FACTORS INFLUENCING CHOICE DECISION OF FOREIGN PATIENTS TOWARDS MEDICAL TOURISM IN BANGKOK, THAILAND: A CASE STUDY OF BANGKOK HOSPITAL, BUMRUNGRAD INTERNATIONAL HOSPITAL, SAMITIVEJ HOSPITAL

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Factors Influencing Choice Decision of Foreign Patients towards Medical Tourism in Bangkok, Thailand. A case study of Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (109 pp.)

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ABSTRACT

This study will focus on the 7P's marketing mix, perceived value, perceived service quality, perceived risk, expertise, tourist attractions, entertainment facilities, word of mouth, sources of information, medical security, immigration advantages, insurance to affecting choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital, and will focus on medical tourism in Bangkok, Thailand only. The research is survey research by the sample group was foreign patients' decision in medical tourism in Bangkok, Thailand, among the three hospitals which are Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital, use questionnaire for the sample group total 400 respondents.

Keywords: medical tourism, Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital

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CHAPTER 1

INTRODUCTION

For this chapter of the research study, the author covers the background relates to subject of the research study that is choice decision of foreign patients towards medical tourism in Bangkok, Thailand. A case study of Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. Moreover, this chapter is explained about problem statement, intention and reason for study, research objectives, scope of study, benefit of study, definition of variables

1.1 Background

Medical tourism as a niche has emerged from the rapid growth of what has become an industry, where people travel often long distances to overseas countries to obtain medical, dental and surgical care while simultaneously being holidaymakers, in a more conventional sense (Farhad and Mohammad, 2011). Medical tourism is becoming an increasingly popular option for patients looking to access procedures (typically via out-of-pocket payment) that are seemingly unavailable to them in their home countries due to lack of affordability, lack of availability, and/or lengthy waiting lists, among other reasons (Alsharif, et al, 2010). People wishing to access procedures such as cardiac, orthopedic, dental, and plastic surgeries are going to key destination countries known to provide care for international patients. Medical tourism enables patients to quickly and

conveniently receive medical services through travel, at lower prices and, oftentimes, at better quality than they could in their native countries. The reasons patients travel for treatment vary (Bookman, et al, 2007). Medical tourism combines medicine with tourism, encouraging patients to seek medical services while traveling for relaxation and leisure and have emerged as one of the fastest growing areas of academic research interest in both tourism and health studies (Heung, et al, 2011). Medical tourism involves not only going overseas for medical treatment, but also the search for destinations that have the most technical proficiency and which provide it at the most competitive prices.

With the recent progress in the society, the improved standard of living has led to an increased interest in healthy living (Marlowe and Sullivan, 2007). Also, there is an increased interest in medical tourism which combines the concept of tourism with medical treatment. The concept of medical tourism has been discussed since the late 20th century and it has been recognized as a strategic industry by each country since the year 2000. Recently, the growth in medical tourism has been brisk in developing countries such as India and Thailand. Assuming that Singapore is a leading destination for medical tourism and supposing that it is at a full level of 100%, international competitiveness of the medical tourism industry was evaluated at a level of 88% in South Korea, 84% in Malaysia, and 64% in Thailand.

Thailand has been one of the most popular tourism destinations in Asia for many years, with most tourists coming from East Asia and Europe (Monetary Policy Group, 2009). Tourism has thus played a major role in the social and economic development of Thailand over several decades; indeed, during this period, the tourist sector has been the

third-largest contributor to the gross domestic product (GDP) of Thailand. Thailand has actively marketed itself as a destination in the leisure tourism market. The two major public agencies that are responsible for tourism promotion are the Tourism Authority of Thailand and the newly established Ministry of Tourism and Sports. As a result of this active promotion, Thailand has established itself as a preferred destination in both the leisure market and the business travel market. Despite this success, Thai tourism has been negatively affected in recent years by several adverse factors—including internal political instability, disease epidemics, natural disasters, and international conflicts with neighboring countries. In response to these developments, the Thai government has sought to sustain tourism by actively working with the private sector to promote domestic tourism to compensate for the loss of revenue that has resulted from a sharp drop in international arrivals.

