

The Influence of Perceived Usability, Visual Appearance, and Reputation on Telemedicine Customer Trust

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ABSTRACT

This study takes a different approach than previous research, namely the cognitive and affective attribute models. This model has been empirically tested in terms of online repurchase intentions (Fang et al., 2016), tourist destination image (Garay, 2019), and funder intentions to support crowdfunding projects (Liang et al., 2019). Cognitive and affective attribute models are dynamic and parsimonious, with cognitive and affective attributes determined by situational conditions rather than absolute determination. These situational characteristics differentiate the cognitive and affective attribute models from other models such as the technology acceptance model and the unified theory of acceptance and use of technology. This study determined the perception of usability as a cognitive attribute and how people think about a telemedicine app's visual appearance and reputation as an affective attribute. Previous research on cognitive and affective models in the context of telemedicine is still scarce. As a result, this research is novel and contributes to the advancement of marketing science, particularly consumer behaviour in telemedicine applications. This study also makes a few suggestions for businesspeople who offer telemedicine services on how to make them more accepted, known, and trusted by the public.

Keywords: Telemedicine, Perceived Usability, Visual Appearance, Reputation, Trust