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ANTECEDENTS OF JABODETABEK PATIENT' INTENTION TO SEEK MEDICAL TREATMENT ABROAD

[1]Ellen Viana, [2]Rudy Pramono
[1,2] Faculty of Business Economics, University Pelita Harapan

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E-mail:
vianaellen31@gmail.com

ABSTRACT

Approximately there are two thousand Indonesian people chose to travel abroad for health care treatment and causing 165 trillion rupiahs of state foreign exchange to flow abroad. The aim of this study is to seek the antecedent of Indonesian people in choosing treatment abroad using the theory of planned behaviour, electronic word of mouth (eWOM), and physical environment as the basis of the analysis and hypothesis development. This study was conducted quantitatively with a cross-sectional study design. The model used is a modification of previous studies and then tested on a population of people aged over 18 years and living in JABODETABEK. Sampling was done by purposive sampling method and obtained as many as 145 respondents. Partial least squares–structural equation modelling (PLS-SEM) is the analytical method used in this study, and the result shows that there is a positive influence between attitude, subjective norms, perceived behaviour control, eWOM, and physical environment on visit intention. Attitude and eWOM are the most important things in influencing someone to seek treatment abroad whereas a domestic hospital can increase public trust in healthcare in Indonesia by using online platforms to communicate.

1. INTRODUCTION

Everyone has the right to get the best health services in the country and abroad. In 2016 the net worth of worldwide medical tourism was $61.172 billion and is expected to increase to $165.3 billion by 2023 (Hwang, 2018). Indonesian President Joko Widodo stated that almost two million Indonesians chose to seek treatment abroad, of which approximately one million people sought treatment in Malaysia, 750 thousand sought treatments in Singapore, and the rest sought treatment in Japan, the United States, Germany, and others. He also said that as much as 165 trillion rupiah of Indonesian foreign exchange flowed abroad due to the large number of people seeking treatment abroad (Ismail, 2023). Most people choose to seek treatment abroad for plastic surgery, heart surgery, surgery related to orthopedic problems, dental, bariatric, and operations related to reproductive organs (Gaines, 2019; Hwang 2018).
One of the efforts to increase public confidence in seeking treatment in Indonesia is to improve facilities and services on par with international standards, but in fact, Indonesia still has a deficit of international standard hospitals. Currently, there are only 23 Indonesian hospitals accredited by Joint Commission International (JCI), and 15 out of 23 hospitals are in JABODETABEK area (JCI, 2023). Based on these data we can see that the awareness of hospitals in the JABODETABEK area is high enough to obtain international standard certification in order to attract patients in Jakarta and its surroundings to seek treatment at domestic hospitals.

The era of digitalization has made it easy for people to get the information. EWOM is electronic communication which can be in the form of information or reviews of the products and services offered. This information can eliminate doubts that arise and feel more secure about the security of the products and services being offered (Martillla, 1971). With this information, it will also increase the attractiveness of individuals to do medical tours (Zarei A., Maleki F. 2018).

Based on the description above, the researcher wants to examine the factors that cause people choose to seek medical treatment abroad using the theory of planned behavior, eWOM, and physical environment approaches. Several studies have analyzed the relationship between planned behavior, eWOM, and the physical environment on medical tourism visit intention (Saragih et al, 2019; Chaulagain S et al, 2020; Na S.A. et al, 2016; Abubakar A.M. et al 2017; Abubakar A.M, et al. al 2016; Woo S. et al, 2021; Lacap J.P. et al, 2022). However, no research has been found that examines all variables simultaneously, so researchers are interested in proposing a research model by connecting the independent theory of

planned behavior, eWOM, and physical environment variables with the dependent variable of medical tourism visit intention. The research will focus on people who live in JABODETABEK, considering that the largest number of internationally accredited hospitals are in that area.

