THE IMPACT OF SERVICE INNOVATION, PERCEIVED VALUE, AND BRAND IMAGE TOWARD USING MOBILE HEALTH SERVICE OF STUDENTS

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ABSTRACT

This article demonstrates how Chinese students use mobile health and service innovations, with a particular emphasis on the variables influencing service uptake. Consumer decision-making is significantly influenced by perceived value, and user behaviour is understood through the use of the Technology Acceptance Model (TAM). Improving service innovation and brand image requires addressing issues like information blockage and interoperability. The adoption of mobile health services (mHealth) faces challenges like data security, privacy, training, and provider support. Successful implementation requires collaboration, interoperability, and continuous monitoring. Factors like brand image, user-friendly interfaces, and positive reputations influence adoption. Female university students are more likely to use mHealth for tracking physical activities and calorie intake. Future studies should concentrate on the cooperation of patients, app developers, and healthcare providers. Furthermore, cultural differences and privacy concerns may potentially impact the acceptance of mobile health services among Chinese students. It's critical that healthcare providers modify their offerings to suit this demographic's unique requirements and preferences.

INTRODUCTION

The Customer Star concept assists businesses in making decisions responsive to customer needs and preferences, focusing on customer experience, prioritising factors, gathering data, focusing on loyal customers, segmenting the clientele, and providing value-added services. (McKinsey Quarterly, 2015; Michel, S., 2020). The digital transformation in China has made medical services more accessible and efficient, but challenges remain, such as robust identity authentication mechanisms and efficient medical insurance payment systems. (Itani et al., 2019; Michel, S., 2020; Kim, Sankar, Wilson, & Haynes, 2017). Creative services create wealth by providing creativity for hire. Supporting facilities are essential for a service's success. Health information is crucial for disease prevention and risk assessment, promoting mHealth usage. Performance expectancy measures patients's perceived usefulness in mobile health activities. Medical mobile services require high-quality products, information, and services for user satisfaction. Health concern refers to an individual's awareness of their health status and issues. Brand image influences public perception and reputation, while perceived value is essential for customer attraction and retention. Service innovation differentiates businesses from competitors. Therefore, continuous improvement and adaptation to market trends are necessary for sustained success in the mHealth industry. Additionally, effective

communication and marketing strategies are key to reaching and engaging with target audiences.

This study aims to understand the relationship between students' opinions on service innovations and the use of mobile health on the behaviour of Chinese students, focusing on factors affecting acceptance of mobile medical services. Understanding user acceptability and usage goals can help service providers offer personalised medical services, fostering trust and satisfaction among users. Additionally, identifying barriers to acceptance can inform the development of strategies to improve the adoption and utilisation of mobile health services in China. The study explores factors influencing Chinese students' mobile health service usage, the relationship between brand image and innovation, and improving service quality to attract and retain this demographic.

REVIEW OF LITERATURE

This literature review explores theories, ideas, and studies related to service innovation, perceived value, technology acceptance model, brand image, mobile health, and university in China, analyzing variables, dimensions, relationships, and hypothesis.

Overview of Service Innovation

Service innovation is a crucial aspect of business strategy, transforming customer service and generating revenue. It involves evaluating customer experiences, focusing on customer data, targeting loyal customers, and segmenting the customer base. The Customer Star framework aids in aligning decisions and actions around customer needs. To remain competitive, businesses must adopt a change-oriented mindset, invest in technology, and collaborate with other organizations (Duarte Araujo and Keith Davids, 2016; Ren, 2016; Michelle Bennett, 2021; Julia Martins, 2022). There are four ways businesses can approach service innovation: new, core, service delivery, and supplementary. Successful service businesses differentiate themselves by having in-depth knowledge of their tasks. They also prioritise continuous improvement and adaptability to meet evolving customer demands. By staying ahead of trends and consistently delivering high-quality service, businesses can maintain a loyal customer base and drive sustainable revenue growth. Service innovation is a key part of business strategy, transforming customer service and generating revenue. It involves evaluating customer experiences, focusing on customer data, targeting loyal customers, and segmenting the customer base (McKinsey Quarterly, 2015).

To remain competitive, businesses must adopt a change-oriented mindset, invest in technology, and collaborate with other organisations. Successful service businesses differentiate themselves by having in-depth knowledge of their tasks (Scalco, D., 2017). In an evolving customer-centric era, companies must align their initiatives with eight dimensions: customer segments, positioning, people, information/IT, products, operations, partners, and profit model (Michel, S., 2020). By understanding these dimensions and leveraging data analytics, businesses can better tailor their services to meet the needs and preferences of their

customers. This strategic approach will ultimately lead to increased customer satisfaction and loyalty, driving long-term success in the competitive market.

