

The Impact of Credibility on the Intention to Use Physician Rating Websites: A Moderated Mediation Analysis

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Abstract

Physician rating websites (PRWs) usage lags behind expectations, as compared to other domains of life where online ratings have become widespread in usage (e.g., product ratings, accommodation booking). Whereas the choice of a physician can be classified as a credence good, choosing a hotel is mainly based on experience attributes. Thus, it can be expected that the credibility of PRWs plays a crucial role in the decision to use PRWs. Based on two theoretical approaches, the current paper investigates the impact of credibility on the intention to use PRWs using an online survey with n=295 respondents. Results of the corresponding moderated mediation model confirm an indirect effect of credibility on the intention to use PRWs through the mediator performance expectancy with sociodemographic, but no psychographic variables exerting a moderating effect in the proposed mediation model. Conclusions and implications for practice are discussed, which should help to foster PRW usage in the long run, as with increased usage of PRWs, their usefulness is also enhanced.

Keywords: Physician Rating Websites, moderated mediation analysis, credibility

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