2. LITERATURE REVIEW

Medical Tourism

Medical tourism is an act in which a person visits another country with the aim of seeking health services. (Reed 2008, Beland 2018). Many factors are related to the reasons why patients seek treatment in other countries, including costs and the desire to take a vacation at the same time (Gaenes 2019) Most medical tourism performs plastic surgery, heart surgery, operations related to orthopedic, dental, bariatric, and operations related to reproductive organs. Countries that are quite popular for medical tourism to visit are Argentina, Brazil, Costa Rica, Cuba, Dominican Republic, Mexico, and Pakistan, and in Asia, there are India, Malaysia, Singapore, Thailand, and South Korea (Gaines, 2019; Hwang, 2018; Cham, 2020).

Theory of Planned-Based Behaviour and Visit Intention

The theory of planned behavior (TPB) relates to theories for predicting one's behavior in making decisions. There are 3 variables that determine an individual's behavior, namely attitude, subjective norms, and perceived behavior control (Ajzen, 1991). Attitude can be defined as a person's mindset or assessment of something that can support or oppose carrying out a specific behavior which can also be caused by one's experience or temperament (Na et al, 2016; Borkowski, 2005). While subjective norms are defined as social pressures to carry out or not carry out a behavior (Ajzen 1991). On the other hand, perceived behavior control is a person's perception of the ability and feelings to control a situation, where the control comes from the experience of events or the results of previous actions (Ajzen, 1991; Ham et al, 2015). Several journals state that there is a positive relationship between attitude, subjective norms, and perceived behavior control on individual behavior in choosing a place for treatment (Chaulagain S, 2020; Saragih HS, 2019; and Na S.A., 2016).

H1: Attitude has a positive effect on visit intention
H2: Subjective norms has a positive effect on visit intention
H3: Perceived behaviour control has a positive effect on visit intention

Electronic Word of Mouth and Visit Intention

EWOM is defined as a positive or negative statement made by a prospective buyer, current buyer, or previous customer regarding the products or services provided by a company using the Internet (Hennig-Thurau et al, 2004). WOM is the most effective way to sell newly launched products or services. (Arndt, 1967). Trust in the products offered through WOM can have a positive effect on purchasing decisions (Abubakar & Ilkan, 2016). Positive opinions written online also can increase a person's probability of buying, whereas negative opinions will decrease a person's probability of buying. (Arndt, 1967). Several journals discuss the effect of eWOM on increasing the intention to travel or revisit tourist destinations from an individual (Nechoud et al, 2021; Filieri R., et al, 2021; Doosti S., 2016).

H4: eWOM has a positive effect on visit intention

Physical Environment and Visit Intention

In life apart from the existence of living things, there must be an environment that supports the life of every creature. The physical environment or the living environment is defined as the surrounding environment in which living things interact, where organisms and the environment mutually influence life (Jokl, 1961). The environment included in the physical environment includes indoor and outdoor conditions, or an environment for work or entertainment (Jokl, 1961). So, it is important to understand how individual behavior can change with perceptions of their surroundings (Ryu, et al, 2012). Meanwhile, according to Ryu et al (2012), apart from the attractiveness of functional facilities and layout, the atmosphere, room smell, and lighting also have a positive effect on individual behavior (Lacap J.P. & Alfonso K.J, 2022). Cleanliness is also an important factor in attracting customers (Lee S.Y & Kim J.H, 2014; Woo S, 2021). According to Woo (2021), additional facilities besides hospital services also have a positive relationship with patient visits (Woo S, 2021). There are many journals that state that customer satisfaction is related to the intention to visit individuals. Some of the important indicator variables are the attractiveness of the facility, functional layout, atmosphere, cleanliness, and availability of additional facilities. (Lacap & Alfonso, 2022; Woo S, 2021; Lee S.Y & Kim J.H, 2014; Ryu K., Jang S.C, 2008).

