

TRUST CONSEQUENCES FOR MEDICAL TOURISM

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TRUST CONSEQUENCES FOR MEDICAL TOURISM

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Abstract

The purpose of this study is to identify the extent of the potential development of medical services in hospitals with the concept of medical tourism that can be applied in Indonesia. The research design used in this study is a quantitative method of causality, which was conducted by an online survey of 100 outpatients who had their health checked in hospitals in Indonesia. The sampling technique was done by purposive non random sampling. Data analysis techniques are performed using Partial Least Square.

The results of this study, it was shown that the patient's trust influenced the recommendations made by patients who had previously taken medical treatment at hospitals in Indonesia categorized as having tourist facilities in the hospital area where patients were treated, such as in Surabaya, Yogyakarta and Jakarta with international standard facilities and at the same time have medical equipment that is not inferior to overseas hospitals. In addition, the trust of the patients also affected the intention to revisit at hospitals in Indonesia compared to abroad such as Malaysia, where the hospital was the same place where the patient had previously performed a health check.

Keywords : Trust, Recommendation, Intention to Revisit, Medical Tourism

1. Introduction

Medical tourism has grown rapidly and international health care has become a global industry [1]. Med-tour is the act of seeking medical services in a foreign country, as a process by which medical tourists (med-tourists) visit places with the purpose of healing and relaxation [2]. According to Transparency Market Research 2013, the global medical tourism market is expected to reach US \$ 33 billion by the end of 2019. Asia is one of the first movers in this field, which positions itself competitively in the global medical tourism market in terms of affordable medical care and high quality. In Asia, Thailand, Singapore and India it has been recognized as the three leading medical tourism destinations with the ambition to control more than 80% of the Asian medical tourism market in the future [3]. Therefore Indonesia has a great opportunity to have a large market in the field of medical tourism but Malaysia is still above Indonesia. Thus, it is important to do this research so that hospitals and related institutions in Indonesia can develop better and be able to become targets for domestic and foreign residents in checking their health.

The old saying: "travel is the best medicine," is very appropriate given the advances in the medical industry and the opportunity to travel to various countries to receive medical treatment [4]. Medical tourism is growing rapidly and international health care has become a global industry. Medical tourism is the act of tourists seeking medical services in foreign countries with the aim of healing and relaxation. Asia is one of the first movers to position

competitively in the global medical tourism market in things that are affordable and high quality care.

When this new pattern emerges from the goal of patients doing health care, patients from developed countries travel to seek medical services in developing countries such as India, Thailand, Malaysia, Chile, Argentina, Philippines, Jordan, South Africa, and others. These countries offer state-of-the-art technology and facilities, employ specialist doctors and health care services on the spot for a small fee. Other factors include financial mobility, free trade, technological advancements, cheap transportation, more resources, and faster communication. Patients who cannot get quick access to services because of limited insurance policies, long waiting times, and unavailable treatment options encourage travel abroad to get the treatment they want [5]. The number of specialist doctors from Indonesia being medical experts in hospitals abroad, and various natural beauty in Indonesia will be able to make Indonesia as one of the countries in Asia the opportunity to have a large market. But so far Malaysia is still above Indonesia.

Therefore, it is important to do this research to compare medical tourism-based medical service development models so that hospitals and related institutions in Indonesia can develop better and be able to be targeted for domestic and foreign residents in their health checks and for the government, need to make efforts to reduce the tendency of Indonesian citizens to seek treatment abroad.

