.6090

		N	Std. Deviation	Mean
6	Physical Experience	1268	0.88918	3.6648
7	Relational Experience	1268	0.67003	4.2019
Digital satisfaction customers		1268	0.70801	3.5695

Source: Prepared by researchers based on statistical analysis results

It is clear from Table No. (6) that the research sample tends towards (Interactive Experience, Pragmatic Experience, Experience Sensory, Cognitive Experience, Emotional Experience, Physical Experience, Relational). Experience) leads to acceptance, where the arithmetic mean ranges between (3.56 and 4.20), which is greater than the arithmetic mean of Likert's five-way scale estimated at (3.41), which expresses the choice of consent, and the research sample tends to Digital satisfaction customers indicate acceptance from the research community, where its value was (3.56), which is greater than the arithmetic mean of the five-year Likert scale estimated at (3.41), which expresses the choice of approval.

1. The results of the first hypothesis test are as follows:

To test the validity of this hypothesis, the researchers used the Pearson correlation coefficient using the Spss v26 program. Table (7) shows the results of the correlation coefficients in question as follows:

Table No. (7) The results of the correlation coefficients between the dimensions of digital customer experiences and digital customer satisfaction across the Konsilmed platform

	Experience	Interactive	Pragmatic	Sensory	Emotional	Cognitive	Physical	Relational	satisfaction
Experience	1								
Interactive	.859**	1							
Pragmatic	.917**	.834**	1						
Sensory	.901**	.778**	.834**	1					
Emotional	.843**	.705**	.796**	.759**	1				
Cognitive	.910**	.770**	.843**	.841**	.790**	1			
Physical	.586**	.359**	.368**	.359**	.359**	.323**	1		
Relational	.297**	.121**	.139**	.167**	.157**	.180**	.345**	1	
satisfaction	.254**	.184**	.160**	.163**	.145**	.198**	.264**	.418**	1

*** Statistically significant at a level of significance less than 0.05** **** Statistically significant at a level of significance below 0.01**
***** Statistically significant at a significance level less than 0.001**
Source : Prepared by the researcher according to statistical analysis results

From the previous table, it is clear that there is a correlation relationship (medium strength) with statistical significance between the research variables (Interactive experience, Pragmatic experience, sensory experience, emotional experience, Cognitive experience, Physical experience, and relationship experience) and the satisfaction of the digital customers in question. It was statistically significant at the level of significance (0.01), which means that the first hypothesis was completely valid.

3. The results of the second hypothesis test are as follows:

To test the validity of this hypothesis, the researchers used multiple regression analysis using the V26 Spss program to determine the significance of each independent variable. In contributing to the mathematical model that represents the dimensions of digital customer experiences (interactive experience, Pragmatic experience, sensory experience, emotional experience, perceptual experience, Physical experience, and relationship experience) On digital customer satisfaction, Table No. (8) shows the stepwise multiple linear regression model in search as follows**:**

Table (8)
Multiple regression analysis of the effect of independent variable dimensions, Digital customers Experience, on Digital satisfaction customers by Using Telemedicine

Independent variables	Standard rated parameters	T-test		F -test		Correlation coefficient R	The determination coefficient R^2
		Test statistic	The level of significance	Test statistic	The level of significance		
Constant	**1.377**	**10.816**	**0.000**	**105.727**	**0.000*****	**0.448**	**0.201**
RelationalExperience	**0.393**	**13.874**	**0.000**				
InteractiveExperience	**0.081**	**3.835**	**0.000**				
PhysicalExperience	**0.079**	**3.462**	**0.001**				

*** Statistically significant at a level of significance less than 0.05** **** Statistically significant at a level of significance below 0.01**