H5: Physical environment has a positive effect on visit intention

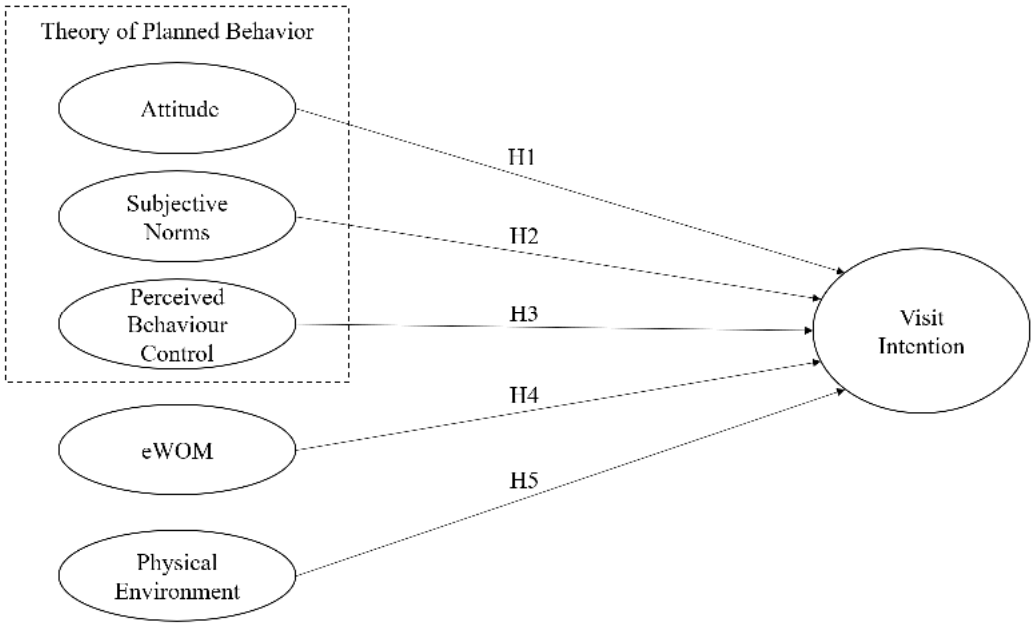

Figure 1. Research Model

3. METHOD

This study was conducted quantitatively with a cross-sectional study design (Bougie & Sekaran, 2020). The model used is a modification of previous studies and then tested on a population of people aged over 18 years, living in JABODETABEK, and having experience in seeking treatment abroad for themselves or family members. This study will analyze the influence of the independent variables, namely attitude, subjective norms, perceived behavior control, eWOM, and the physical environment on the dependent variable visit intention. There are dimensions in the independent physical environment variables, namely aesthetic facility, facility layout, ambiance, cleanliness, and auxiliary facilities.

Determining the number of samples in this study was carried out using the power analysis method with the help of the G*Power 3.1.9.7 application (Serdar. S., 2021). After calculations, the minimum sample in this study was 138 samples. Side panel sampling was done by purposive sampling method and obtained as many as 145 respondents (Bougie & Sekaran, 2020).

The questionnaire was adapted from the previous studies and modified into the study model, and translated into the local language to make it easier to understand. The questionnaire used a six-scale Likert scale including (1) strongly disagree, (2) disagree, (3) slightly disagree, (4) slightly agree, (5) agree, and (6) strongly agree (Bernstein, 2019). The theory of planned behaviour question was adapted from Saragih (2019); electronic word of mouth was adapted from Sachse, S (2022); and physical environment was adapted from Lacap J.P & Alfonso K.J (2022), Lee S. Y & Kim J.H (2014), and Woo S. (2021).

Analysis was done using PLS-SEM which includes outer and inner model calculations. The validation and reliability of the model will be analyzed using the outer model. There are four items in analyzing the outer model which are convergent validity, discriminant validity, composite reliability, and Cronbach alpha. The dimension in physical environment variable had to be asses using the measurement of higher order reflective formative construct. Furthermore, the inner model is then tested starting with the search for collinearity using the variance inflation factor (VIF), then using the R-square to look at the effect of exogenous variables on the endogenous. Then using the bootstrapping technique to find the significance of the hypothesis made from the study model (Hair et al, 2019)

4. RESULT AND DISCUSSION

Sampling in the study took place from 25 March until 19 April 2023, and within that period researcher manage to collect 150 respondents. Through data cleaning obtained 145 samples that can be used in the analysis. The socio–demographic profile of the respondent is reflected in Table 1. Most of the respondent was aged between 26 – 35 years old (48%), female (64%), 94% was university graduates, 54% worked in a private sector company, and 40% of the respondent had 10.000.000 – 20.000.000

rupiahs monthly income. The favorite countries to become respondents' destinations are Malaysia (81) and Singapore (74), where most of the respondents went there for medical check-up.

