

ASSESSING THE QUALITY OF TRUST FEATURES ON WEBSITE CONTENT OF TOP HOSPITALS FOR MEDICAL TOURISM CONSUMERS

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Abstract

Searching for health information online is one of the most common activities on the internet; therefore, continuous evaluation of the quality of information provided in these health websites is indeed important. In the context of medical tourism, trust is a particularly important feature of quality information. This becomes even more significant online as customers have to trust the information on the website, since tourism products are characterized by high intangibility before consumption. Although trust plays an essential role among health care providers and individuals who are seeking health care information; there is a question about what happens to trust once health information goes online. One possible reason is that people who seek information from web sites figure a sense of trust in the web sites they visited. As such, this research will assess the quality of trust features of the top 10 medical tourism website. Findings of the research showed variation in the level of quality of trust features on the web site with Gleneagles Hospital fulfilling the highest score of trust features, while the Asklepios Klinik Barmbek website scored the least. The findings of this study have significant implications for web site developers and medical tourism consumers.

Keywords: *Medical tourism, medical tourism consumers, health websites, quality of websites, trust features.*

MENILAI KUALITI CIRI KEPERCAYAAN KANDUNGAN DALAM LAMAN JARINGAN HOSPITAL TERBAIK UNTUK KONSUMER PELANCONGAN

Abstrak

Pencarian maklumat kesihatan dalam talian adalah salah satu aktiviti lazim di internet; oleh itu, adalah penting menilai kualiti maklumat yang disediakan di laman-laman web kesihatan secara berkala. Dalam konteks pelancongan kesihatan, kepercayaan adalah ciri penting maklumat yang berkualiti. Ini menjadi lebih penting dalam talian kerana pelanggan perlu menyakini maklumat di laman web kerana ciri produk pelancongan sangat sukar diterangkan sebelum penggunaan. Walaupun kepercayaan memainkan peranan penting di kalangan pembekal penjagaan kesihatan dan individu yang mencari maklumat penjagaan kesihatan, timbul persoalan tentang kepercayaan maklumat kesihatan dalam talian. Pengunjung yang mendapatkan maklumat daripada laman-laman web menaruh kepercayaan terhadap laman web yang mereka kunjungi. Oleh itu kajian ini akan menilai kualiti ciri-ciri kepercayaan laman web sepuluh hospital terbaik di dunia. Dapatan kajian menunjukkan wujud perbezaan tahap kualiti ciri-ciri kepercayaan di laman web yang dianalisis. Sebagai contoh, Hospital Gleneagles yang mendapat skor tertinggi untuk kualiti ciri kepercayaan, manakala laman web

Asklepios Klinik Barmbek menjarangkan skor terendah untuk ciri kepercayaan. Hasil kajian ini mempunyai implikasi yang besar untuk pemaju laman web dan pengguna pelancongan perubatan.

Kata kunci: *Pelancongan perubatan, pengguna pelancongan perubatan, laman web kesihatan, Kualiti laman web, kepercayaan.*

INTRODUCTION

The role of tourism industry is significant as one of the most rapid, developing, and cumulative industries in the world (Cseriova and Konieczna, 2012: 2). We will have medical tourism once tourism is integrated into health and wellbeing.

During the 1990s, the Internet grew to become one of the most important technological advancements in society. It became so popular that people relied on the Internet not just for work and study purposes, but also entertainment and news (Sharon et al. 2011: 99). The role of technology in medical tourism activities has changed the way people communicate and the way organizations reach out to their consumers. One of the main ways of ensuring health services is via online health services. In fact, in online health, the internet offers great potential as a low-cost and effective source of health promotion intervention. Hence, the significant role of using the internet for seeking health information via search engines like Google is ranked as the third most common usage of the internet after the e-mail and product-search (Fox and Fallows, 2003).

In the context of medical tourism and internet, service quality has become a key competitive factor within the service industry. Since 1999, the usage of internet has been established extensively. According to the statistical information obtained from a study conducted by Ireland (2011), by 30 June 2010 there were an estimated total 1.9 billion internet users, which it is considered as an increase of 44% from the year of 2000. In using internet and technology, every organization has its own website through achieving several

objectives such as interaction with consumers, presentation, and communication. In this part, the role of quality evaluation in the context of web technologies is a kind of challenging task.

