

Factors influencing people's loyalty of online health consultation platform

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ABSTRACT

This study employs Expectation Confirmation Theory as the theoretical foundation, and adds perceived health risk and trust to determine people's loyalty about online health consultation platform. Sixty-one effective questionnaires were collected by the web questionnaire, and Partial Least Squares (PLS) was used to analyze the data. The research results can be used as references for health policies authorities to understand the influencing factors of people's loyalty about online health consultation platform and improve official online health consultation sites quality of services to further reduce the unnecessary visits or consume of medical resources.

Keywords: Online Health Consultation Platform, Expectation Confirmation Theory, Perceived Health Risk, Loyalty, Trust