

Perceived Value and Trust as Drivers of Telemedicine Tourism Engagement: A Conceptual and Empirical Examination of Digital Healthcare Consumption

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Abstract

This study examines perceived value and trust as two main determinants of telemedicine tourism in the context of digital healthcare consumption. Digital transformation has brought many changes in healthcare delivery, and telemedicine tourism is one of the benefits, which enables patients to access healthcare providers across borders remotely. However, due to perceived value and trust concerns about digital platforms, user uptake is inconsistent. This study adopts a quantitative research methodology, by collecting information using structured questionnaire from 659 digital healthcare consumers of telemedicine services in the Mena Region. SPSS and AMOS were employed for the statistical analysis, such as reliability test, regression analyses and structural equation modeling to understand the direct and mediating correlations. The research findings indicate that perceived value has an important role in predicting trust and also engagement, whereas the direct effect of trust is strongest on engagement. In addition, trust acts as a partial mediating variable in the relationship between perceived value and engagement showing that it is an important determinant to translate perceptions into behavior. These findings suggest the adoption of telemedicine is motivated not only by functional online/digital healthcare services but also by psychological confidence in digital systems. This study brings together value and trust mechanisms in the context of a telemedicine tourism service while providing practical implications to advance user engagement in digital healthcare ecosystems.

Keywords

Telemedicine tourism, perceived value, trust, customer engagement, digital healthcare, sustainable healthcare.