Thailand has noted the increasing number of people from developed countries who seek to receive medical treatment abroad because medical expenses in their home countries are so high and waiting lists are often long. As a consequence, many developing countries, including Thailand, have recognized the potential of this market and are seeking to capitalize on advances in their own medical services and their inherent cost advantages compared with developed economies. Thailand has thus envisaged itself as a medical tourism hub of Asia and has officially placed this aspiration on its national agenda Office of the Economic and Social Development Board. In this regard, various government entities have been increasingly cooperating with private health-care providers to promote the country in the international medical tourism market.

Introduction of Bangkok Hospital

Bangkok Hospital was established in 1972 as one of the first private hospitals in Thailand. Over the past 40 years Bangkok Hospital have expanded its operations to become a tertiary care facility with dedicated hospitals for cancer and cardiology. At Bangkok Hospital, offer the full complement of diagnosis, treatment, and rehabilitation services, with specialists in all major fields of healthcare, but what sets it apart from other hospitals is its dedication to specialized tertiary care. Services and treatment processes are internationally certified by the Joint Commission International, one of the largest and most respected accreditation agencies for healthcare.

A testament to Bangkok Hospital commitment to quality service for international patients, the hospital provides a team of knowledgeable translators able to communicate effectively in over 26 languages to ensure that there are no issues with regards to communication when it comes to healthcare. Bangkok Hospital aims to provide medical services in a welcoming and convenient environment, complete with top-notch accommodation and amenities to meet the needs of patients and relatives. Furthermore, comprehensive visa services, as well as limousine and shuttle bus services are available to facilitate transportation to and from the hospital. Dedicated to excellence in healthcare and continuous improvement through advanced technology and compassionate care, visitors can expect to experience world-class service and specialized tertiary care at Bangkok Hospital.

Introduction of Bumrungrad International Hospital

Bumrungrad International is a Joint Commission International accredited, multi-specialty hospital located in the heart of Bangkok, Thailand. Founded in 1980, it is one of the largest private hospitals in Southeast Asia, with 580 beds and over 30 specialty centers. Bumrungrad International offers state-of-the-art diagnostic, therapeutic and intensive care facilities in a one-stop medical center. Bumrungrad International serves 1.1 million patients annually, including over 520,000 international patients. Bumrungrad is a public company traded on the Thai stock exchange. It has been featured by CBS's 60 Minutes, NBC's Today Show, Time, Newsweek, and other international press as a leader in medical tourism. Bumrungrad is managed by a multi-national team of experienced medical professionals and hospital administrators. As a public company, it follows guidelines of good corporate governance as set out by the Stock Exchange of Thailand. Medical quality, patient rights and safety, and organizational discipline is according to Joint Commission International standards.

Introduction of Samitivej Hospital

Samitivej Hospital has come a long way since its establishment date in 1979, when it was co-founded by the Iate Khun Bancha Lamsam of Kasikorn Bank and M.R. Bajarisan Jumbala, M.D. Their vision was to gather the best doctors and nurses together, supply them with advanced healthcare technology, and provide the best medical care possible to patients and their families. They envisioned a hospital that would care for patients holistically, not simply concerned with their physical health, but their emotional

health as well. It is fitting indeed that M.R. Kukrit Pramoj, a former Prime Minister and a much revered scholar, named the hospital “Samitivej”, meaning an “assembly of doctors”.

The name Samitivej, and the vision of its founders, have inspired doctors and staff ever since. Today over 2,000 health professionals, practicing in six Samitivej hospitals, are treating patients for problems ranging from minor outpatient illnesses to major procedures such as organ transplants. Founded in 1979, Samitivej Hospital is one of the leading private hospital groups in Thailand. The main hospital, Samitivej Sukhumvit Hospital located on Sukhumvit Soi 49, is recognized as one of the leading private hospitals in Southeast Asia. Located in the heart of Bangkok, Samitivej Sukhumvit is a 275 bed tertiary care hospital with over 400 specialists. With a comprehensive range of medical technology, complemented by a team of highly qualified specialists and experienced caregivers, Samitivej Sukhumvit has long been the hospital of choice for the population of Bangkok. The hospital boasts a multi-lingual workforce and provides international services such as interpreters and immigration services, offering the highest level of care and convenience for expatriates living in Bangkok and the region

Since its inception, the group has added five more hospitals: Samitivej Srinakarin on the east side of Bangkok, a 154 bed facility near Suvarnabhumi Airport; Samitivej Sriracha, a 138 bed facility located in the industrial area near the Laem Chabang port and the resort town of Pattaya; Samitivej Thonburi, a 150 bed facility providing medical and public health services in Bangkok’s Thonburi Province; Samitivej Chonburi, a 57 bed facility serving the eastern region of Thailand, providing emergency services and timely

delivery of specialized health care; and Samitivej Children's Hospital, the first of its kind in Thailand.

