

How does Customers' Experience Affects Customers' Loyalty for Health Tourism Destination?

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Medical and health tourism (HT) are one of the fastest growing segmentation for tourism industry and gaining a great attention in modern business environment. It has been emerged due to an exponential growth in the global health market that provides multiple and various options for the healthcare customers. Host countries consider HT as one of the significant components for economic growth and have focused on how yields from foreign patients translates into jobs and revenue. For the health destination to be able to sustain in the competitive market, it must intensify its efforts to make the destination perceived as brand by the customers/ patients. Branding is a common concept for all industries, and it is considered as a powerful marketing strategy however it has not widely investigated in the health tourism literature. It is often linked to quality of product or service and referred to as "Brand Equity".

The purpose of this study is to explore the impact of customer experience (CE) upon customer-based brand equity (CBBE) in the medical destination. The CE was investigated in terms of Service Performance, Word-of-Mouth, and Advertising

& Marketing. The CBBE was constructed as Destination Brand Awareness, Image, Quality, and Loyalty). In this study structural equation modeling (SEM) is employed as analytical approach to test hypotheses. Our research targeted 200 patients visited Jordan for the purpose of medical treatment in the period between March and May 2019. The scale of the study adopted from previous studies in the field of tourism and health tourism and data was collected from patients during their stay in Jordanian hospitals for treatment. Our findings and implications for the HT are discussed.

Speaker Biography

Hekmat Y Al-Akash has completed her 3 years Diploma in Nursing from a military college in 1987, she then completed her BSc in nursing in the University of Jordan in 1994, master degree from Jordan University of Science & Technology in 2002, a PhD in nursing from the University of Jordan in 2015. Dr. Al-Akash worked as a nurse in different clinical and managerial roles in the Royal Medical Services in Jordan for more than 27 years, she has retired as a colonel to start her new role as a nursing educator at Applied Science University in 2015, she has 5 published articles in clinical nursing and its academics.

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