Overview of Perceived Value

In determining whether or not to utilise mobile payment systems, consumers consider perceived usability, value, risk, and ease of use. Confirmation, entertainment, subjective norms, satisfaction, and perceived utility are some of these components. In Laos, the intention of consumers to maintain service usage is influenced by various factors, including cost, risk, usefulness, and satisfaction. Yang Di (2016) and Samar Mouakket (2015) both make this claim. Perceived ease of use refers to the understanding and efficacy of a service or product; user-friendly interfaces enhance acceptance and satisfaction. During mobile phone transactions, perceived risk pertains to the user's supervisory evaluation and anticipation of potential security threats, information compromise, and property damage, as well as the expenditure of time and effort. Perceived utility influences technology adoption and defines the overall experience. The development of a standardized metric for assessing the simplicity of mobile payment systems use is imperative for promoting greater user adoption and satisfaction (Carol M. Kopp, 2020). Gaining insight into the interconnections between perceived utility, convenience, trust, and security can assist developers in developing mobile payment solutions that are both secure and intuitive for users. The user's evaluation of the economic, technological, social, and service-related advantages of a product or service constitutes its perceived value (Zhong Z, Luo J, & Zhang M., 2015). Addressing these concerns can lead to successful operations in a competitive market, thereby increasing consumer loyalty and satisfaction (Sun Youran et al. 2016). The concept of perceived value relates to how a consumer perceives a product or service. Form, task, availability, emotional value, pricing, and reputation are some of the variables that can influence it. Form refers to a product's design or appearance, whereas task value refers to its ability to conserve energy, time, or money. Availability refers to the speed and simplicity of selecting a product, whereas emotional value refers to the emotional allure of a product or service. Pricing can also affect perceived value because it conveys information about a product or service's quality. For instance, a high-quality purse is more likely to be purchased if its price matches that of the dress, whereas a low-quality purse is less likely to be purchased. In addition to sanitation, organization, and employee treatment, a company's reputation can have an effect on perceived value (Carol M. Kopp, 2020). Perceived value is how consumers perceive the benefits of a product, such as money saved, improved health, and increased social status. It influences consumer behaviour and satisfaction, and effective customer relationship management is crucial. Concepts like Zeithaml and Monroe's models highlight the importance of functional and psychological aspects of value in consumer decision-making.

Research is needed to understand the interaction between perceived value and its components, its causal relationships, and its changes over time. Perceived value plays a crucial role in predicting customer happiness and satisfaction across different industries. It also influences customers' intentions to take action, such as repurchasing or recommending services. Academic reputation, a key factor in customer satisfaction, is also important. However, the linkages between perceived value and other constructs remain unclear. Future

research should explore the impact of perceived value on consumer behavior and purchase intentions, as understanding how it influences consumer decision-making can help marketers develop more effective strategies. Investigating the role of perceived value in different industries or cultural contexts can help marketers develop culturally sensitive marketing strategies that resonate with different target markets (Panda, 2019). Additionally, studying the influence of perceived value on brand loyalty and customer retention can provide valuable insights for businesses looking to build long-term relationships with their customers. By delving deeper into the complexities of perceived value, marketers can tailor their offerings to better meet the needs and preferences of their target audience.

Overview of Technology acceptance Model (TAM) and Brand Image

TAM2 has limitations, including being developed for organizational context and methodological issues. Critics argue it diverts attention from other factors. Despite these, TAM has proven theoretically resilient and has strong predictive power for almost three decades, explaining why individuals use information systems. The Technology Acceptance Model (TAM) highlights the influence of perceived ease of use and usefulness on older adults' intention to adopt new technology. However, it also acknowledges the role of social environment and support systems in shaping attitudes. The model and measures for technology acceptance have significantly contributed to understanding user behavior and preferences, enabling researchers to design more user-friendly systems that cater to their needs and motivations (Hwang, 2005; Gefen, Karahanna & Straub, 2003; Araújo & Casais, 2020). The model and measures for technology acceptance have significantly contributed to understanding user behavior and preferences, enabling researchers to design more user-friendly systems that cater to their needs and motivations (Hwang, 2005; Gefen, Karahanna & Straub, 2003; Araújo & Casais, 2020).