Samitivej Hospital has a long history of excellent care and innovation. In 1999, Samitivej became the first hospital in Thailand to be awarded the prestigious recognition as a Mother and Baby Friendly Hospital by WHO and UNICEF. Other recognitions include the Prime Minister Award for the Most Recognized Service in 2004, hospital accreditation from the Hospital Accreditation Board of Thailand, and JCI accreditation. The group continues to innovate and strive towards the highest level of care and safety for our patients, visitors and guests. As a leading healthcare provider, we are fully committed to provide quality care and in bringing the latest medical technologies to our customers. Our community and public responsibilities have been recognized by local and foreign authorities, during times of crisis such as the tsunami and with respect to other social relief activities.

1.2 Problem Statement

Currently, limited statistics, reports and research data concerning medical tourism in Thailand are available, therefore justifying a comprehensive analysis of this market. Research related to this market, in terms of understanding the medical tourists, becomes essential in an environment and economy where any form of travel is very important. It is important to produce basic research into the current medical tourism industry. This information will contribute to the limited amount of literature from a Thailand point of view.

So, researcher decide to study the choice decision of foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

1.3 Intention and Reason for Study

In this research study, the author is trying to find out the important factors or elements which influence choice decision of foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

This research will examine the element of choice decision of foreign patients which can be used for improving or implementing marketing strategy for Thai hospital industries.

1.4 Research Objectives

There are 3 main objectives for conducting this research study as following

1. To examine choice decision of foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

2. To find out the factors or elements that influence choice decision of foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

3. To study the relationship of choice decision of foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

1.5 Scope of Study

This study is to survey the choice decision of foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital which will be used the questionnaire as a tool for describe the scope of study as following:

1. This study will focus on the 7P's marketing mix, perceived value, perceived service quality, perceived risk, expertise, tourist attractions, entertainment facilities, word of mouth, sources of information, medical security, immigration advantages, insurance to affecting choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.
2. This study will focus on medical tourism in Bangkok, Thailand only.
3. This study is survey research by the sample group was foreign patients' decision in medical tourism in Bangkok, Thailand, among the three hospitals which are Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital, use questionnaire for the sample group total 400 respondents.
4. This questionnaire data collecting period was started from March 2017 – April 2017

1.6 Benefit of Study

The research will provide specific industry role players such as surgeons, medical tourism facilitators and tourism product owners with information that can be used to understand medical tourists, their needs and the market in which money is spent. The research will also in general provide valuable information to destination marketers, government, tourism organizations and industry role players.

1.7 Definition of Variables

7P's marketing mix

The 7 P's of the marketing mix include People, Product, Price, Promotion, Place, Process, and Physical Evidence.

Perceived value

A customer's opinion of a product's value to him or her. It may have little or nothing to do with the product's market price, and depends on the product's ability to satisfy his or her needs or requirements.

Perceived service quality

Consumer's opinion of a service's ability to fulfill his or her expectations.

Perceived risk

Consumer's level of uncertainty regarding the outcome of a purchase decision, especially in case of high priced item such as a car, or a complex item like a computer.

Tourist attractions

A tourist attraction is a place of interest where tourists visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure, adventure and amusement.

Entertainment Facilities

Entertainment Facilities means the use of land and/or buildings principally for leisure and amusement activities other than sports, regardless of whether a charge is made for admission or not. It includes public performances, exhibitions, movie and live theatres and ancillary workshops, storage, offices and retail activity.

Word of Mouth

Word of mouth is the passing of information from person to person by oral communication, which could be as simple as telling someone the time of day.

Sources of information

Sources of information is a person, thing, or place from which information comes, arises, or is obtained that source might then inform a person about something or provide

knowledge about it. Information sources are divided into separate distinct categories, primary, secondary, tertiary, and so on.

Medical Security

Assurance (or lack of it) that a patient has about the medical treatment for him or her.

