

Determinants of Behavioural Intentions to use Mobile Healthcare Applications in Jordan

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Abstract

This study aims to examine the determinants of behavioral intentions to use mobile healthcare applications in Jordan, considering the mediating role of perceived trust. Based on a thorough understanding of the relevant literature and in light of the research questions and objectives, a conceptual research model comprising six research variables has been developed, and then empirically examined. The study followed a quantitative approach and has mainly implemented a convenience sampling technique to develop a sample of Jordanians who are using mobile healthcare applications from different positions. In total, 350 participants have been approached using Google forms; some of the forms have been sent via e-mail and the other forms have been sent via social media platforms; WhatsApp and LinkedIn. The data were analyzed using the structural equation modeling (SEM) technique using AMOS software. The findings suggest that behavioral intentions to use mobile health applications are positively affected by perceived ease of use, perceived usefulness, perceived security, and perceived trust of these applications. Perceived trust was also found to mediate the relationship between these factors and behavioral intention. Discussion, conclusions, implications, research limitations, and areas for future research are also provided.

Keywords: Mobile healthcare, behavioral intentions, Jordan.