Table 1. Demographic Characteristics of the Respondents

Demographic Factors	Frequency	Percent (%)
Age		
18 – 25	19	13
26 – 35	68	48
36 – 45	38	26
46 – 55	18	12
56 – 65	2	1
Sex		
Male	52	36
Female	93	64
Educational background		
Junior high school	1	1
High school	1	1
Diploma 3	7	4
University	136	94
Occupation		
Student	10	6
private sector worker	76	54
entrepreneur	29	20
others	30	20
Monthly income (Rupiahs)		
< 10.000.000	34	23
10.000.000 – 20.000.000	56	40
20.000.000 – 30.000.000	29	20
30.000.000 – 50.000.000	20	13
50.000.000 – 100.000.000	6	4
Destination Country		
Malaysia	81	
Singapore	74	
Thailand	26	
Philippine	4	
Vietnam	1	
Taiwan	3	
Korea	1	
Treatment purposes		
Medical Check-up	73	
Cardiology problem	28	
Orthopedic problem	20	
Neurology problem	18	
Plastic surgery	16	
Reproductive system problem	16	
Cancer treatment	12	
Organ transplant	4	
Gastrointestinal problem	4	
Ophthalmology problem	3	
Thyroid problem	2	
Autoimmune problem	1	
Nephrology problem	1	
Dental problem	1	

A. Outer Model

Figure 2 represents the outer loading of the first-order reflective construct, where all indicators are considered as valid as the outer loading score above 0.708. The convergent validity was analyzed using

the average variance extracted or AVE, with a score above 0.5 indicating that all of the construct items are valid. Where this study found that all of the AVE is above 0.5 as seen in Table 2.