Immigration Advantages

The advantages from immigration policy that when foreign patients go abroad to have medical treatment.

Insurance

Insurance is a means of protection from financial loss. It is a form of risk management primarily used to hedge against the risk of a contingent, uncertain loss.

CHAPTER 2

LITERATURE REVIEW

In the literature review of this research study, firstly medical tourism definition need to review and analyzed. Then, 7P's marketing mix, perceived value, perceived service quality, perceived risk, expertise, tourist attractions, entertainment facilities, word of mouth, sources of information, medical security, immigration advantages, insurance will be used examining as choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital .

2.1 Medical Tourism

Medical tourism refers to the travel of people to another country for the purpose of obtaining medical treatment in that country (Rosensweig and Horowitz, 2007). Traditionally, people would travel from less-developed countries to major medical centers in highly developed countries for medical treatment that was unavailable in their own communities; the recent trend is for people to travel from developed countries to third-world countries for medical treatments because of cost consideration, though the traditional pattern still continues. Another reason for travel for medical treatment is that some treatments may not be legal in the home country, such as some fertility procedures. Some people travel to obtain medical surgeries or other treatments. Some people go abroad for dental tourism or fertility tourism (Rosensweig and Horowitz, 2007). People

with rare genetic disorders may travel to another country where treatment of these conditions is better understood. However, virtually every type of health care, including psychiatry, alternative treatments, and convalescent care and even burial services is available. Medical tourists are subject to a variety of risks, which may include deep vein thrombosis, tuberculosis, amoebic dysentery, paratyphoid, poor post-operative care, and others.

2.2 7P's Marketing Mix

The 7 P's of the marketing mix include People, Product, Price, Promotion, Place, Process, and Physical Evidence. Marketing Mix is a tool used by businesses and Marketers to help determine a product or brands offering.

Product

A product is an item that is built or produced to satisfy the needs of a certain group of people. The product can be intangible or tangible as it can be in the form of services or goods. A product has a certain life cycle that includes the growth phase, the maturity phase, and the sales decline phase. It is important for marketers to reinvent their products to stimulate more demand once it reaches the sales decline phase.

Price

The price of the product is basically the amount that a customer pays for to enjoy it. Price is a very important component of the marketing mix definition. It is

also a very important component of a marketing plan as it determines your firm's profit and survival. Adjusting the price of the product has a big impact on the entire marketing strategy as well as greatly affecting the sales and demand of the product. Pricing always help shape the perception of your product in consumers eyes. Always remember that a low price usually means an inferior good in the consumers' eyes as they compare your good to a competitor. Consequently, prices too high will make the costs outweigh the benefits in customers' eyes, and they will therefore value their money over your product. Be sure to examine competitors pricing and price accordingly.

Promotion

Promotion is a very important component of marketing as it can boost brand recognition and sales. Promotion is comprised of various elements. Promotion includes all the efforts the company creates to stimulate the popularity of their product in the market, for instance by advertising, promotional programs, etc. It is a communication process to obtain the target markets. Marketing promotions are the way to let customers know about the products information. The objective of market promotion is to tell the customer that the product is released into the markets already and trying to persuade customers to buy and remind the customers about their brand. The promotion need to study to the communication process to understand the connection between the seller and buyer.

People

People can be considered as staffs who give good services for the organization. Customer adjusted in practicing its business; setting the customer at the main point of business activities.

Physical Evidence

Physical Evidence can be considered as service or appearances as the total to which a service organization interested in creating a customer friendly atmosphere in their running environment.

2.3 Perceived Value

A customer's opinion of a product's value to him or her. It may have little or nothing to do with the product's market price, and depends on the product's ability to satisfy his or her needs or requirements.

The value concept is the most universally accepted and its ‘‘the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given’’. It is the comprehensive assessment of the utility of perceived benefits and perceived sacrifices, or as the difference between perceived benefits and paid costs; it is also the ratio of perceived benefits in relation to the perceived sacrifices (Bookman and Bookman, 2007). Sacrifices encompass all the costs (purchasing price, acquisition costs, installation), while perceived benefits are the combinations of physical attributes of the available service in a given relationship of the product use.

