

“THE IMPACT OF DIGITAL MARKETING ON MEDICAL TOURISM IN JORDANIAN HOSPITALS ”.

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ABSTRACT

This research aims to investigate and uncover the influence of DM. (digital marketing) on medical tourism in Jordanian hospitals. This study examines the concept of digital marketing, the definition of medical tourism, the impact of digital marketing, and the situation in Jordan. Good and bad experiences of marketing and patient opinions gained in the use of Social Media and Other Digital Platforms are mainly part of this study. This study was motivated by a strong desire to learn more about the impact of digital marketing on healthcare tourism in Jordan, given that there are few studies presented concerning this subject and at a time when digital marketing is becoming a necessity.

The survey involved applying quantitative data analysis by distributing questionnaires to people benefiting from hospital services, through which we studied each variable and the magnitude of its impact, in general, we chose the independent variable of digital marketing and the impact on the dependent variable of medical tourism, we then studied the secondary variable, each separately, including (website, social media, email, and phone market), the investigation revealed that DM. has a clear influence on medical tourism in Jordanian hospitals, explain each variable and its impact, the highest impact value we obtained is for social media and website, mobile is the variable does not have the most impact.

Keywords: Digital marketing, Social media, Email, Medical tourism, Jordanian hospital, Website.

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تأثير التسويق الرقمي على السياحة العلاجية في المستشفيات الأردنية

ولاء فريد الخطيب و استاذ مساعد هافا بلاسي وشذى مصطفى مصطفى

ملخص

يهدف هذا البحث إلى التحقيق والكشف عن تأثير التسويق الرقمي حول السياحة العلاجية في المستشفيات الأردنية. تتناول هذه الدراسة مفهوم التسويق الرقمي، وتعريف السياحة العلاجية، وتأثير التسويق الرقمي، والوضع في الأردن. تعد التجارب الجيدة والسيئة في مجال التسويق وآراء المرضى المكتسبة في استخدام وسائل التواصل الاجتماعي والمنصات الرقمية الأخرى جزءاً أساسياً من هذه الدراسة. الدافع وراء هذه الدراسة هو الرغبة القوية في معرفة المزيد عن تأثير التسويق الرقمي على سياحة الرعاية الصحية في الأردن، نظراً لقلّة الدراسات المقدمة حول هذا الموضوع وفي الوقت الذي أصبح فيه التسويق الرقمي ضرورة، وشمل المسح تطبيق تحليل البيانات الكمية من خلال توزيع استبيانات على الأشخاص المستفيدين من خدمات المستشفى، قمنا من خلالها بدراسة كل متغير وحجم تأثيره، وبشكل عام اخترنا المتغير المستقل التسويق الرقمي وتأثيره على المتغير التابع للسياحة العلاجية، قمنا بعد ذلك بدراسة المتغير الثانوي كل على حدة، بما في ذلك (الموقع الإلكتروني، وسائل التواصل الاجتماعي، البريد الإلكتروني، وسوق الهاتف)، وكشف البحث أن لتسويق الرقمي له تأثير واضح على السياحة العلاجية في المستشفيات الأردنية، مع شرح كل متغير وتأثيره، أعلى قيمة تأثير حصلنا عليها هي وسائل التواصل الاجتماعي و للموقع الإلكتروني والجوال المتغير ليس له التأثير الأكبر.

الكلمات المفتاحية: التسويق الرقمي؛ وسائل التواصل الاجتماعي؛ بريد إلكتروني؛ سياحة طبية؛ مستشفيات الأردن؛ الموقع الإلكتروني.



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INTRODUCTION

Digital marketing (DM) includes all marketing activities that involve the use of technology or the Internet. Businesses use digital platforms such as search, social media, email, and their websites to communicate with current and future consumers. The words "online marketing", internet marketing, and "web marketing" are also used to describe this. Definition of DM. uses many digital techniques and channels to attract customers today, most of whom spend a significant amount of time.