The Technology Acceptance Model (TAM) was developed by Davis to understand users' responses to information system performance. It identifies factors that influence technology usage, rather than a generic attitude towards behavioral intention. The model is based on the Theory of Reasoned Action and has been widely used in studies to understand user acceptance of technology. It explains the three-stage process of technology acceptance, where external factors trigger cognitive responses and affective responses. The model has significant theoretical and practical value, enabling organizations to design more user-friendly systems that cater to their needs and motivations. TAM2 has limitations, but has proven theoretically resilient and has strong predictive power for almost three decades. It also acknowledges the role of social environment and support systems in shaping attitudes. Brand image and brand identity are key to building brand equity and consumer trust. Healthcare marketing effectively communicates brand identity and values, fostering a strong connection with the target audience and enhancing differentiation in a competitive market (Arumsari, R., and Ariyanti, M., 2017; Jalilvand, M.R., and Heidari, A., 2017). It has three main goals: to show the essential service or product paradigm of the organization, to show and explain what it means to consumers, and to be different and show continuity in the minds of consumers. Brand image is the meaning of the consumer's connection with an organization's product or

service and is based on the consumer's most recent mindset and beliefs towards the brand itself (Kitapcia, O., Akdoganb, C., and Dortyolb, I.T., 2014; Lahap, J., Ramli, N.S., Said, N.M., Radzi, S.M., and Zain, R.A., 2016). Consumer promotions are one method that organizations use to increase brand awareness and establish brand identity (Kitapcia, O., Akdoganb, C., and Dortyolb, I.T., 2014; Lahap, J., Ramli, N.S., Said, N.M., Radzi, S.M., and Zain, R.A., 2016). Value is the object that creates price perception, which establishes how a brand is perceived (Park & Park, 2019; Lee & Lim, 2020; Sousa et al., 2019; Park & Park, 2019). The Technology Acceptance Model (TAM) was developed by Davis to understand users' responses to information system performance. It identifies factors influencing technology usage and explains the three-stage process of acceptance. TAM2 has proven theoretically resilient and has strong predictive power for almost three decades. It acknowledges the role of social environment and support systems in shaping attitudes. Brand image and identity are key to building brand equity and consumer trust. Healthcare marketing effectively communicates brand identity and values, fostering a strong connection with the target audience and enhancing differentiation in a competitive market. Consumer promotions increase brand awareness and establish brand identity.

Overview of Mobile Health

Mobile health service innovation is crucial for healthcare professionals to promote their use and empower patients post-career. Medical apps improve patient experience and physician efficiency by providing secure personal health data storage and optimising communication. In 2020, the top medical apps for doctors, medical students, and patients will include UpToDate, DynaMed Plus, Isabel Pro, Sonosupport, Medscape, PEPID, MDCalc, Complete Anatomy, VisualDX, and Appointik. These apps offer up-to-date professional information resources, evidence-based solutions, and calculating tools for healthcare professionals (Most Popular Medical Apps for Doctors and Patients, 2020).

The demand for healthy living is increasing, and mobile health services can reduce costs, optimise resource allocation, and improve patient diagnosis, treatment, and monitoring. However, the development of mobile health services faces challenges, including the diffusion of innovation theory and the acceptance rates among different ages. This paper aims to provide a comprehensive quantitative analysis of individual mobile health service adoption research using meta-analysis. (Deng, Mo, & Liu, 2014; Li et al., 2016). Mobile medical services in China are gaining popularity due to their web-based clinical treatment, health management, and medical knowledge. The primary mode of mobile medical service is to embed mobile Internet functions into hospital information systems (HIS) to reduce labour and service costs, shorten patient visits, and improve service efficiency. The mobile medical industry is expected to flourish in the future, creating specialised and personalised medical service platforms (Direito A., Carraça E., Rawstorn J., Whittaker R., and Maddison R. 2017). The market proportion and user utilisation rate of medically seeking services in China's mobile medical service market are over 40%, with health management being the least niche. However, the effectiveness of mobile health apps remains limited due to security and privacy risks. Mobile health services are social-oriented platforms offering comprehensive medical services for users

with mobile devices and internet access. (Dehling T, Gao F, Schneider S, Sunyaev A. 2015). Mobile Health Services is a social platform providing comprehensive medical services for users with mobile devices and internet access. It offers applications like We Doctor, Thumb Doctor, and Dingdang Kuaiyao, as well as health management, information, and the popularisation of medical knowledge. This convenience and accessibility make mobile health services a valuable tool for managing one's health effectively in today's fast-paced world.

