



E-PROCEEDING HOTWEC 6.0

THE GAME ON 2022:

THE FUTURE IS
BRIGHT

FHPK, UMK

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THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,
UNIVERSITI MALAYSIA KELANTAN**

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Factors that Influence the Satisfaction of Health Tourism in Malaysia
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ABSTRACT

Health tourism is the process of visiting outside of one's home country with the goal of seeking medical treatment. Malaysia has recently been deemed a popular destination for health tourism. The purpose of this study is to investigate the relationship between factors determinant of patient satisfaction such as cost, service, motivation, and destination image with patient satisfaction. This study uses a cross sectional method to create self-questionnaire for 384 respondents and the data collected with google form among the respective local communities residing in Malaysia about the factors of satisfaction in health tourism in Malaysia. The data was analysed using descriptive analysis, reliability analysis and Pearson Correlation analysis. Based on Pearson Correlation analysis, the findings of the study showed that there was a low degree correlation between cost, service quality, motivation, destination image with satisfaction of health tourism in Malaysia. This study could contribute to the body of knowledge regarding factors associated with stress among Malaysians. Future research could benefit from large scale nationwide longitudinal studies which include all possible factors related to health tourism in Malaysia.

Keywords: *Health Tourism, Influence, Satisfaction*

INTRODUCTION

Malaysia has the potential to be a favoured health tourism destination, and the government has taken a number of proactive initiatives to make this a reality. Some of the experienced tourists felt that the price increase was a negative spread on the health sector in Malaysia. There are several effects of value changes of tourists or customer's perceptions of the health environment such as the way they communicate or the services provided. Some of the factors that influence tourists' motivation to enjoy good health in Malaysia. When tourists visit Malaysia, they are often unaware that they can enhance their health. (Calle Poeta Joan Maragall, R. d., 2018).

The study aims to examine the satisfaction factors of health tourism in Malaysia. The satisfaction of a health tourism can result from a different aspect. There are several effects on satisfaction with health tourism. There are some opinions that healthcare organizations find it difficult to satisfy tourists, especially in terms of providing high quality services. Probably the main challenge and effective measures have yet to be determined. Therefore, these new studies are expected to emerge by finding out what causes tourists to come to Malaysia and affect their health satisfaction. Following the establishment of the National Committee for the Promotion of Health Tourism in January 1998, Malaysia was successful in establishing itself as a regional centre for great healthcare and services for health tourists. (Malaysia Tourism 2020)

This study consists of four objectives:

1. To identify the relationship between cost and patient satisfaction health tourism in Malaysia.
2. To identify the relationship between service quality and patient satisfaction of health tourism in Malaysia.

3. To identify the relationship between motivation and patient satisfaction of health tourism in Malaysia.
 4. To identify the relationship between destination image and patient satisfaction of health tourism in Malaysia
- Significance of the Study

Significance of Study

Health Tourism

The act of travelling from one person's house to another in order to acquire health related services is known as health tourism. In addition to health-related therapies, health tourists may benefit from the different tourist options they experience throughout their visits. Traveling for health-care services can be curative (medical) in character, with the objective of receiving a specific treatment, or preventative (wellness) in nature, with the goal of obtaining a specific treatment (Aydin, 2017). "Health tourism" refers to the process of travelling outside one's home country in order to seek medical treatment.

Cost

In the business world, "cost" refers to the amount of money spent on the manufacture or creation of a product or service. A profit margin is not included in the price. In accounting, the term cost refers to the monetary value of expenses for things like activities, supplies, raw materials, manpower, products, and equipment. A cost is an amount that is recorded in accounting records as an expense.

Service Quality

Service quality is described as a customer's or consumer's evaluation of a service after it has been consumed (Reindeers, 2001). In the service industry, service quality is crucial. A service is an intangible offer made by one party to another in exchange for pleasure and ease in exchange for money. The "Quality Era" was established because perceived product quality has become the most important factor in commercial competition.

Motivation

Motivation is the process of initiating and guiding goal-oriented behaviours. It is this that drives you to take action. The biological, psychological, social, and mental elements that drive behaviour are referred to as motivation. The term "motivation" is commonly used in everyday speech to describe why people do things, and it is the driving force behind human behaviour (Cherry, 2020).

Destination Image

Destination image is a concept defined by the desires and demand for visiting a specific location, as well as travel arrangements, factors for visiting, previous experience, heritage, education, and age as important considerations (Ata, 2019). Next, it's a collection of people's overall impressions of the places they've visited. Many factors influence these judgments, including age, education, income, and society.