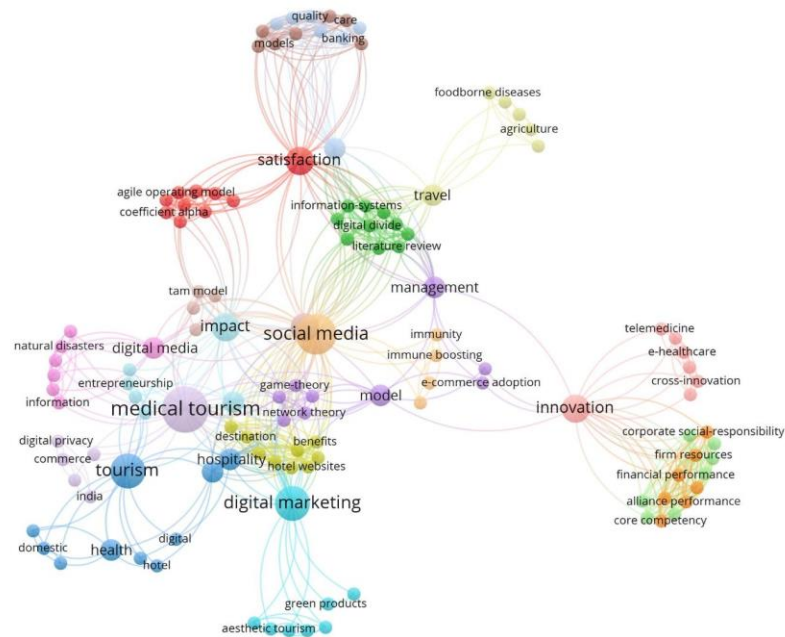
“Digital marketing” includes many methods, from the website to a business's online brand assets, such as email. Email marketing brochures, etc. (Desai, 2019). Digital marketing is a channel that helps each provider and consumer to what they want in a fast way, all the business world depends now on digital marketing from simple way to major technic. it is a key that opens all the doors in the world in just one click, digital marketing conquers the world.

The world is always in increasing development technology that pushes all business owners to keep abreast of developments. Digital marketing is the pivot of the business, it directly decides the development of the business, therefore, each company should spend an adequate amount of money every year on developing its digital marketing (Tien et al., 2020).

By using digital marketing the cost will be reduced and benefits will be unlimited, which makes it so important to be in touch with the customer and creates a big number in customer loyalty,

this type of marketing conquered all kinds of business in the world to deliver the one of the most important from a humanitarian side to a business side in the world which is medical tourism. Since the millennium, medical tourism has represented a part of the rapidly developing tourism market at the global level, providing a range of perspectives for scientific investigation. Medical tourism is a modern term, but not a brand-new tourism activity, its significance in the growth of a tourist attraction began to be taken into account. One of the primary categories under the World Tourism Organization's definition of the tourism sector based on travel motivations is "medical treatment/health. "Medical tourism, which is a subset of health tourism, is frequently referred to as medical travel because it involves going abroad for medical treatment. (Ile et Tıgu, 2017).

Figure (1) Digital Marketing and Medical Tourism



THE GOAL OF THE RESEARCH

The primary is to evaluate the influence of DM on hospital-provided health tourism using the viewpoint of Jordanian hospitalized individuals.

The research's sub-goal can be summarized in this manner:

- Evaluate the impact of marketing webpages on patients' decisions to visit a medical tourism destination.
- Assess and identify the most effective social media techniques patients use to choose medical tourism.
- Evaluate the value of mobile marketing for medical tourists.
- Ascertain the purpose of marketing via email inpatient medical tourism selection.

SAMPLE OF THE RESEARCH

According to official studies published through the Jordanian Ministry of Healthcare, more than two hundred thousand tourists travel to Jordan for medical treatment to take advantage of the country's therapeutic options and hospital amenities. The study population consisted of patients who visited 121 hospitals in Jordan that offered services to both Jordanian and non-Jordanian citizens. The population was counted and distributed as follows, based on the Jordanian Ministry of Health: government-run hospitals (33), military medical facilities (15), university hospitals (2), and private hospitals (71). To reach the greatest number of tourists receiving treatment, hospital staff members have been using the Google form to give patients access to the application so that we can calculate the number of tourists receiving treatment. Additionally, a Google form has been posted on all social media platforms to facilitate communication with patients who have left Jordan after completing treatment (Amon, 2022).