Concept of factors affecting the use mobile health service innovation for Chinese students

The factor affecting the use mobile health service innovation: health information; performance expectancy; product quality. The use of mobile health service innovation is influenced by factors such as health information, performance expectancy, and product quality. The Health Belief Model (HBM) and Health Behavior Model (HBM) are key tools in health education and behavior intervention. Health IT, including electronic systems like EHRs and PHRs, helps individuals take control of their health, enabling faster prescriptions and improved information sharing. However, challenges like interoperability and information blocking persist (Alotaibi YK, Federico F., 2017). A comprehensive framework for organizations to improve patient safety outcomes using health information technology includes health information governance, safety risk identification, stakeholder involvement, informed decision-making, sufficient training, gradual implementation, continuous evaluation, technology optimization, and regular updates.

Performance expectancy (PE) is a construct that measures an individual's belief in the system's ability to improve job performance and provide benefits in specific activities. It is influenced by factors such as perceived ease of use, external motivation, job fit, relative advantage, and outcome expectancy. The UTAUT model consists of four core dimensions: Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), and Facilitating Conditions (FC) (Khayati & Zouaoui, 2013, etc.). Performance expectancy is a significant predictor of long-term usage in various sectors, such as financial technology, healthcare, and health apps. The ease of using technology is crucial for users' adoption, as it influences their behavioral intention. In health technology, convenience is a key factor, and effort expectancy predicts performance expectancy. Habits, such as learning and habitual behavior, also play a role in user intention to adopt technology (Alotaibi YK, Federico F., 2017).

Mobile health apps have limited potential due to their reliance on commercial ecosystems. Challenges include consumer evaluation, public health professionals, and policymakers, and upstream public health strategies are needed. Apple and Google are de facto regulators for health app quality, but they have largely escaped policy scrutiny and regulatory oversight. Critics argue that commercially available health apps are not evidence-based or theoretically grounded, leading to a lack of scientific evaluation of their effectiveness and safety. The current body of evidence on the health impact of mobile health apps remains equivocal, with little clear, high-certainty evidence suggesting they improve health outcomes beyond the short term. To mitigate these inequalities, health app developers should implement precautions related to technology access, adoption, adherence, and effectiveness. Additionally, there is a need for increased collaboration between developers and healthcare professionals to

ensure that apps are aligned with best practices and guidelines. Furthermore, establishing standardized evaluation criteria and processes can help improve the overall quality and reliability of health apps in the market (Alotaibi YK, Federico F., 2017).

Teo and Milutinovic (2015) used the Technology Acceptance Model (TAM) to look into how likely pre-service teachers in Serbia were to use technology to teach math. They used positive environments, subjective norms, and knowledge of mathematics as external factors. The findings indicated that conducive settings had a noteworthy impact on pre-service teachers' performance expectancy, whereas they did not have a significant effect on attitudes towards computer use. Tabassum et al. (2015) conducted a study on the factors that influence the use of digital library systems at East West University in Bangladesh. They discovered that factors such as users' familiarity with the search domain, the quality of the digital library content, the characteristics of the system, and the quality of the service provided are the conditions that facilitate the usage of digital libraries. The study proposed the development of technical, physical, and intellectual infrastructure to enhance the use of digital libraries in university libraries. Mobile Health Service Innovation is an intricate procedure to enhance healthcare accessibility, but experiences obstacles such as data security and privacy. Effective execution necessitates the cooperation of all parties involved and the capacity of different systems to work together seamlessly. Service innovation includes inventive concepts, infrastructure assistance, technical advancements, and healthcare information services. Brand image encompasses interfaces that are easy for users to navigate, a reputation that is seen positively, and medical treatments that are attractive. Perceived value encompasses various factors such as utility, user-friendliness, functionality, social impact, emotional appeal, contextual relevance, and knowledge-based value. The study demonstrates a notable association between service innovation, brand image, perceived value, and the utilization of mobile health services. Mobile healthcare organizations should prioritize enhancing their service innovation and brand image to boost perceived value and drive higher service use.