***** Statistically significant at a significance level less than 0.001**

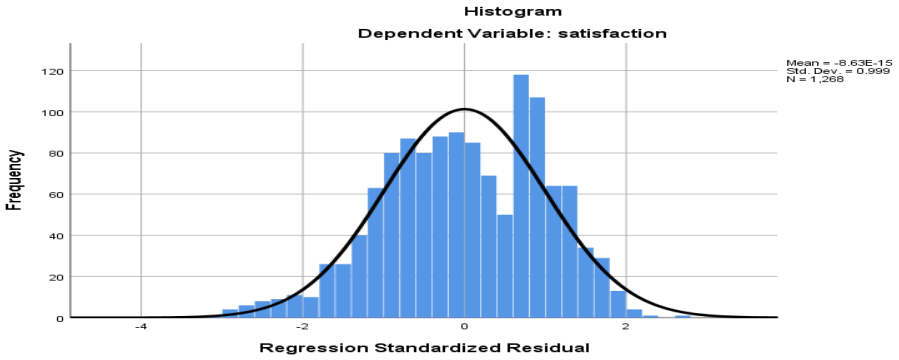

Figure (7)
Histogram of Standard Errors of the Linear Regression
Model for the Digital customers Experience Dimensions Most Affecting Digital satisfaction customers by Using Telemedicine
Source: Prepared by the researcher according to statistical analysis results

From Table (8) it is clear that:

Correlation coefficient (R)

There is a positive moral correlation between (Relational Experience, Interactive Experience, Physical Experience), where the value of the correlation coefficient was (0. 448) with a significance level less than (0.001).

Coefficient of determination (R^2)

The value of the coefficient of determination of the model (0.201), meaning that the independent variables explain (20.1%) of the change and variation that occurs in the dependent variable and that the rest of the changes occur as a result of random change in the model or other factors not included in the model.

The significance of each independent variable is tested separately:

By testing the T-test, we find that the independent significant variables included in the regression model are (Relational Experience, Interactive Experience, and Physical Experience) at a significance level of less than (0.001). The model excludes the dimensions (Pragmatic Experience, Sensory Experience, Emotional Experience, and Cognitive Experience) as there is no significant impact.

Examining the significance of the model fit quality:

To test the significance of the model as a whole, the F-test was used. We find that the value of the (F) test statistic for the model reached (105.727), which is a statistically significant level of significance less than (0.001), which means that the test's significance is higher. From the model it becomes clear that thereis a high significant impact of the dimensions (Relational Experience, Interactive Experience, Physical Experience) on Digital satisfaction customers by Using Telemedicine.

Residuals normality test:

From the regression hypothesis that the errors (the differences between the estimated value using the model and the actual value of the independent variable) are distributed in a standard normal distribution with an arithmetic mean (0) and a standard deviation (1), and this can be tested when drawing the frequency histogram of the standard errors of the regression model, as shown in Figure (2), and it is clear from this figure that the arithmetic mean is approximately equal to (0) and the standard deviation (0.996) is approximately equal to the integer one.

The moderation of the test is also evidenced by comparing the actual values of the dependent variable and the estimated value using the proposed regression model by drawing (p-p plot) by plotting the expected cumulative probability versus the actual probability. It is evident from Figure (8) that the comparison is very close to the same.

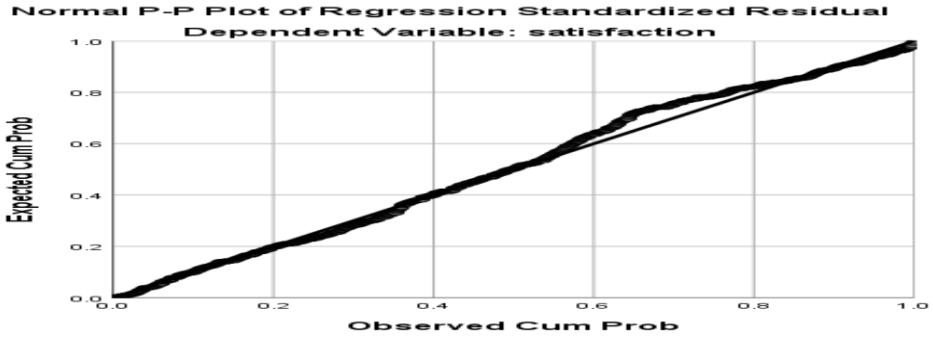

Figure (8)
p-p plot of the linear regression model for the Digital CustomersExperience DimensionsMostDigital Customers Satisfaction with the Use of Telemedicine

Source: Prepared by the researcher according to statistical analysis results

The results of the regression analysis reveal the partial validity of the sub-hypothesis, which states: "There is a statistically significant effect of the dimensions of the independent variable, Digital customers Experience on Digital satisfaction customers by Using Telemedicine," where there is a significant impact of the dimensions (Relational Experience, Interactive Experience, Physical Experience) The model excludes dimensions (Pragmatic Experience, Sensory Experience, Emotional Experience, and Cognitive Experience) as there is no significant impact on Digital satisfaction customers.