2. Literatures

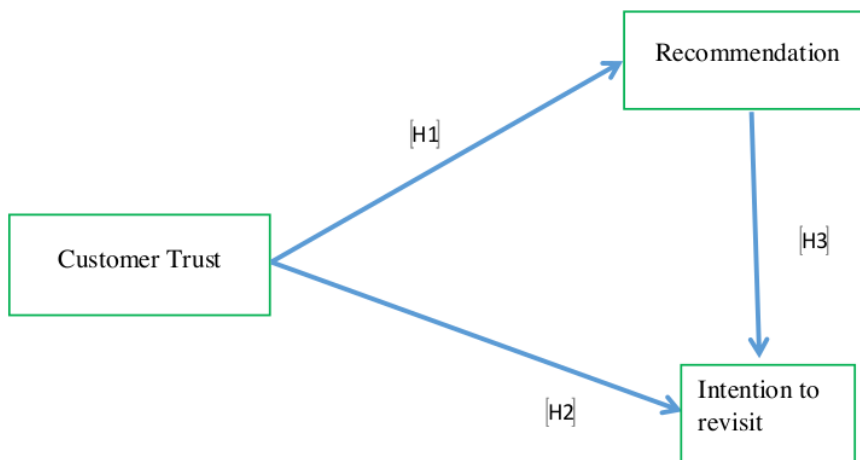
2.1 Trust

Trust has been defined in various ways across disciplines, the difference in the definition of trust lies on the tradition of discipline and its assumptions used by different scholars. Consumer confidence (customer trust) is a coordination important to support performance companies in the competition environment marketing and can contribute to relationship loyalty, therefore Consumer trust (customer trust) already started to be built in marketing company called Front Line Employees (FLEs) and Management Policies and Practices (MPPs). This indicates its importance consumer confidence in strategy marketing to get an edge compete from market competition. Without trust a relationship will not last in the long run long time. Trust is defined as a willingness to lean to trusted business partners.

2.2 Medical Tourism

Medical tourism is shaped by the interactions of political, medical, legal and social forces of inside a destination [6]. According to De Arellano, prospering in the medical industry paves the way to increased gross domestic product; improves service sectors, foreign exchange and trade balance, and elevates tourism portfolio. Medical tourism, which is “the organized travel outside one’s natural healthcare jurisdiction for the enhancement or restoration of the individual’s health through medical intervention” [7]. Connell has defined medical tourism as: “the phenomenon of people travelling from their usual country of residence to another country with the expressed purpose of accessing medical treatment”.

Model Analisis



3. Method

The research design used in this study is a quantitative method of causality, which was conducted by an online survey of 100 outpatients who had their health checked in hospitals in Indonesia. The sampling technique was done by purposive non random sampling. Data analysis techniques are performed using Partial Least Square.

4. Results and Discussion

Table 1. Value of Coefficient of Determination

Variable	R Square
Recommendation	0.640415
Intention to Revisit	0.893049

Based on the above table, it is known that R square for recommendation variable is 0.640 which means recommendation influenced by trust equal to 64,0%. While for intention to revisit having R square equal to 0,893 means this variable influenced by recommendation equal to 89,3%.

Table 2. Value of Coefficient of Parameter

Relationship between Variables	Original Sample Estimate (O)	Explanation
Trust -> Recommendation	0.790446	Positive
Trust -> Intention to revisit	0.474493	Positive
Recommendation -> Intention to revisit	0.558610	Positive

Based on the result of coefficient of parameter above, then it can be interpreted as follows:

1. The amount of estimate coefficient of the trust of recommendation is 0.790446. The coefficient is marked positive that if the higher trust of owned by patients, the higher the recommendation that is owned by patients, and vice versa.
2. The magnitude of the estimate coefficient of recommendation on intention to revisit is 0.558610. The coefficient is marked positive that if the higher the recommendation owned by the patient the higher the intention to revisit obtained by the patient, and vice versa.
3. The magnitude of the estimate coefficient of the work ethic of Islam on intention to revisit is 0.474493. The coefficient is marked positive that if the higher trust applied by the patient the higher the intention to revisit obtained by the employee and vice versa, the lower the trust of patient applied by the patients the lower the intention to revisit obtained by the patients.

Table 3. Estimation of Path Coefficient

Relationship between Variables	t Statistics (IO/STERRI)	Explanation
Trusts -> Recommendation	7.904587	Significant
Trusts -> Intention to revisit	3.118806	Significant
Recommendation -> Intention to revisit	2.873409	Significant

The results showed that the trust has a significant influence on recommendation with the value of t count $7.904587 > 1.96$. This suggests that the first hypothesis is acceptable and states that there is a positive influence between the trust and recommendation.

The results showed that the trust has a significant influence on intention to revisit with the value of t count $3.118806 > 1.96$. This suggests that the second hypothesis is acceptable and states that there is a positive influence between the trust and intention to revisit.

The results showed that the recommendation has a significant influence on intention to revisit with the value of t count $2.873409 > 1.96$. This suggests that the third hypothesis is acceptable and states that there is a positive influence between the recommendation and intention to revisit.

5. Conclusion

Based on the results of this study, it was shown that the patient's trust influenced the recommendations made by patients who had previously taken medical treatment at hospitals in Indonesia categorized as having tourist facilities in the hospital area where patients were treated, such as in Surabaya, Yogyakarta and Jakarta with international standard facilities and at the same time have medical equipment that is not inferior to overseas hospitals. In addition, the trust of the patients also affected the intention to revisit at hospitals in Indonesia compared to abroad such as Malaysia, where the hospital was the same place where the patient had previously performed a health check.

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PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6