Apart from the internet and the quality evaluation of the websites, the aspect of trust is particularly significant within the service industry because of the intangibility of the goods and the simultaneity of the good's production and its consumption. There are several factors that web-based medical tourism information suffers such as poor quality of information, inconsistency in sorts of information provides by the websites, absence of safety and quality, lack of ethical concerns, the omission of important facts, and questions of accuracy and honesty.

Since the web is developed and the role of website quality and trustworthiness is important, the evaluation of quality of trust features has become vital and has been a major concern for several researchers. Therefore, the main objective of this study would be to report on examining the quality of trust features on top 10 world's best hospitals for medical tourism consumers. Hence, the research question of the study is "what is the quality of trust features of the websites of top 10 world's best hospitals for medical tourism consumers?" which are ranked by the Medical Travel Quality Alliance (MTQUA) website in 2014. Table 1 presents the list of the top 10 world's hospitals for medical tourism consumers.

Table 1. List of the Top 10 World's Best Hospitals for Medical Tourism Consumers
(MTQUA, 2014)

No	Hospital	Country	Link
1	Prince Court Medical Center	Malaysia	http://www.princecourt.com/
2	Asklepios Klinik Barmbek	Gerlots	https://www.asklepios.de/hamburg/barmbek/patienten/anmeldung/international/
3	Fortis Hospital	India	http://www.fortishealthcare.com/india/hospitals-in-karnataka/fortis-hospital-bannerghatta-road

4	Anadolu Medical Center	Turkey	http://www.anadolumedicalcenter.com/
5	Shouldice Hospital	Canada	http://www.shouldice.com/
6	Clemenceau Medical Center	Lebanon	https://cmc.com.lb/index.php
7	Wooridul Spine Hospital	Korea	http://wooridul.com/
8	Gleneagles Hospital	Singapore	http://www.gleneagles.com.sg/
9	Bumrungrad International Hospital	Thailand	https://www.bumrungrad.com/
10	Mediclinic Morningside	South Africa	http://www.mediclinic.co.za/hospitals/pages/about.aspx?h=16

As reported by the MTQUA (2014) website, five of the top 10 selected hospitals are located in Asia. It is interesting to note that the “Prince Court Medical Center” in Malaysia is again selected as the first hospital to provide the best medical treatment. On the other hand, it is reported that a South African hospital “Mediclinic Morningside” makes its first appearance on the MTQUA top 10 list.

LITERATURE REVIEW

The quick widespread of using internet and its improvement have attracted many researchers to focus on the internet implication as their purpose of study (Wok and Hashim, 2014: 220). It is obvious that most people turn first to the Internet when they are looking for information about health. More recent findings from Harris Interactive (2010) highlighted that 76 percent of adults in America have, at some point, searched for health information on the internet. Likewise, the role of health communication websites is significant as one of the main sources of information, particularly in the field of medical tourism. This is because potential consumers for medical tourism may be located in a different country or continent and the

only way to access information about the hospital and the country is through these medical websites. In fact, the websites of the host institutions play a crucial role in encouraging medical tourism consumers.

Medical Tourism

Medical tourism has developed as a successful tourism industry all over the world. In the 21st century, medical tourism has had tremendous growth. Medical tourism is defined as the phenomenon of individuals choosing to travel overseas with the primary intention of receiving medical treatments, i.e. elective surgery (Connell, 2006). These journeys may be long distance and international travel, for instance, from Europe to Asia. Correspondingly, a range of treatments includes dental care, cosmetic surgery, and elective surgery. Similarly, medical tourism occurs when international patients travel across boundaries for their health care and medical needs. It can be defined as a provider of cost effective private medical care in collaboration with the tourism industry for patients needing surgical and other forms of specialized treatment (Monica, 2007). Today, tourist patients from the US, Canada, and Europe consider health care services in less developed countries as the cost of attaining health care services in their own countries are expensive and the waiting time to attain the services are perceived as too long (Cseriova and Konieczna, 2012).

Looking for health information from the internet is one of the frequent methods considered when people seek information to develop their health information knowledge (Petch, 2004). In a similar vein, Oorni (2005) elaborates on the significant role of the internet for seeking medical information and travel for the majority of consumers. In seeking online information trust is described as the attitude of an agent that will help an individual's needs in a situation that is laden with vulnerability and uncertainty (Lee and See, 2004). This is aptly

pointed out that online trust and distrust have an effective role in the process of decision making for tourist patients, as well as for practitioners and hospitals in foreign countries (Cseriova and Konieczna, 2012).