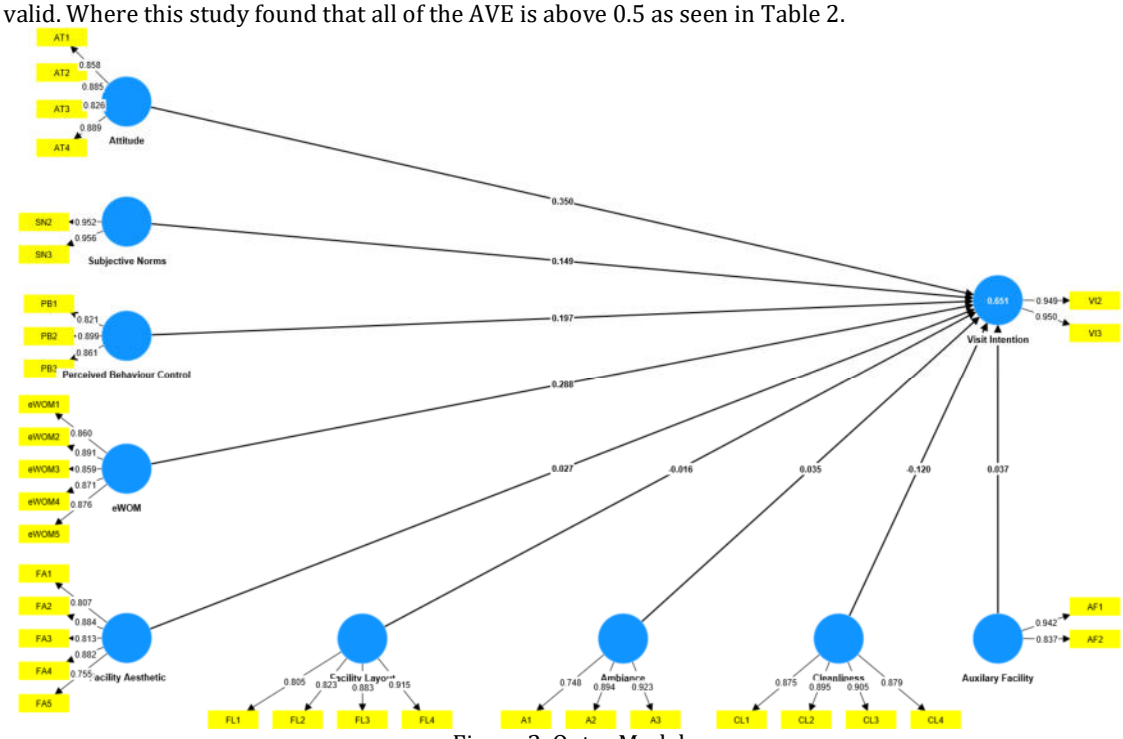

Figure 2. Outer Model

Table 2. Convergent Validity

	Average variance extracted (AVE)
Ambiance	0.737
Attitude	0.748
Auxiliary facility	0.794
Cleanliness	0.790
Facility Aesthetic	0.688
Facility layout	0.736
Perceive Behaviour Control	0.741
Subjective Norms	0.910
Visit Intention	0.901
eWOM	0.760

Discriminant validity is used to assess whether the constructed variable has the sufficient discriminant ability, where the intended construct loading value is compared to other construct loading values (Hair et al, 2019). The heterotrait-Monotrait ratio or HTMT ratio is used to look for the discriminant validity with the desired score to be below 0.90, and from Table 3 it can be seen that this study is well discriminated to measure the variable.

Table 3. Discriminant Validity

	A	AT	AF	CL	FA	FL	PB	SN	VI	eWOM
A										
AT	0.109									
AF	0.345	0.388								
CL	0.678	0.138	0.507							
FA	0.436	0.226	0.459	0.334						
FL	0.657	0.258	0.481	0.650	0.585					
PB	0.267	0.701	0.314	0.230	0.296	0.348				
SN	0.205	0.583	0.229	0.225	0.216	0.163	0.713			
VI	0.184	0.789	0.311	0.149	0.307	0.263	0.761	0.643		

eWOM	0.365	0.608	0.281	0.409	0.447	0.465	0.628	0.491	0.700

*A: Ambience; AT: Attitude; AF: Auxiliary facility; CL: Cleanliness; FA: Facility aesthetic; FL: Facility layout; PB: Perceived behaviour control; SN: Subjective norms; VI: Visit intention; eWOM: electronic word of mouth

Table 4. Construct Reliability

	Cronbach's alpha	Composite reliability
Ambiance	0.829	0.893
Attitude	0.888	0.922
Auxiliary facility	0.753	0.885
Cleanliness	0.911	0.938
Facility Aesthetic	0.886	0.917
Facility layout	0.882	0.917
Perceived Behaviour Control	0.825	0.895
Subjective Norms	0.901	0.953
Visit Intention	0.890	0.948
eWOM	0.921	0.940

Then the reliability test was analyzed using Cronbach Alpha with a score above 0.70 and composite reliability with a score below 0.95 (Hair et al, 2019). In this study, all of the variables used are reliable which means that the instrument used is accurate and consistent (Table 4).

Table 5. Measurement Model Assessment for Formative Higher Order Construct

Higher Order Construct	Lower Order Construct	Outer weight	T statistics	P values	Outer loadings	VIF
Physical Environment	FA	0.456	1.880	0.030	0.809	1.462
	FL	0.456	0.968	0.167	0.708	1.972
	A	0.151	0.455	0.325	0.501	1.760
	CL	-0.245	0.739	0.230	0.398	1.963
	AF	0.545	2.222	0.013	0.786	1.352

The physical environment is a dimension that is analyzed using the higher-order construct method, where the dimensions consist of facility aesthetic, facility layout, ambiance, cleanliness, and auxiliary facility. According to Table 5, all of the dimensions are valid and do not have collinearity, but based on the p-value score the ambiance and cleanliness do not have any significance in this study.