LITERATURE REVIEW

Satisfaction and Health Tourism

According to prior research, satisfaction with health tourism can be influenced by a variety of factors. Individuals' influence through evaluation of a product or service is sometimes characterised as satisfaction from Gunderson et al. (1996). When it comes to tourism, according to Alegre and Garau (2010), satisfaction is often related to visitors' emotional states, with travellers believed to generate a sense of satisfaction when they visit a place of their choice. As a result, travellers' satisfaction is similar to the pleasure they experience after visiting a certain destination. Satisfaction is the result of a disparity between tourists' expectations of the services provided and the actual services provided by Chen and Tsai (2007).

Cost

In the hospitality or leisure tourist industry, cost is a major consideration. Many companies, particularly the hospitality and leisure tourism industries, place a high value on determining whether travelers consider charges changes inadequate from Ryu & Han (2010). Tourists are concerned that cost objectivity will influence their production or services selection. Tourists always utilize the fairness and justice of the cost as an indication when evaluating their product and service experiences, as well as their views toward the provider (Varki & Colgate, 2001).

Service Quality

According to various research, healthcare value is defined as just a person's assessment of the performance of a significant health product. For example, the appraisal of health professionals and staff's service performance, such as effective or comfortable communication, and friendliness, can be demonstrated by excellence in medical care, surgical or medical talents, and perceived service quality. The concept of perceived product and service quality differs little in the extant literature, but one important component of this concept was the process of evaluating a company's products and services for excellence against alternatives (Han & Ryu, 2006). Product and service performance are typically used to determine quality (Bitner et al., 1990). The core product's value reflects how well it performs in comparison to its price (Clemmer, 1990).

Motivation

Tourist motivation is the internal medicine motivation that be influence human's tourism activities, by starting it forward in the expected direction with activation, command, maintenance and adjustment functions (Li, Rehman, Zhao, & Peng, 2016). Furthermore, this kind of activity will push this person towards a better health. Health factors is not a static state. High-level of health would give the better care for tourist in physical, by using tourist minds constructively, expression tourist emotions effective, being creative by involved with those around them, and be a concerned about tourist physicals, psychologically, and others (James Strohecker, 2015).

Destination Image

In line with that, health tourism industry should also pay attention to the elements that may form health tourist's perception of a destination such as the trustworthiness, accuracy and reliability of information. These attributes will help to shape a positive perception and build a

strong image of the destination as a strong and competitive health tourism. Although the aspect of destination image is seldom considered in the study of health tourism, it is crucial to describing about the information in this concept about destination marketing and tourism in general. Despite the abundance of literature in the field of destination image, few studies examined the role of destination image in the context of health tourism. Then some research postulated that there is a significant gap in the study of health tourism literature, destination image and few other variables like motivation and perceived risk. (Deeparechigi Vashua, R. M, 2017).

Research Hypotheses

The hypotheses in the study were as stated below:

- H1: There is a relationship between cost and patient satisfaction of health tourism in Malaysia.
- H2: There is a relationship between service quality and patient satisfaction of health tourism in Malaysia.
- H3: There is a relationship between motivation and patient satisfaction of health tourism in Malaysia.
- H4: There is a relationship between destination image and patient satisfaction of health tourism in Malaysia.

Research Framework

A conceptual framework is a framework that describes a brief overview of the form of the study. It proposes determining factors such as cost, service quality, motivation and destination image that can affect patient satisfaction on health tourism in Malaysia. The figure below is the conceptual framework for this study. Figure 1 shows the conceptual framework for this study.