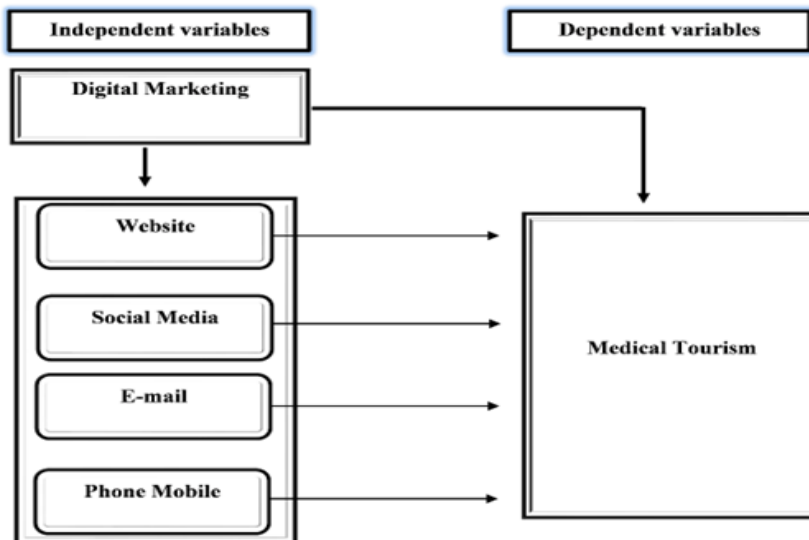
Patients of all ages, both male and female, who received medical care at Jordan's public and private institutions are included in the study. All patients who have received medical care from Jordanian health service providers in government and private hospitals make up the sample. To patients, both Jordanian and foreign. The sample size for the study was determined using Stephen Thompson's formula to determine the number of samples after determining the population $N=200$ thousand. The study employed random sampling techniques and then picked a random sample of (384) patients (Thompsons, 2017). The basic random sample method was employed in the study to distribute the (384) surveys.

To facilitate the distribution of the survey, a Google Forms survey was created and distributed to patients who were treated in Jordanian hospitals. The results were then given to the researcher. Out of 412 questionnaire responses sent via hospital-specific groups on WhatsApp, hospital-specific Facebook pages, hospital-specific Instagram pages, and hospital-specific emails, 387 responses were received; of these, 384 were deemed valid for analysis after missing data was filtered out. The data was collected from a select few private and governmental hospitals, as I work in a private hospital, and I also know people who are employed by both public and private hospitals.

THEORETICAL FRAMEWORK

the study describes and explains each strategy's relationship to medical tourism, focusing on the most significant digital marketing techniques used to influence and reach this market. The relationship between the independent and dependent variables in the study is covered in this section. The relationship between the dependent variable in the study, medical tourism, and the independent variable digital marketing, which consists of four variables: website, social media, email marketing, and mobile, is shown in Figure (2). The theory has been put to the test and developed in a way that shows how the variables in both studies are rationally connected based on the study topic's content, the literature review, and earlier research. They explain how the study addressed challenges.

Figure (2) Theoretical framework



DESCRIPTIVE ANALYSIS

The process of turning raw data into a form that offers information to elucidate a set of variables and make them simpler to understand and articulate is known as descriptive statistics (Pawelski, 2016). For simplicity of interpretation, the data in this thesis were arranged, explained, and summarised using a descriptive statistics technique. The study used Mean, Standard Deviation, Variance, Rank, and Importance level to illustrate the results of its descriptive analysis:

1.1 Levels of DM in Jordanian hospitals as reported by sample responses.

Table no. (1.1), the M (mean) values of DM in Jordanian hospitals varied from (2.59-3.44), where the total M is (3.15) which is the medium level for each dimension, with an S.D. between (0.99-1.10), where the total S.D. is (0.47) and a V. (variance) between (0.98-1.22), where the total V. is (0.47). (0.22). This suggests that there is a moderate level of agreement among respondents regarding the applicability of using digital marketing components in Jordanian hospitals.

The largest dimension is social media, with an M value of 3.44, an S.D. of 1.07, and a variance of 1.14. These values suggest that respondents are only moderately aware of the need to use social media for marketing and that social media optimization is essential for digital marketing. In order of decreasing importance, the other dimensions had moderate levels of agreement: phone (M= 2.59, S.D.= 0.99, V= 0.98), e-mail (M= 3.21, S.D.= 1.10, V= 1.22), and website (M= 3.27, S.D.= 1.06, V= 1.14). All variance values suggest a decrease in variation in replies and a significant level of similarity, and all S.D. values were near (1) indicating that responses were grouped around their mean values. Results show that using social media is a productive way to communicate. The respondents stated that more work has to be put into improving and enhancing the phone market in Jordanian hospitals to assist marketing initiatives.