2.4 Perceived Service Quality

Consumer's opinion of a service's ability to fulfill his or her expectations. Perceived service quality is defined as consumers' judgment about a business's overall distinction or dominance. In simple words it as the consumer's evaluation of the service performance received and how it compared with their expectation. Another aspect pointed out that, evaluations are not based on service attributes; rather these depend on a customer's feelings or memory. So, customers measure service quality in terms of how much pleasure they have received from a service. The role of perceived service quality in customer satisfaction is established but the conditions under different dimensions of effect will or will not influence service quality evaluation and customer satisfaction. George and Nedelea, (2009) confirmed that relationships between service quality and customer satisfaction exist. But perceived service quality can be managed by treating employees rightly (George and Nedelea, 2009).

The definition of service quality can be given on the basis of the results of Heung, Kucukusta, and Song (2011), who state, "Perceived service quality is therefore viewed as the degree and direction of discrepancy between consumers' perceptions and expectations". Heung, Kucukusta and Song (2011) further argued that Perceived quality (PQ) is the actual experience of a customer about service. Yeoh, Othman and Ahmad (2013) found a positive relationship between service quality and customer satisfaction. Yeoh, Othman and Ahmad (2013) revealed that perceived quality has a direct and positive influence on the level of customer satisfaction. Quicker delivery of service

would be perceived as high service quality, while a slower delivery would be perceived as low service quality.

2.5 Perceived risk

Consumer's level of uncertainty regarding the outcome of a purchase decision, especially in case of high priced item, or a complex item. Awadzi and Panda (2006) was introduce the concept of risk in marketing with the idea of drawing the attention of a few researchers. The concept was developed later on producing one of the first but still valid definitions which states that consumer's repurchase perceived risk has two components: the individual's subjective feeling of certainty that the consequences will be unfavorable and the amount that would be lost if the consequences of an act were not favorable (Awadzi and Panda, 2006). These consequences relate to financial loss, time wasted, social and other damage which would be incurred if the purchase result was not favorable. Although nowadays most researchers accept this original definition some criticisms have been raised given that sometimes risk relates only to the probability of occurrence of negative events or just with the negative consequences and not with the combination of both aspects.

Other later definitions resulted from the proposal of more complex models among which the following three are highlighted. Awadzi and Panda (2006) view risk as an expectation of loss in that the greater this expectation, the greater the risk for the individual. Bookman, and Bookman (2007) propose a multiattribute model (not empirically tested) which relates risk to the imbalance between the required amount and

the obtained amount of a certain attribute. Finally, Heung, Kucukusta and Song (2011) divide perceived risk in two components: product class risk (related to a category of product) and product specific risk (related to a specific brand or product).

2.6 Tourist Attractions

A tourist attraction is a place of interest where tourists visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure, adventure and amusement. Without tourist attractions there would be no tourism. Although a tautology, such an argument still points to the fundamental importance of tourist attractions and the attractiveness of places to tourism. Efforts at specificity often reduce the simple concept of "tourist attraction" to exploitable "resources", marketable "products" and "images", or simply place "attributes" or "features". Most researchers, however, agree that attractions are the basic elements on which tourism is developed. In essence, tourist attractions consist of all those elements of a "non home" place that draw discretionary travelers away from their homes. They usually include landscapes to observe, activities to participate in, and experiences to remember. Yet it can sometimes be difficult to differentiate between attractions and non-attractions. Transportation (e.g., cruise liners), accommodations (e.g., resorts), and other services (e.g., restaurants) can themselves take on the attributes of an attraction, further comp1icatin.g the distinction between various segments of the tourism industry. At times, tourists themselves can even become attractions.

2.7 Entertainment Facilities

Entertainment Facilities means the use of land and/or buildings principally for leisure and amusement activities other than sports, regardless of whether a charge is made for admission or not. It includes public performances, exhibitions, movie and live theatres and ancillary workshops, storage, offices and retail activity.

2.8 Word of Mouth

Word of mouth is the passing of information from person to person by oral communication, which could be as simple as telling someone the time of day. It has been argued that positive word of mouth is a behavioral intention much like repurchase, but one that deals with the intention to recommend (Yeoh, Othman and Ahmad, 2013). Firm profitability results from positive word of mouth because people talk about their good experiences with products and services to their families, friends, co-workers, and others, influencing other possible customers to purchase (Yeoh, Othman and Ahmad, 2013).