B. Inner Model

According to the measurement, the R-square is 0.642, which means that 64% of the variable (attitude, subjective norms, perceived behaviour control, eWOM, and physical environment) can explain the visit intention variable, on the other hand, the rest 36% was explained using other variable that not used in this study.

Table 6. Hypothesis testing

	Hypothesis	Path Coefficient	T statistics (|O/STDEV|)	P values	Interpretation
H1	Attitude → Visit Intention	0.370	4.301	0.000	Supported
H2	Subjective norms → Visit Intention	0.142	1.483	0.069	unsupported
H3	Perceived Behaviour → Visit Intention	0.198	2.591	0.005	Supported
H4	eWOM → Visit Intention	0.252	2.801	0.003	supported
H5	Physical Environment → Visit Intention	0.018	0.257	0.398	unsupported

There is a significant effect if the T statistic value is above the T-table score (1.645) at a significant threshold of 5% or a p-value of 0.05. Then the path coefficient will indicate whether the impact of the variable has a positive or negative impact on the dependent variable.

The first hypothesis with the statement attitude has a positive effect on visit intention was supported in this study, where the value of the T-statistic was 4.301, the p-value 0.00, and the path coefficient 0.370. Then the third hypothesis with the statement that perceived behaviour control has a positive effect on visit intention was also supported in this study, where the value of the T-statistic was 2.591, the p-value 0.005, and the path coefficient 0.198. These findings are in accordance with previous research by Saragih (2019), Chaulagain (2020), and Na S.A (2016).

The fourth hypothesis with the statement for eWOM has a positive effect on visit intention was supported in this study, where the value of the T-statistic was 2.801, the p-value 0.003, and the path coefficient 0.252. These findings are in accordance with previous research by Abubakar A.M, et al (2017) and Abubakar A.M (2016).

On the other hand, the second hypothesis where the subjective norms have a positive effect on visit intention(T-statistic was 1.483, the p-value 0.069, and the path coefficient 0.142), and the fifth hypothesis the physical environment has a positive effect on visit intention (T-statistic was 0.257, the p-value 0.398, and the path coefficient 0.018) is in line with the previous studies by Saragih (2019), Chaulagain (2020), Na S.A (2016), Woo S. (2021), and Lacap J.P (2022) but according to the T-statistics and P-value, this variable is not significant.