Table 1.1 Mean, Std. Deviation, Variance, Rank, and Importance level for DM. in Jordanian hospitals.

No.	Rank	Statement	Mean	S.D	Variance	N	Level
1	2	Website	3.27	1.06	1.14	384	Moderate
2	1	Social media	3.44	1.07	1.14	384	Moderate
3	3	E-mail	3.21	1.10	1.22	384	Moderate
4	4	Phone	2.59	.99	.98	384	Moderate
Total			3.15	.47	.22	384	Moderate

GENERAL FINDINGS AND DISCUSSION

The study aimed to determine how medical tourism in Jordanian hospitals is affected by digital marketing (DM) and its many forms (website, social media, email, and mobile phone). The study concentrated on the viewpoints of patients who received medical care in Jordan's public and private hospitals, which cater to both Jordanians and foreign patients. The study collected primary data using structured questionnaires using a descriptive research approach. Descriptive statistical measures were used to analyze the data obtained from the questionnaires (Al-Azzam, 2016). The study also made use of simple linear regression analysis for inferential statistics, which allowed the researcher to evaluate the impact based on the study's hypotheses. Patients who underwent treatment in Jordanian hospitals, regardless of whether they still resided in the country or had departed, as well as those who are undergoing treatment, make up the unit of analysis. All patients, or approximately 200,000 individuals from across the globe visiting Jordan's 121 hospitals, make up the total population (Ahamad, 2018).

The average score for the patients' overall perceptions of medical tourism in Jordan's mean value was 3.44, with a standard deviation of 1.15, indicating moderate agreement.

According to the descriptive analysis, the study sample as a whole concurred that Facebook is a highly significant social media platform because of the exchange of content and patient relationships. This is consistent with the research (John, 2020), which reveals that over 85% of

participants admitted browsing Tideos and photos on Facebook to explore a chosen location before traveling.

THE RESULTS OF THE RESEARCH HYPOTHESES.

H1: There is a statistically significant impact at the level of significance ($\alpha \leq 0.05$) for digital marketing on medical tourism in Jordanian hospitals.

The primary hypothesis that is, that there is a significant impact of digital marketing (DM) on health tourism in Jordanian hospitals was supported by the analysis of simple linear regressions. R^2 of 0.480 indicates that the independent variable, digital marketing, can account for 48% of the variance in the dependent variable, medical tourism; the correlation coefficient, $R=0.693$, indicates a strong positive correlation; and the model's F calculation yielded a value of significance of level significant (0.05). This was corroborated by numerous earlier studies, including Yazdanpanah et al. (2018), which established a connection between DM and health tourism from the viewpoint of Shiraz medical travel policymakers, and Nofal et al. (2020), which verified a significant relationship between digital marketing and domestic travel intentions and PEOU (perceived ease of use). PEOU also has a strong correlation with the goals of domestic tourism.

H11: There is a statistically significant impact at the level of significance ($\alpha \leq 0.05$) for a website on medical tourism in Jordanian hospitals.

Website marketing has a beneficial effect on health tourism in hospitals in Jordan. At the level ($\alpha \leq 0.05$), the (R) was (0.733), while the (R^2) was (0.537). This indicates that 53.7% of the variance in the dependent variable (medical tourists) can be explained by the independent variable (website). The model was also found to be significant based on the F value (439.51), which was determined at the significance level ($\alpha \leq 0.05$). Lastly, the outcome of a basic linear regression analysis demonstrates the influence of website marketing on health tourists in Jordanian hospitals.

Lastly, the outcome of a basic linear regression analysis demonstrates the influence of website marketing on health tourists in Jordanian hospitals. This is in line with a previous study (Tengilimoglu et al., 2018) that describes how companies in the health tourism industry make better use of social media and the Internet. According to AL-Weshah et al. (2021), effective use of these channels enables health tourism businesses to engage with their target audience and create content that speaks to their needs and preferences. This confirms that digital marketing strategies, such as search engine optimization, have a major impact on foreign clients' fulfillment in the Jordan health services sector.

H12: There is a statistically significant impact at the level of significance ($\alpha \leq 0.05$) for social media on medical tourism in Jordanian hospitals.