Online Trust

In the field of technology and communication, the role of trust is considerably important (So and Sculli, 2002), and there are significant trust features include the issue of privacy and security. In fact, a study by Bagheri and Jamieson (2004) conducted on the role of trust in e-business technology which demonstrated that consumers' trust level of the technology affects the strategy employed by the consumer when using the technology. They also presented trust as a critical factor in e-business and the institution.

Several other studies (e.g. Mukherjee and Nath, 2007; Velmurugan, 2009; Xu et al, 2014) concern about the role of trust in the field of communication and technology, which acknowledged Trust and commitment are the vital elements in constructing successful long-term relationships in the online retailing context; particularly in e-business, and consider the value of satisfaction to make long-term relation.

Trust in Health Websites

According to Baker, et. al, (2003) who sees trust as an indicator for quality of care and patients' experience of health services, and it is completely related to a patient's satisfaction. Likewise, Joffe et al, (2003) reported that the levels of trust have been related to patients' loyalty to their provider, their evaluation and willingness to recommend hospitals and medical care.

There are around ten to twenty thousand health information websites on the internet and it has been estimated that over 21 million individuals have been influenced by the health information online (Sillence 2004), with just less than half of the online information has been revised by doctors and the website developers. Therefore, there is a complete set of health care information features that is essential in the individual, such as knowledge about health and health services, insights and preferences, part of the challenge depends on the transfer of information among the health system and individual (Thiede, 2005).

Over the last ten years, the number of consumers using the internet to seek health information has grown rapidly, with a growing number of people who trust the information; although this trust may be misplaced. In a study by Song and Zahedi (2007: 390) conducted on health information websites on 1000 adults in the USA, it is estimated that 74% of adults have looked for health information on the internet. Trust have also been shown to have a significant role in health decision making (DeLenardo. 2004), For example, consumers who trust health information on the internet are successful in making decision about their healthcare.

METHODOLOGY

Based on the literature review of the study, it can be considered that trust is an important factor in customer loyalty and intention to use the health communication website. The focus of website analysis in this study is to evaluate the trust features of the top 10 world hospitals for medical tourism. Websites were selected according to the annual ranking in 2014 which was reported by MTQUA.

The selected web pages were downloaded in a specific time period (15 November 2015 to 20 November 2015), in which all 10 websites were downloadable to ensure the

consistency. A set of comprehensive checklist was utilized to evaluate the trust features in these websites.

The Medical Tourism Websites (MTW) evaluation checklist was designed based on the 3S model of information trust which originated by Lucassen and Schraagen (2011). The 3S model of information trust looks at the Semantic, Surface, and Source features. The focus of this study is only on semantic features and source features in different categories such as general information, accessibility of websites, functionality of websites, and facilities information of websites.

The questions in the MTW evaluation checklist were selected and updated based on the objective of the study from a study on “Using Quality Dimensions in the Evaluation of Websites” (Stockdale and Borovicka, 2006), a study on “Websites as Tool for Promotion of Medical tourism offering in Croatian Specialty Hospitals and Health Resorts” (Lončarić et al, 2013), and a study on “Assessing the Accessibility of Health Websites During the H1N1 Pandemic” by (Ibrahim and Seifi, 2014). Table 2 shows the checklist for evaluating the MTW.

Table 2. Medical Tourism Websites Evaluation Checklist

Trust Features	Characteristics	Yes	No
General Information Characteristics	About us		
	History of Medical Tourism		
	Awards / Achievements		
	Price List of Medical Services		
	News and Events		

Accessibility Characteristics	Easy to navigate		
	Accessible at All Times		
	Toolbar		
	Search Feature		
	Other Languages		
	Contact details		
	General E-mail Address		
	Social Media		
	Site Map		
Functionality Characteristics	International Patients Page		
	Medical Information Page		
	Find Doctor		
	Appointment Information		
	Date of Site Creation		
	Patients' Experience		
	Feedback Form		
Facilities Characteristics	Medical Promotions		
	Membership Form		
	Rooms and rates		

	Insurance		
	Hospital Location Map		
	Hotels Location Map		
	Transportation		

In order to analyze the quality of trust features, the MTW evaluation checklist is divided into four separated features, and each feature consists of some characteristics. The focus of this study is on the semantic and source features of trust, which is divided into 4 categories such as website general information, website accessibility, website functionality, and website facilities. Using the MTW checklist is to evaluate the trust features of the website. The frequency and percentage scores obtained for the items were calculated. The scores were then used to rank the websites from the highest to lowest scoring websites.

