Digital Marketing Strategies and International Patients’ Satisfaction: An Empirical Study in Jordanian Health Service Industry

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ABSTRACT
The study aims at investigating the role of digital marketing strategies in enhancing international patients’ satisfaction in Jordanian healthcare industry. Specifically, the effect of search engine optimization, social media networks, and e-mail marketing as digital marketing strategies on international patients’ satisfaction. The quantitative approach is adopted and 400 questionnaires are distributed using convenient sample to international patients in different health service organizations (HSO). Only 310 questionnaires were collected with response rate 78%. The study concluded that there is a significant effect of digital marketing strategies on international patients’ satisfaction in Jordanian health service industry. Moreover, each digital marketing strategies (search engine optimization, social media networks, and e-mail marketing) have a significant effect on international patients’ satisfaction in Jordanian health service industry. Moreover, social media networks are the most important strategy which are employed to enhance patients’ satisfaction in HSOs. The study recommends that HSOs have to take the advantages of digital marketing strategies in order to enhance patients’ satisfaction. Practical implications and directions for future research are proposed.

Keywords: Digital marketing; Patients’ satisfaction; Health service industry; Search engine optimization; Social media networks; E-mail marketing.