

A study of relationship between risk communication and trust

黃進德、劉莉玲

E-mail: 324331@mail.dyu.edu.tw

ABSTRACT

From customer's point of view, if customer can understand the process and risk of medical treatment in advance then they can easy to make the decision for selecting the treatment. Utilized the risk communication can reduce the customer's mistrust and avoid the medical dispute. However, whether the risk communication will really increase the customer's desire for taking the medical treatment or not? It is the topic of this research would like to deals with. The methodology of this research will consist of three variables: Independent Variable (Risk Communication), Inter Variable (Information Identification) and Dependent Variable (Customer Trust). The questionnaires are distributed to the customers, who are over eighteen years old and live in Taiwan, in a random way. The 463 effective questionnaires have been collected and analyzed with the Hierarchical Regression of SPSS17. The results are as follows. The risk communication has a positive effect on information identification. The information identification has positive effect on customer trust. Nevertheless, the awareness of hazard in risk communication has no positive effect on information identification. Therefore, the result is not sustained. According to the results above, some suggestions will make for the government medical department and hospital as follow: 1. The government medical department and hospital should establish a completed risk communication channel with customers. That will let the customer gain the identification on medical information. Further, it will gain the customer trust on government medical service. 2. The medical information which government medical department and hospital will provide must have correctitude and completeness. Because of only the correct and complete information would let the customer generate the identification and increate the trust.

Keywords : Risk Communication、 Information Identification、 Customer Trust

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