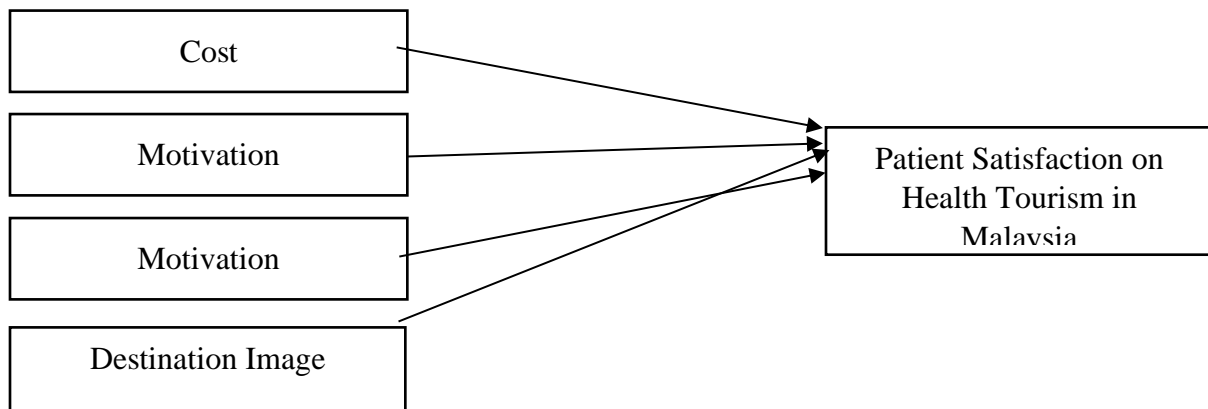


Figure 1: Research Framework.

METHODOLOGY

Research Design

This study employed a quantitative strategy based on statistics to collect data by sending a set of questions via Google Forms. This research discusses the technique and approach used to collect and analyse data. Investigation and analysis of relevant facts the questionnaires were utilised to get a better understanding of the elements that influence satisfaction in Malaysian health tourism. The information was gathered by asking respondents about their satisfaction

with health tourism, particularly in terms of cost of treatment, motivation for health tourism, and destination image.

Data Collection

Primary data was collected via Google Forms surveys, which were distributed to 384 participants in the study. The respondents were also chosen at random to answer the self-made questionnaire about the impact of health tourism in Malaysia on satisfaction.

Sampling

In this work, the probability sampling technique was chosen as the sampling method. Convenience sampling, often known as non-probability sampling, was used to select the respondent. The researchers utilised Krejcie and Morgan's (1970) equation to determine the sample size for this study in order to achieve a reliable and valid sample. The current study uses a quantitative research method and a deductive approach to determine the effects of different variables of patient satisfaction on Malaysian health tourism. Because the current study's purpose is to uncover and test correlations between variables, the quantitative method is appropriate (Hair et al., 2009). Furthermore, while the bulk of studies on health tourism are qualitative in character and focus on issues related to its conceptualization and description (Lee and Kim 2015; Aydin & Karamehmet, 2017), quantitative studies on the subject are scarce. As a result, thinking quantitatively about this issue is now more critical than ever. This equation's formula is as follows:

$$S = \frac{\chi^2 N p (1 - p)}{e^2 (N - 1) + \chi^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

χ^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

Data Analysis

Three types of data analysis used in this study which descriptive, reliability and Pearson Correlation Analysis. The collected data were analyzed by using Statistical Package for the Social Sciences (SPSS) to determine the relationships between the dependent variable and the independent variables. SPSS is a program window that can be used to create tables and pie charts for data entry and analysis. It is used for the data analysis of this study and performs frequency analysis, descriptive analysis, correlation analysis, and reliability analysis.

FINDINGS

Demographic Analysis

A total of 384 respondents have been collected in this research. From Table 1, majority of respondents were female (52.6 %), age of 21 - 40 years old (47.1 %), Nationality Malaysia (97.9 %), marital single (44 %), current occupation (26 %) and financial income 1,000 MYR – 5,000 MYR Only (40.1 %) respondents.

Table 1: Respondents' Profile

Respondent's Profile	Category	Frequency (N)	Percentage (%)
Gender	Male	182	47.4
	Female	202	52.6
Marital Status	Single	169	44.0
	Married	161	41.9
	Divorced	51	13.3
	Others	3	0.8
Age	20 Years Old Below	63	16.4
	21 – 40 Years Old	181	47.1
	41 – 60 Years Old	113	29.4
	61 Years Old Above	27	7.0
Nationality	Malaysia	376	97.9
	Others	8	2.1
Current Occupation	Unemployed	33	8.6
	Student	100	26.0
	Government	72	18.8
	Private Sector	94	24.5
	Entrepreneur	85	22.1
Financial Income	1,000 MYR Below	126	32.8
	1,000 MYR – 5,000 MYR Only	154	40.1
	5,001 MYR – 10,000 MYR Only	82	21.4
	10,000 MYR Above	22	5.7

Descriptive Analysis

Table 2: The Descriptive Analysis of Factors that Influence the Satisfaction of Health Tourism in Malaysia (N=384)