ANALYSIS OF TRUST FEATURES ON WEBSITES

The first feature of trust analyzed in this study is the general information features, which has five characteristics. Table 3 shows the findings of the analysis of general information features.

Table 3. Website General Information

General Information Characteristics	Prince Court Medical Center		Asklepios Klinik Barmbek		Fortis Hospital		Anadolu Medical Center		Shouldice Hospital		Clemenceau Medical Center		Wooridul Spine Hospital		Gleneagles Hospital		Bumrungrad International Hospital		Mediclinic Morningside		
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	

i. About us	√		√		√		√		√		√		√		√		√		√	
ii. History of Medical Tourism		√		√		√		√		√		√		√		√		√		√
iii. Awards / Achievements		√	√		√		√		√	√		√		√		√		√		√
iv. Price List of Medical Services		√		√	√		√		√		√		√	√		√		√		√
v. News and Events	√			√	√		√		√	√			√	√		√		√		√
Total	2	3	2	3	4	1	3	2	1	4	3	2	2	3	4	1	4	1	3	2

Results from Table 3 clearly shows that the Fortis Hospital, the Gleneagles Hospital, and the Bumrungrad International Hospital websites have the highest features scoring four out of the five criteria in the category of general information. In this category, the Shouldice Hospital website had the lowest score with only one out of the five features. However, the Prince Court Hospital, the Asklepios Klinik Barmbek, and the Wooridul Spine Hospital websites have the same score with two out of five features. While the Anadolu Medical Center, the Clemenceau Medical Center, and the Mediclinic Morningside websites have the same score for general information features which is three out of five features.

Accessibility of the website is the second category of trust features in the MTW evaluation checklist of the study. This category consists of nine accessibility features. Table 4 shows the findings obtained from the analysis of the accessibility features.

Table 4. Website Accessibility

Accessibility Characteristics	Prince Court Medical Center		Asklepios Klinik Barmbek		Fortis Hospital		Anadolu Medical Center		Shouldice Hospital		Clemenceau Medical Center		Wooridul Spine Hospital		Gleneagles Hospital		Bumrungrad International Hospital		Mediclinic Morningside	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
i. Easy to navigate	√		√		√		√		√		√		√		√		√		√	
ii. Accessible at All Times	√		√		√		√		√		√		√		√		√		√	
iii. Toolbar	√		√		√		√		√		√		√		√		√		√	
iv. Search Feature	√		√		√		√		√		√		√		√		√		√	
v. Other Languages		√	√			√	√			√	√			√	√			√		√
vi. Contact details	√		√		√		√		√		√		√		√		√		√	
vii. General E-mail Address	√			√	√			√		√	√			√	√			√	√	
viii. Social Media	√			√	√		√			√	√			√	√			√		√
xiv. Site Map		√		√		√	√			√		√		√	√			√		√
Total	7	2	6	3	7	2	8	1	5	4	8	1	6	3	9	0	8	1	6	3

Table 4 shows that Gleneagles Hospital website has all of the accessibility features nine out of nine. While the Shouldice Hospital website has the least features five out of nine. However, the Anadolu Medical center, the Clemenceau Medical Center, and the Bumrungrad International Hospital websites have ascetically the features of accessibility with the same score of eight out of nine. Furthermore, the Prince Court Medical Center and the Fortis Hospital websites have also the same score f features seven out of nine. The Asklepios Klinik

Barmbek, the Wooridul Spine Hospital, and the Medicilinic Morningside websites have also the same score six out of nine features of accessibility.

The Functionality of websites is the third category of trust features. This category has seven features. Table 5 shows the findings for the analysis of the functionality features of the top 10 websites.

