

The Impact of the Online Flower of Service on Patient Satisfaction: Patient Experience as a Mediator Effect in the Jordanian Private Sector Hospitals

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Abstract

This research aimed to investigate the impact of the online flower of service on patient satisfaction: patient experience as a mediator effect in the Jordanian sector hospitals. private

The research consists of independent variables represented by the online flower of services (E-information, E-order taking, E-consultation, E-billing, E-Payment). Patient Satisfaction is the dependent variable, and Patient Experience is the mediating variable. To demonstrate the relationships between independent, dependent, and mediating variables, a quantitative approach was employed to gather primary data through a research questionnaire, which was distributed to selected private sector hospitals in Jordan. The research sample of this research consists of 365 patients. A convenience sampling technique was used to select the research participants. The data were analyzed using SPSS (28) and AMOS (26). The data analysis results found a significant positive impact of online services flower on patient satisfaction; also, all components of online services flower have a significant impact on patient satisfaction. Patient experience has a partial mediating effect on the relationship between online flower of services and patient satisfaction. This research

adds to the practical and academic knowledge, where the research model was the first one attempts to investigate the effect of online flower of services on patient satisfaction in Jordanian private sector hospitals. It results in many implications for services choices development, such as focusing on online flower of services dimensions to improve patient satisfaction.

The findings of this research give essential suggestions for decision-makers, managers, and those hoping to support and improve the online flower of services in Jordanian private hospitals.

Keywords: online flower of service, patient satisfaction, patient experience, private sector hospitals, Jordan.