

Abstract

The impact of social media in improving the mental picture of health services provided by private hospitals for patients (A Case Study in the city of Amman)

This study aimed to the impact of social media in improving the mental picture of health services provided by private hospitals for patients (A Case Study in the city of Amman) to achieve this goal, the researcher adopted the descriptive analytical method for the suitability of the nature of the study, where the questionnaire was designed as a tool for data collection, was presented the questionnaire on the number of arbitrators specialists in the field of marketing, the study population consisted of patients benefiting from health services provided by private hospitals in the Jordanian capital Amman. The study sample consisted of patients benefiting from health services provided by private hospitals, through an appropriate sample of (400) patients were distributed questionnaire on them has been recovered (371) to identify a valid analysis representing (92.75%)., Where the study found that there is the effect of a statistically significant means of social communication on the mental image of health services , Facebook is the most influential.

There is also a statistically significant impact of social media on the impact dimension of health services provided by private hospitals, and Twitter is the most influential. There is a statistically significant impact of social media on the cognitive dimension of health services provided by private hospitals, and Facebook is the most influential. There is a statistically significant impact of social media on the behavioral dimension of health services provided by private hospitals. Facebook is the most influential.

The study concluded with a number of recommendations, the most important of which are:

- 1) Work on applying the study to other sectors different from the health sector in order to benefit from the results in improving the mental image of the services they provide.
- 2) To ensure that information published through the hospital's website contributes to the formation of a patient's motivation to purchase hospital services
- 3) To make sure that the information published through Facebook contributes positively to patients' feelings about dealing with the hospital.
- 4) To ensure that the information published through Twitter helps the hospital to help choose its services.