The study's conclusions indicate that social media has the biggest impact on the health tourist industry in Jordanian hospitals. More than 73% of the improved performance of health tourists in Jordanian hospitals appears to be attributable to social media marketing, according to the regression model that compares the independent variable (social media) to the dependent variable (medical tourism). These results demonstrate the value and effectiveness of social media for health tourists in Jordanian healthcare facilities. The model was deemed significant due to as well as the F value (1025.7), which was measured at the significant level of ($\alpha \leq 0.05$), a correlation coefficient of $R= 0.855$, indicating a positive strong correlation, between the independent variable (social media) dependent variable (medical tourism).

This aligns with the conclusions of a study (Tengilimoglu et al., 2018) that shows how health tourism customers use social media more effectively, and research (AL-Weshah, 2021) that confirms social media networks have a significant effect on international patients' satisfaction with Jordanian health service industry. These studies allow health tourism to suit their needs of target customers and as well as provide substance and interest.

H13: There is a statistically significant impact at the level of significance ($\alpha \leq 0.05$) for E-mail marketing on medical tourism in Jordanian hospitals.

The degree of fit of the simple regression model is low, as indicated by $R=0.139$ and $R^2=0.019$. This indicates that email marketing accounts for 13.9% of medical tourism in Jordanian hospitals, and the correlation coefficient shows a weakly positive correlation. The outcome demonstrated that, at the significance level ($\alpha \leq 0.05$), the independent variation of the dependent variable (e-mail) could account for 1.9% of the (medical tourism). The model was also notable because of the F value (7.473) that was determined at this level of significance. which contradicts the research project (ALWeshah et al., 2021) in part. Digital marketing strategies play a significant role in influencing the satisfaction of foreign patients in Jordan's healthcare system. Additionally, every digital marketing tactic (such as email marketing, social media platforms, but rather search engine optimization has a significant effect on international patients' satisfaction in Jordan's medical industry.

H14: There is a statistically significant impact at the level of significance ($\alpha \leq 0.05$) for mobile marketing on medical tourism in Jordanian hospitals.

The findings of basic linear regression coefficients indicated that phone mobile marketing has no effect on medical tourism in Jordanian hospitals. According to the study, phone mobile marketing has very little of a beneficial effect on medical tourism in Jordanian hospitals. The results show that the regression simple linear model shows it achieves a deficient degree of similarity. The F value (2.854) calculated at the level of significance level at the ($\alpha \leq 0.05$) model has been insignificant. Additionally, the value of Sig. = 0.092 connection non-significant in predicting. The (R) (0.086) level at ($\alpha \leq 0.05$) and (R^2) (0.007). As per the research conducted by (Magano and Cunha, 2020), Customers' positive attitudes toward travel and tourism are bolstered by their trust in mobile devices and their desire for content, all of which will positively impact future services and their dissemination and sharing.

MAIN CONSEQUENCES AND RECOMMENDATIONS.

According to the findings, the study was able to reach the following conclusions:

Implications in practice:

1. Jordan's hospital managers ought to put forth additional efforts to sustain digital marketing at a high level since the overall use of DM was assessed to be modest.
2. Jordan hospitals, in particular, should make more attempts to avoid potential issues in DM.
3. Jordanian hospital administrators should work harder to improve patients' perceptions of the services they provide, in particular regarding service receptivity and empathy.
4. Jordanian hospital administrators must be aware of the critical importance of diabetes in boosting medical tourism, as demonstrated by regression models.
5. Jordan hospitals, in particular, should make more attempts to optimize SEO and attract visitor traffic to their website.

Theoretical implications:

1. Theories reviewers should consider the important relationship between digital marketing and medical tourism because DM has been shown to have a significant influence on patient impressions.
2. Future research should look at the process that describes the relationship between DM and medical tourism, as well as possible mediators and regulators in the link.
3. Future research should investigate the study's link in other emergent established contexts to provide a framework for comparisons and generalize the association between DM and medical travel.
4. In the future, researchers may consult with hospital administration, overseas patients, medical tourism, and marketing departments to learn what their preferred digital platforms are.

Conclusion

The study wanted to analyze a Jordanian hospital in order to establish the impact of DM on health tourism in Jordan; findings were based on the opinions of patients receiving hospitalization, regardless of whether they continued to receive therapy in the medical center or were discharged. A questionnaire was utilized to collect data using the quantitative approach, and the group of accurate answers employed was 384.

The key outcomes of the SPSS analysis were that the patients surveyed indicated a moderate degree of DM, with 48% of regression models suggesting that digital marketing significantly affected medical tourism. Marketing via the Internet had a significant impact on medical tourism, according to regression models.

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