Table 5. Website Functionality

Functionality Characteristics	Prince Court Medical Center		Asklepios Klinik Barmbek		Fortis Hospital		Anadolu Medical Center		Shouldice Hospital		Clemenceau Medical Center		Wooridul Spine Hospital		Gleneagles Hospital		Bumrungrad International Hospital		Medicilinic Morningside	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
i. International Patients Page	√		√		√		√		√		√		√		√		√		√	
ii. Medical Information Page	√			√	√		√			√	√			√	√		√			√
iii. Find Doctor	√			√	√		√			√	√			√	√		√			√
iv. Appointment Information	√			√	√			√		√	√			√	√		√			√
v. Date of Site Creation		√		√		√	√		√		√			√	√		√			√
vi. Patients' Experience		√		√	√		√		√			√		√		√	√			√
vii. Feedback Form		√		√	√		√		√		√		√		√		√			√
Total	4	3	1	6	6	1	6	1	3	3	6	1	2	5	6	1	7	0	7	0

Table 5 reveals that Bumrungrad International Hospital and the Medicilinic Morningside websites have all of the functionality features seven out of seven. However, the Asklepios Klinik Barmbek website has the least number of features one out of seven. In

addition, the Fortis Hospital, the Anadolu Medical Center, the Clemenceau Medical Center, and the Gleneagles Hospital websites have the six out of the seven functionality features. While the Prince Court Medical Center website scored four out of seven⁷. The Shouldice Hospital website scored three out of seven, and the Wooridul Spine Hospital website scored two out of seven for the functionality feature analysis.

The fourth category of trust features in the MTW evaluation checklist used in this study is the facilities. This category has seven features of facilities. Table 6 shows the findings for the analysis of facilities features.

Table 6. Website Facilities

Facilities Characteristics	Prince Court Medical Center		Asklepios Klinik Barmbek		Fortis Hospital		Anadolu Medical Center		Shouldice Hospital		Clemenceau Medical Center		Wooridul Spine Hospital		Gleneagles Hospital		Bumrungrad International Hospital		Mediclinic Morningside		
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	
i. Medical Promotions	√			√		√		√		√		√		√		√				√	
ii. Membership Form		√		√		√		√	√			√		√		√		√		√	
iii. Rooms and rates	√			√	√			√		√		√		√		√		√			√
iv. Insurance	√			√		√		√		√	√		√		√		√				√
v. Hospital Location Map	√			√	√		√		√		√		√		√		√			√	
vi. Hotels Location Map		√		√	√		√		√		√		√		√		√				√
vii. Transportation		√		√	√		√		√		√		√		√		√				√
Total	4	3	0	7	4	3	3	4	4	3	2	5	4	3	4	3	6	1	2	5	

According to Table 6, it can be seen that the Bumrungrad International Hospital website has almost all the facility features with the highest score of six out of seven; In contrast, the Asklepios Klinik Barmbek website had none of the facilities features. The Prince Court Medical Center, the Fortis Hospital, the Shouldice Hospital, the Wooridul Spine Hospital, and the Gleneagles Hospital websites obtained the same score which is four out of seven for the facilities feature. The Anadolu Medical Center website scored three out of seven, the Clemenceau Medical Center and the Mediclinic Morningside websites both scored two out of seven for facilities features respectively.

DISCUSSION

In order to rank the websites of top 10 world's hospitals for medical tourism consumers, table 7 presents the total number of trust features for each hospital from highest to lowest frequency of trust features.

Table 7. Quality of Trust Features

Hospitals	General Information		Accessibility		Functionality		Facilities		Total	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
1. Gleneagles Hospital	4	1	9	0	6	1	4	3	23	5
2. Fortis Hospital	4	1	7	2	6	1	4	3	21	7
3. Bumrungrad International Hospital	4	1	8	1	7	0	6	1	20	8
4. Anadolu Medical Center	3	2	8	1	6	1	3	4	20	8
5. Clemenceau Medical Center	3	2	8	1	6	1	2	5	19	9
6. Mediclinic Morningside	3	2	6	3	7	0	2	5	18	10

7. Prince Court Medical Center	2	3	7	2	4	3	4	3	17	11
8. Wooridul Spine Hospital	2	3	6	3	2	5	4	3	14	14
9. Shouldice Hospital	1	4	5	4	3	3	4	3	13	15
10. Asklepios Klinik Barmbek	2	3	6	3	1	6	0	7	9	19