Concept of University in China

China's home economy has faced challenges due to global economic shifts, leading to a talent war that boosts national innovation and expertise. The Chinese government aims to develop a resilient workforce by fostering top creative brains in science, technology, education, culture, and the economy. The country's education trend must reflect its new realities and future development, focusing on intellectual and ideological education. The CPC Central Committee and State Council released Education Modernization 2035 in 2019, aiming to improve the training of its brightest young people. Chinese universities, such as Fuyang Normal University (FYNU), Hefei University of Technology (HFUT), and Fuyang Normal University (FYNU), have helped China grow talent, technology, and culture. FYNU focuses on mental health education, offers master's, bachelor's, and doctoral degrees, and has trained 100,000 community leaders. The university's next organisational makeover will focus on "Strive for Perfection" and "Integrity, Knowledge, Self-Transcendence, and Practicality," with the "Double First-Class" initiative aiming to build on its strengths in teacher education and accelerate its shift towards a more practical orientation. HFUT, known for its strong

engineering programmes, has been instrumental in advancing China's technological innovation through partnerships with industry leaders and cutting-edge research initiatives. Additionally, the university's commitment to fostering global perspectives and interdisciplinary collaboration has positioned it as a key player in the international academic community.

Review of Variables

In this part, the theory will be looked at in more detail, and research hypotheses will be made based on what other scholars have found in their research. The text discusses the importance of mobile health service innovation, service innovation, brand image, and perceived value in enhancing a company's success and competitiveness(Alalwan et al., 2016; Rana et al.). Mobile health creative service ideas, facilities support services, and technological innovation services are essential (Cho, Quinlan, Park, & Noh, 2014). Service innovation involves assessing customer experience, prioritizing data, targeting loyal customers, segmenting the market, and delivering value. Brand image influences the perception and reputation of a university or organization, while perceived value is influenced by factors like form, task value, availability, emotional value, and pricing. These factors contribute to a company's success and competitiveness.

The text discusses the importance of mobile health service innovation, service innovation, brand image, and perceived value in determining a product's worth and reputation in the public eye. It highlights the role of creative service ideas, facilities support services, and technological innovation services in mobile health (Cho, Quinlan, Park, & Noh, 2014; Yang Zhao, Qi Ni, Ruoxin Zhou, 2018). The text also discusses the importance of change-focused and generative learning in fostering success in companies (Duarte Araujo and Keith Davids, 2016; Ren, 2016;Michelle Bennett, 2021; Julia Martins, 2022). It also highlights the role of student experiences and product pricing in shaping a product's image.

Service innovation requires creativity, change-oriented thinking, and generative learning. Healthcare information, performance expectations, product quality, and brand image affect mobile health service innovation. The Technology Acceptance Model (TAM) helps companies improve user adoption and productivity by assessing perceived value, brand reputation, and user demands. Data security, training, collaboration, and continual improvement are needed to implement mobile health services (Carol M. Kopp, 2020; Gallarza et al., 2016; Khan and Mohsin, 2017). Privacy, convenience, and perceived usefulness influence university students' mobile health service use. Telemedicine rules, provider training, and collaboration are solutions (Abdulrahman M Jabour, Wajiha Rehman, Sumaira Idrees, Hemalatha Thanganadar Kiani Hira, Mohammad A Alarifi, 2021). A dimension is a specifiable aspect of a concept. An indicator is something the researcher has chosen to recognize as a reflection of a variable being studied.

Table 1 Dimensions and Measured indicators

Variables	**Dimensions and Measured indicators**	**Reference**
1) Use of Mobile Health Service Innovation	mHealth adoption faces challenges like data security, privacy, training, and provider support. Collaboration, interoperability, and continuous monitoring are crucial for successful implementation and long-term success.	Abdulrahman M Jabour, Wajiha Rehman, Sumaira Idrees, Hemalatha Thanganadar Kiani Hira, Mohammad A Alarifi (2021)
2) Service innovation	• Creative service idea • Facilities support services. • Technological innovation services • Health information service	Duarte Araujo and Keith Davids, 2016; Ren, 2016; Michelle Bennett, 2021; Julia Martins, 2022
3) Brand Image	**Cognitive:**Mobile Health App Features • User-friendly interface. • Positive reputation. • Appealing brand **Emotional:** Medical Services Overview • Appealing brand • Wide range of services **Action: Health Management Apps** • Offer fitness tracking tools. • Revolutionize surgical training, pain management. • Enhance traditional learning techniques.	Abratt & Kleyn, 2012
4) Perceived Value	• Perceived usefulness • perceived ease of use • Functional value, social value, emotional value,	Carol M. Kopp, 2020 Gallarza et al., 2016

conditional value, and epistemic value • Functional value quality, • Functional, conditional, green • Social values • Emotional value	Khan and Mohsin, 2017 Yeh et al., 2019 Wang et al., 2019 Jiang et., al., 2019

The Relationships between variables

The adoption of mobile health services (mHealth) faces challenges like data security and privacy. Factors like brand image, user-friendly interfaces, and positive reputations can enhance the perceived value of mHealth technologies. Factors like usefulness, ease of use, and accessibility are strong predictors of adoption among university students. Performance expectancy and facilitating conditions also influence digital library use. Future research should focus on collaboration between healthcare providers, patients, and app developers.