Item Description	Mean Score	Standard Deviation
IV 1: Cost		
I received a quality medical treatment with reasonable price	2.08	0.651
The medical treatment delivered at superior value	1.94	0.618
The medical treatment received was good value for money	1.98	0.691
The cost of travel for the private treatment are affordable	2.00	0.760
Higher cost needed for a quality treatment	2.01	0.574
IV 2: Service Quality		
The medical staff has good communication skill	2.01	0.574
Medical staff was polite	1.93	0.640
The hospital amenities were conveniently located	1.97	0.650
The hospital has a strong concern on the patient's safety	1.84	0.606
The hospital's alert on patients privacy confidentiality and disclosure	1.90	0.649
IV 3: Motivation		
There are opportunity to combine medical service with a vacation	1.98	0.585
It is great place for relaxation after medical treatment	1.89	0.580
Variety of tourist attractions caused the patients to go for medical treatment	1.92	0.572

I am coming because there are medical treatment	1.90	0.654
Less expensive medical treatment as compared to my country	1.88	0.649
IV 4: Destination Images		
International hospital accreditation	1.96	0.532
High standard level of medical facilities and staff	1.92	0.614
Ease of visa and immigration procedures	1.85	0.610
Tourist safety from crime and terrorist attack	1.84	0.597
No language barriers while travelling in Malaysia. The local can speaks in multiple	1.91	0.584
DV: Satisfaction of Health Tourism in Malaysia		
I feel satisfied with facilities and health care services	2.04	0.607
I am satisfied with overall hospital services	1.93	0.583
I feel satisfied with accommodation services	1.89	0.606
I satisfied with food and beverage services	1.92	0.610
I have intention to recommend to families and friends	1.90	0.600

The number of respondents, mean and standard deviation of the factors that influence satisfaction with health tourism in Malaysia. For the factors, the highest mean is 'I feel satisfied with facilities and health care service', which is (M = 2.04, SD = 0.607). Followed by 'I am satisfied with overall hospital service' (M=1.93, SD=0.583), 'I feel satisfied with accommodation' (M= 1.89, SD= 0.606), 'I feel satisfied with food and beverage' (M= 1.92, SD= 0.610) and lastly 'I have intention to recommend families and friends' which is (M=1.90, SD= 0.600). The mean and standard deviation analysis of the independent and dependent variables, which was cost. The highest value was on item 1 'I received quality medical treatment at a reasonable price,' which is (M = 2.08, SD = 0.651) and the lowest mean value on 'The medical treatment delivered at a superior value' (M = 1.94, SD = 0.618). It is the lowest because some respondents did not receive medical treatment at a superior value. The independent variable service quality. The highest is item 1, which is about 'The medical staff has good communication skills' (M = 2.01, SD = 0.574) and the lowest is accounted for by 'The hospital has a strong concern for the patient's safety' (M = 1.84, SD = 0.606). Some respondents did not agree, because not all hospitals have a strong concern for their patients. The independent variable motivation. For this variable, the highest mean is about 'There is an opportunity to combine medical service with a vacation' (M = 1.98, SD = 0.585). It is the highest among respondents because the idea of combining medical service with vacation is such a great idea to further develop this industry. The lowest item for this variable is about 'Less expensive medical treatment as compared to my country' (M = 1.88, SD = 0.649). The independent variable destination image is shown in Table 4.2.6. For this variable, the highest mean is about 'International hospital accreditation' (M = 1.96, SD = 0.532). "International hospital accreditation" is based on a self-assessment and external peer assessment process used by health care organisations. The lowest item for this variable is about 'Tourist safety from crime and terrorist attack' (M = 1.84, SD = 0.597).

Reliability Analysis

Table 3: The Reliability Analysis of Factors that Influence the Satisfaction of Health Tourism in Malaysia (N=384)

Variable	Number of items	Cronbach's Alpha coefficient	Level of Reliability
Satisfaction of Health Tourism	5	0.832	Very Good
Cost	5	0.858	Very Good

Service Quality	5	0.830	Very Good
Motivation	5	0.795	Good
Destination Image	5	0.834	Very Good