Additionally, Yeoh, Othman and Ahmad (2013) mentioned that word of mouth communication is recognized as a very common and important form of communication for service marketers, and for maintaining a base of long-term customers.

Word-of-mouth marketing implies that an organization takes active steps to encourage WOM (e.g. offering a reward to the WOM sender), whereas normal WOM implies that the sender is not rewarded. Word-of-mouth marketing, which encompasses a variety of subcategories, including buzz, blog, viral, grassroots, brand advocates, cause influencers and social media marketing, as well as ambassador programs, work with

consumer-generated media and more, can be highly valued by product, social media and performance marketers. Proconsumer WOM has been suggested to act as counterbalance to commercially motivated word-of-mouth marketing. Because of the personal nature of the communications between individuals, it is believed that they are more credible (Mattar, 2001). Research points to individuals being more inclined to believe WOM than more formal forms of promotion methods; the listener tends to believe that the communicator is being honest and doesn't have an ulterior motive (i.e. the receiver believes that the sender is not rewarded for engaging in WOM). Word-of-mouth depends on the extent of customer satisfaction with the product or service, and on the degree of its perceived value.

To promote and manage word-of-mouth communications, marketers use publicity techniques as well as viral marketing methods to achieve desired behavioral response. Companies can focus on brand advocates, the people who proactively recommend their favorite brands and products online and offline without being paid to do so. Influencer marketing is also increasingly used to seed WOMM by targeting key individuals who have authority and many personal connections (Yeoh, Othman and Ahmad, 2013).

2.9 Sources of Information

Sources of information is a person, thing, or place from which information comes, arises, or is obtained that source might then inform a person about something or provide knowledge about it. Information sources are divided into separate distinct categories, primary, secondary, tertiary, and so on.

Primary Information

A primary source of information is one that provides data from an original source document. This may be as simple as an invoice sent to a business or a cheque received. It may be more complex, such as a set of sales figures for a range of goods for a tinned food manufacturer for one week, or it may be a set of sales figures over several weeks and several locations.

Secondary Information

A secondary source of information is one that provides information from a source other than the original. Secondary sources are processed primary sources, second-hand versions. Where statistical information is gathered, such as in surveys or polls, the survey data or polling data is the primary source and the conclusions reached from the survey or the results of the poll are secondary sources.

Internal Information

All organizations generate a substantial amount of information relating to their operation. This internal information is vital to the successful management of the organization. The information may be available from a number of sources within the organization.

External Information

An external source of information is concerned with what is happening beyond the boundaries of the organization. This covers any documentation relating to a subject area produced as a summary or detailed report by an agency external to an organization.

2.10 Medical Security

Assurance (or lack of it) that a patient has about the medical treatment for him or her. Medical security measures include audit trails so that patients can see who has accessed their medical records along with the time the records were accessed. It also includes the use of encryption, secure logins and passwords.

2.11 Immigration Advantages

The advantages from immigration policy that when foreign patients go abroad to have medical treatment. Immigration is the movement through which individual permanently move their place of residence from a particular country to another. Medical tourist can be treat differently from different countries. there are different advantages from different immigration policies, so the immigration advantages can be consider as one of the factor to affect the decision of patient to choice hospital abroad.

2.12 Insurance

Insurance is a means of protection from financial loss. It is a form of risk management primarily used to hedge against the risk of a contingent, uncertain loss. Risk-transfer mechanism that ensures full or partial financial compensation for the loss or

damage caused by event(s) beyond the control of the insured party. Under an insurance contract, a party (the insurer) indemnifies the other party (the insured) against a specified amount of loss, occurring from specified eventualities within a specified period, provided a fee called premium is paid. In general insurance, compensation is normally proportionate to the loss incurred, whereas in life insurance usually a fixed sum is paid. Some types of insurance (such as product liability insurance) are an essential component of risk management, and are mandatory in several countries. Insurance, however, provides protection only against tangible losses (Berer, M., 2010). It cannot ensure continuity of business, market share, or customer confidence, and cannot provide knowledge, skills, or resources to resume the operations after a disaster.