Ninth: Discussing of the results:
The results of the current research concluded that there is a correlation (average strength) with a statistical significance between the research variables (interactive experiences, Pragmatic experiences, sensory experiences, emotional experiences, cognitive experiences, Physical experiences, and relationship experience) and customer satisfaction. The numerical subject of the study, where it came statistically at the level of significance(0.01)
The current studies of (Gentile et al., 2007; Pentina et al., 2011; Rose et al., 2012; Fatma, 2014; Nilsson & Wall, 2017; Keiningham et al., 2017; Barari et al., 2020) agreed that there is a correlation between the dimensions of digital customer experiences and customer satisfaction, and researchers believe that previous studies were applied to non-medical fields, in contrast to the current research that was applied to the medical field, and the researchers also attributed this to the demographic factors of (age, education level, gender, and income level) that make there are different levels of perception of customer experience and satisfaction.
The results of the current research also concluded that "there is a significant effect of the dimensions of digital customer experiences (perceptual experiences, Pragmatic experiences, relationship experience, and interactive experiences) on satisfaction "satisfactory satisfaction" through the An Application of Medical Teleconsultation Konsilmed on the social network in search , and the lack of There is an effect of (Physical experiences, sensory experiences, and emotional experiences) on patient satisfaction through the An Application of Medical Teleconsultation Konsilmed on the social network in search , and then we accept the second hypothesis of the research in part.
The current research partially agrees with the study (Pentina et al., 2011), which indicates that digital customer experiences (Pragmatic experiences, perceptual experiences, and relationship experience) positively affect customer satisfaction, and differs from the current research in that it found that There is an effect of the dimension (sensory experiences, emotional experiences) on customer satisfaction, and according to its results, increasing emotional experiences, relationship experience, and cognitive experiences will increase customer satisfaction, and the current research also partially agrees with the study (Rose et al., 2012).) that the digital customer experience (interactive experiences, Pragmatic experiences, perceptual experiences, and relationship experience) has a positive impact on customer satisfaction, and differs from the current research in that it found that there is an effect of a dimension (Physical experiences, sensory experiences, and emotional) on customer satisfaction.
The current research partially agrees with (Fatma, 2014) that customer experiences (Pragmaticexperiences, and relationship experience) have a positive impact on customer satisfaction, and differ from the current research in

that it found that there is an effect of a dimension (Physical experiences, sensory experiences) and emotional experiences) on customer satisfaction

The current research partially agrees with (Martin et al., 2015) that there is an effect of the dimension (cognitive experiences) on customer satisfaction, and differs from the current research in that it found that there is an effect of the dimension (affective experiences) on customer satisfaction. The study of (Nilsson & Wall, 2017; Keiningham et al., 2017; Barari et al., 2020) agrees that there is a positive impact of digital customer experiences on customer satisfaction.

The researchers believe that (Physical experiences, sensory experiences, and emotional experiences) had no effect on patients' satisfaction and this is due to the nature of the medical service that bears the nature of necessity for the patient. Interested in the therapeutic possibilities of his disease.

Tenth: Research recommendations:

In light of the results that have been reached, the recommendations are presented by addressing the recommendation, its scope and the mechanism for implementing each recommendation regarding the variables and dimensions of the research.

Eleventh: future researches:

1- Studying the effect of advertising provided through the TikTok application on customers' awareness of the services provided by the hospital.

2- Studying digital customer experiences in the tourism sector, the financial sector "financial markets", the telecommunications sector and the transportation sector

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