As a result, the coefficients obtained for the questions in the independent variable were reliable. Next, there had five questions of cost in the treatment health tourism. The result of Cronbach's Alpha coefficient that showed in this section is 0.858 which indicated as very good. Thus, the coefficient obtained for the questions in the independent variable were reliable. Furthermore, in measuring the service quality in health tourism, five questions were used. The Cronbach's Alpha result for this section's question was 0.830 which resulted as very good. Therefore, the coefficient obtained for the questions in the dependent variable were reliable. In addition, in variables of the feeling motivation in health tourism, had five questions were used in this study. The Cronbach's Alpha result for this section's question was 0.795 which resulted as good. Therefore, the coefficient obtained for the questions in the dependent variable were reliable. Last but not least, the variable of destination also had five questions. The Cronbach's Alpha result for this section's question was 0.834 which resulted as very good. Therefore, the coefficient obtained for the questions in dependent variable were reliable. The surveys are highly reliable, and the study can continue, because the Cronbach's Alpha charge for the variables exceeded 0.7. Overall, the respondent's understanding of the questions was high, demonstrating that the questionnaires were adequate for this study.

Pearson Correlation Analysis

Table 4: The Pearson Correlation Analysis of Factors that Influence the Satisfaction of Health Tourism in Malaysia (N=384)

Independent Variables	Hypothesis	p Value	Interpretation	Significant level	Results (Supported/ Not Supported)
Cost	H ₁ : There is a relationship between cost and patient satisfaction of health tourism in Malaysia	0.673	Low degree	0.01	H ₁ is supported
Service Quality	H ₂ : There is a relationship between service quality and patient satisfaction of health tourism in Malaysia.	0.750	Low degree	0.01	H ₂ is supported
Motivation	H ₃ : There is a relationship between motivation and patient satisfaction of health tourism in Malaysia.	0.646	Low degree	0.01	H ₃ is supported
Destination Image	H ₄ : There is a relationship between destination image and patient	0.731	Low degree	0.01	H ₄ is supported

For hypothesis 1, the p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.673 suggested a moderate positive correlation between cost and satisfaction of health tourism. For hypothesis 2, the p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.750 suggested a moderate positive correlation between service quality and satisfaction of health tourism in Malaysia. For hypothesis 3, the p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.646 suggested a moderate positive correlation between motivation and satisfaction of health tourism. For hypothesis 4 the p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.731 suggested a moderate positive correlation between destination image and satisfaction of health tourism.

DISCUSSION & RECOMMENDATIONS

The study's goal, based on the discussion, is to determine the relationship between patient satisfaction with health tourism and cost, service quality, motivation, and destination images. The findings show that there is a significant relationship between patient satisfaction with health tourism and cost, service quality, motivation, and destination images, according to the findings of the researcher's study. According to previous research, there is a link between factors like cost, service quality, motivation, and destination images and patient satisfaction in Malaysian health tourism. Furthermore, all factors of weak and moderate negative correlation score for correlation strength were calculated using the Pearson Coefficient value of the study for this research. There are several effects of value changes of tourists or customer's perceptions of the health environment such as the way they communicate or the services provided. Some of the factors that influence tourists' motivation to enjoy good health in Malaysia. When tourists visit Malaysia, they are often unaware that they can enhance their health. (Calle Poeta Joan Maragall, R. d., 2018).

Recommendations for additional research into recommendations, particularly those made by competent entities. Researchers can use the method of face-to-face questionnaire distribution to successfully collect data. This is simpler because the researcher can encourage respondents to take their time filling out the questionnaire and assist them if there are any questions they don't understand. Furthermore, researchers can utilise Google Form as one of the data collecting mediums. This is because employing this method saves time and allows for faster gathering results. Next, I propose using the interview method as one of the data collection methods in future studies. . The word "health tourism" refers to a variety of activities that can be combined with leisure and relaxation in a specific region, including healthcare, health evaluations, and surgery, as well as beauty, health spas, cures, rehabilitation, and convalescence (Helmy1, 2011).

CONCLUSION

In conclusion, this study has been accomplished to discover the factor that influenced the satisfaction health tourism in Malaysia. The independent variables are cost, motivation, service quality and destination images have been chosen to examine their relationship with the .dependent variable which is the factor that influenced the satisfaction health tourism in Malaysia. A total of 384 respondent from age 20 years old and above were selected from all states in Malaysia and International Overall based on Pearson's correlation analysis the cost factor scored a value of 0.673 followed by service quality with 0.750, motivation with 0.646 and destination images with 0.731. The data obtained from the questionnaire were evaluated

by a software program using the Statistical Package for Social Science (SPSS). The independent variables have officially significant with the main dependent variable is satisfaction. Summary of the results based on data analysis. Therefore, all of the hypothesis (H1, H2, H3 and H4) stated were accepted. In addition, the limitations and recommendations while conducting this research of study also include those that can be used for further study.

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