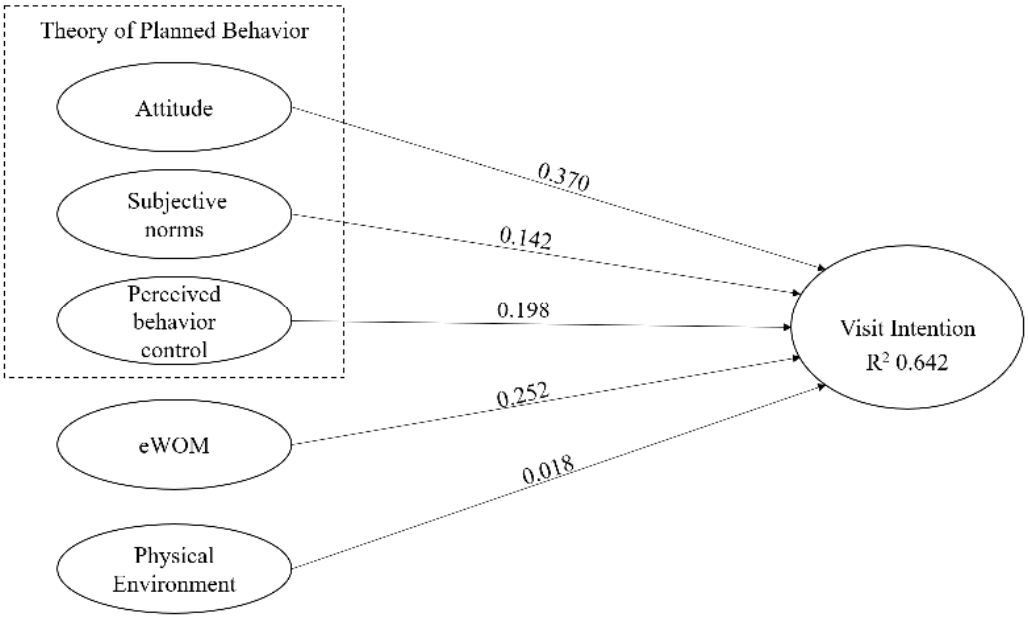

Figure 3. Final Model

C. Importance Performance Map Analysis (IPMA)

The performance of the constructs and indicators can be assessed and provides more accurate and precise managerial implications, IPMA unstandardized effects are used to interpret the predecessor constructs to the target constructs, or also called ceteris paribus (Hair et al., 2021)

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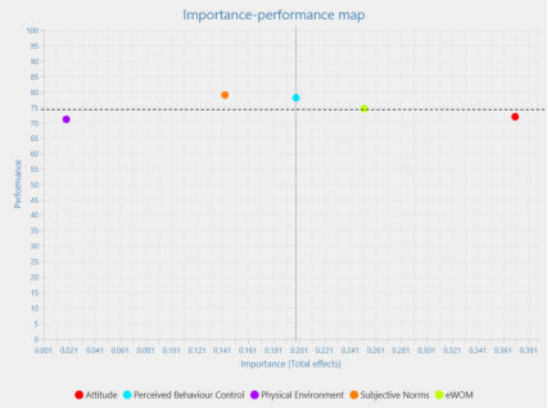

Figure 4. Construct IPMA Analysis

Figure 5. Indicator IPMA Analysis

Based on Figure 4 Attitude is a construct that has the highest importance in increasing a person's motivation to seek treatment abroad, but the motivational performance is still low. While the second highest is eWOM where the effect of online socialization is also an important thing in making someone want to seek treatment abroad, but still have poor performance. According to Figure 5, the attitude can be explained by the fact that many patients feel that going abroad for treatment is unprofitable, not a wise decision, and unpleasant, in other words, it can make treatment in Indonesia have a positive value based on one's perception of treatment abroad. Then, EWOM indicator analysis also can be used as an input to hospitals to improve online communication by creating an adequate and easy consultation system and improving hospital facilities and services so that they get positive online reviews. Positive online reviews can influence a person in making choices in treatment (Cham et al, 2021).

5. CONCLUSION

This study found that attitude, subjective norms, perceived behaviour control, electronic word of mouth, and physical environment all have a positive effect on people's intention to travel abroad and seek healthcare services. Of all the variables studied, subjective norms and physical environment are not significant in influencing people's intentions in medical tourism for the JABODETABEK population.

Attitude is the most important aspect that influences people where it can be described that someone will decide to seek treatment based on thoughts or perceptions and the resources they have. According to the sample population, seeking treatment abroad is unprofitable, not a wise decision, and not pleasant, in other words, their decision to seek treatment in Indonesia can still be maintained. A pleasant experience that a hospital gives also can increase someone's perspective toward the hospital.

Electronic word of mouth is also important in influencing people to seek healthcare aboard. Based on these findings domestic hospital managers can improve their communication online in order to bind the Indonesian people to seek treatment within the country. What can be improved is having online reviews or good impressions of online treatment, other people's impressions can influence a person's view and perception of the place of treatment they will choose. In addition, providing complete information can help them choose a place for treatment.

Some limitations did not escape from this research that has been completed, where the sample size of 145 is relatively small to be able to describe the attitude of the Indonesian people. Additionally, this study was only conducted in JABODETABEK which also limited the perspective of people. Through this limitation, the researcher suggests that the next researcher can conduct research on a larger scale which increases the number of samples and research locations so that it can better describe the perceptions of the Indonesian people in choosing to seek treatment abroad.

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