

The Antecedents of Revisit Intention in Medical Businesses

Nagihan ÇAKMAKOĞLU ARICI

Gazi University
Institutes of Social Sciences
Ankara, Turkey

orcid.org/0000-0001-7559-3750
heraas1983@yahoo.com

Evren GÜÇER

Gazi University
Faculty of Tourism
Ankara, Turkey

orcid.org/0000-0001-5454-6162
evrengucer@gazi.edu.tr

Abstract

This study investigates the relationship between electronic word-of-mouth (eWOM) and revisit intention of the medical tourists by focusing on the mediating role of brand trust. The Commitment Trust Theory was taken as the theoretical background of this study which posits relationship commitment and trust as key elements within a successful relationship. Having utilized data from 388 domestic medical tourists via a survey in Antalya, Turkey, it was concluded that eWOM has positive and significant influences on revisit intention. In addition, Structural Equation Modelling has shown that brand trust mediates the indirect effect of eWOM on revisit intention. This study concludes with discussion of empirical findings followed by practical implications, limitations and future directions.

Keywords: Medical tourism, eWOM, brand trust, revisit intention, Turkey