Table 2 Review conclusion of relationships between variables

Relationship	Conclusion	Reference
1) Mobile health services and using mobile health services and perceived usefulness, ease of use, and accessibility	The study reveals that female university students are more likely to use mobile health services, with tracking physical activities and calorie intake being the most common purposes.	Abdulrahman M Jabour, Wajiha Rehman, Sumaira Idrees, Hemalatha Thanganadar Kiani Hira, Mohammad A Alarifi (2021)
Performance expectancy and facilitating conditions and use of digital, **Mobile Medical Services**	Performance expectancy and facilitating conditions significantly influence engineering lecturers' use of digital libraries in South-west Nigerian universities, with improvements in power supply, high internet bandwidth, and periodic training potentially sustaining usage.	Hamzat, Saheed and Mabawonku, Iyabo (2018)
Mobile Medical Services ;Performance expectancy, and using mobile healthcare applications.	The study examines the influence of performance expectancy, effort expectancy, facilitating condition, and habit on behavior intention in using	Prio Utomo, Florentina Kurniasari, Purnamaningsih Purnamaningsih (2021)

	mobile healthcare applications, primarily among females over 23.	
Adoption of technology influenced by cognitive usefulness	The elderly's adoption of smart wearable technology is influenced by factors like cognitive usefulness, compatibility, convenience, and self-reported health status, while their intention to use online follow-up services is influenced by factors like doctor service quality.	J. Li, Ma, Chan, and Man (2019)
Quality of the doctor's service, interpersonal relationships, and electronic word-of-mouth.	The elderly's adoption of smart wearable technology is influenced by factors like cognitive usefulness, compatibility, convenience, and self-reported health status, while their intention to use online follow-up services is influenced by factors like doctor service quality.	M. Zhang, Luo, Nie, and Zhang (2017)
Perceived value Using appraisal-emotional response-coping theory, finding that functional, emotional	The study investigates consumer satisfaction with energy-saving products using appraisal-emotional response-coping theory, finding that functional, emotional, conditional, and green value positively influence satisfaction.	Luo, B., Li, L., & Sun, Y. (2022)
Brand image and Mobile Health	Mobile Health Service Innovation focuses on enhancing patient outcomes through user-friendly interfaces and efficient healthcare solutions, utilizing innovative ideas, facilities support, technological advancements, and health information services.	Prio Utomo, Florentina Kurniasari, Purnamaningsih Purnamaningsih (2021)

Brand image and perceived value	The study reveals that service innovation, brand image, perceived value, and user experience significantly influence mobile health service adoption, emphasizing the importance of coping mechanisms.	Carol M. Kopp, 2020 Gallarza et al., 2016 Khan and Mohsin, 2017 Yeh et al., 2019 Wang et al., 2019 Jiang et., al., 2019
Brand image and service innovation	The study explores the link between brand image, service quality, perceived value, customer satisfaction, and attitudinal loyalty in the hotel industry, highlighting the importance of these factors in fostering strong brand image and customer loyalty.	Araujo and Davids (2016), Ren (2016), Bennett (2021), Martins (2022), Abratt & Kleyn (2012), Kopp (2020), Gallarza et al. (2016), Khan and Mohsin (2017), Yeh et al. (2019), Wang et al. (2019).
Brand image, service innovation, perceive and Mobile Health value	Mobile Health Service Innovation aims to enhance healthcare access, but faces challenges like data security and privacy. Collaboration, brand image, and perceived value are crucial for success.	The study by Jabour, Rehman, Idrees, and Alarifi (2021) builds on previous research by Araujo and Davids (2016), Ren (2016), Bennett (2021), Martins (2022), Abratt & Kleyn (2012), Kopp (2020), Gallarza et al. (2016), Khan and Mohsin (2017), Yeh et al. (2019), Wang et al. (2019).

The research explores the impact of service innovation, brand image, perceived value, and usage rates on the use of mobile health services among Chinese students. It highlights the importance of incorporating user feedback and preferences into product design to improve user engagement and contribute to equitable medical resource distribution. The study also highlights the importance of service quality, perceived value, customer satisfaction, and brand image in determining brand loyalty.

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