Of the 10 websites analyzed for the quality of trust features, the Gleneagles Hospital website obtained the highest score in two categories of general information and accessibility of the website. However, the Bumrungrad International Hospital website has the highest number of trust features in the categories of general information, functionality, and facilities. In addition, the Fortis hospital website has the highest score same as the Gleneagles Hospital and the Bumrungrad International Hospital websites in the category of website general information. Furthermore, the Mediclinic Morningside website has the same score with the Bumrungrad International Hospital website as the highest number of trust features in the category of website functionality. On the other hand, according to the analysis of the trust features in different categories, the Shouldice Hospital website has the least features in the categories of general information and website accessibility. However, the Asklepios Klinik Barmbek website has the least features of trust in the categories of website functionality and facilities features.

As can be seen in Table 1, all of the 10 selected hospitals in ranking of the world's hospitals for medical tourism consumers by the MTQUA (2014), offer medical treatment and care for medical tourism consumers with the highest quality and advanced technology. Many the top hospitals have international accreditation from any of several accreditation agencies.

In order to select the top 10 world hospitals, the MTQUA conducted several criterion includes privacy, transparency, communication, security, marketing, ethics and leadership.

Referring to Table 7, it is interesting to note that the Gleneagles Hospital website, which is selected as the eighth website by the MTQUA (2014) has the most trust features, fulfilling 23 out of 28. While the Asklepios Klinik Barmbek website, which is selected as the second top hospital by the MTQUA (2014) is placed as the last website with the least score of trust features fulfilling nine out of 28. The second website according to the MTW evaluation checklist is the Fortis Hospital website, fulfilling 21 out of 28; however it is selected as the third top hospital by the MTQUA (2014). It is remarkable to note that the Bumrungrad International Hospital and the Anadolu Medical Center websites have the same number of trust features 20 out of 28 according to the MTW evaluation checklist; but the Bumrungrad International Hospital website has all features of functionality, and it is the reason to place as the third top hospital. This website is selected as the ninth top hospital for medical tourism consumers by the MTQUA (2014). The Anadolu Medical Center is placed as the fourth top hospital according to the MTW evaluation checklist as well as the fourth hospital selected by the MTQUA (2014). More interesting, it can be considered that the Prince Court Medical Center website which is placed as the first hospital by the MTQUA (2014) is located as the seventh website fulfilling 17 out of 28. The Clemenceau Medical Center website with fulfilling 19 out of 28, the Mediclinic Morningside website with fulfilling 18 out of 28 are located as the fifth and sixth websites according to the MTW evaluation checklist. The Clemenceau Medical Center website is placed same as the ranking with the MTQUA (2014), while the Mediclinic Morningside website is located as the last hospital according to the report by the MTQUA (2014). The Wooridul Spine Hospital with fulfilling 14 out of 28 is located as the eighth website according to the MTW evaluation checklist, while it located as

the seventh hospital considered by the MTQUA (2014). The Shouldice Hospital website is the ninth trustable website with fulfilling 13 out of 28 features of trust; however it is located as fifth top hospital by the MTQUA (2014) evaluation.

CONCLUSION

The role of communication technologies is significant in the field of health communication, particularly in the sector of medical tourism. As the health communication website is developed and the website quality plays a significant role in persuading tourist patients and their decision making process, the quality and information evaluation of medical tourism websites become vital. In addition, the significant role of trust in medical tourism websites must be seriously considered by website developers. As considered by Joffe et al. (2003) the high levels of trust are related to high quality of care. Hence, trust is forward looking and reflects a commitment to an ongoing relationship. This quantitative study in the range of content analysis tried to obtain a better understanding of quality of trust features on top 10 world's best hospitals for medical tourism consumers. The findings of the study considered that just three hospital websites have half and less than half of the trust features according to the MTW evaluation checklist. While the other hospital websites have more than half of the trust features. It can be considered that the majority of hospital websites are trustable; however they are ranked from the highest to the lowest score.

This study is limit its focus on semantic features and source features of trust and the generalizability of finding, specifically focusing on medical tourism websites. Therefore, this study recommends conducting further investigation centering on surface features of trust. In addition, this study recommends evaluating the quality of trust features on all types of health communication websites. However, the findings of the current study are significant to health

website developers to recognize that hospital websites consists of trust features which are reliable. In addition, the findings of the study can help medical tourism consumers to ensure that hospital websites are reliable by looking at the features of trust.

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