2.13 Related Document and Previous Study

Andrew and Heather (2008) studied Sensation seeking and tourism: Tourist role, perception of risk and destination choice. Sensation seeking (SS) is a personality trait associated with the need for novelty and stimulation and has been linked to tourist behavior. Tourist role, perceptions of risk associated with travel to particular regions of the world, and international travel experience were investigated in relation to SS and gender. Survey data were collected from 290 US young adults. Although males were higher in overall SS, gender was not a significant predictor of tourist role or international travel experience. However, SS was related to tourist role, with those higher in SS choosing explorer and drifter roles. SS was not related to perceptions of risk. Both high and low sensation seekers perceived risk similarly. However, those higher in SS were

more likely to have traveled internationally and to have traveled to regions of the world rated as riskier. The findings provide empirical support for the proposition that personality traits may influence travel styles and destination choices.

Mi, et al. (2015) made research of that A Study among Chinese Tourists in their 20s and 30s for Determining their Choice of Medical Tourism Destinations. Medical tourism is a tourism activity along with medical treatment and recuperation, and its' cost is relatively less compared to that undeveloped countries. Also, medical tourism has shown a meteoric rise in Asian country, where there are a large number of tourism and recreational facilities and an advanced level of medical services. From the demographic aspect, China is an important market in this area since it is geographically close to South Korea. Therefore, this study attempted to assess the awareness regarding medical tourism among Chinese subjects. A self-administered questionnaire survey targeting the employees in their 20s and 30s who worked for a local Chinese company was performed in this study. A questionnaire was written in Korean initially, and then it was translated into Chinese by an employee who spoke both Chinese and Korean. One hundred thirty copies of the questionnaire were distributed, and it took approximately two weeks to collect the data. Among them, only the results of questionnaires completed by 121 participants were analyzed as they understood the purpose of the study and agreed to participate in this study. On analyzing the questionnaires by using SPSS19.0 Win program, it was confirmed that the participants included 39 males (32.2%) and 82 females (67.8%) who were young people. Also, 79 participants (65.3%) were in their 20s and 42 participants (34.7%) were in their 30s. On analyzing the most preferred country as

a medical tourism destination, 38 females (40.9%) responded that they would prefer to visit South Korea the most whereas 19males (38.8%) replied that Japan was their most preferred country. Also, ‘safety’ was considered the most important factor when choosing the country for medical tourism. Besides, on analysis with the t-test regarding desired countries for medical tourism, a difference was observed between genders.

Karim (2015) explained Medical tourism: The impact of service quality, price and perceived risk on perceived value and behavioral intentions. he purpose of the medical tourism is to offer a treatment which has a better quality or a better quality/price ratio then what exists in the consumer’s country. Perceived value and quality are powerful predictor of actual and intentional reactions (Garrouch et al, 2012; Babin and Attaway, 2000; Dodds et al., 1991; Zeithaml, 1988), and this is something that patients care for in the medical tourism experience (Hallem and Barth, 2011). The impact of quality, perceived value, perceived risk and price on behavioral intentions pertaining to medical tourism have been studied by Choi et al (2004).The purpose is to verify a comprehensive model integrating these variables, in the context of medical tourism in Tunisia and integrating price perceptions, service quality, value and satisfaction as predictors of attitudinal loyalty. A survey has been distributed to 206 foreign patients, with the help of their doctor or the hospital employees after the medical treatment. Structural Equation modeling has been used to verify the conceptual model. Results show that Perceived value is influenced only by the quality related to physician’s concern and perceived price. Perceived value of medical services seems to be a well-established antecedent of satisfaction, which has a significant impact on behavioral intentions.

Masoud (2016) studied that A Comprehensive Perspective on Medical Tourism Context and Create a Conceptual Framework. This study developed a theoretical structural model to examine the influence of motivational factor and perceived destination image in the perceived service quality and overall satisfaction of medical tourists who have travelled to a foreign country to obtain a medical treatment. The theory of motivation, perception was combined in this research. This study included customer perceptions based on motivational factor, destination image, quality, value, and satisfaction which occurred after the medical trips. This is a quantitative study and survey method is used to collect data. The instrument of this study is developed based on the review of previous literature. There were only 260 completed responses that met all the required criteria. After data collection was completed, the Statistical Package for Social Sciences (SPSS) and SPSS AMOS 22.0 will be used to analyze and interpret the result. The results show that there were positive impact of Destination Image and Motivational Factor on Perceived Value, and positive impact of Perceived Value on Overall Satisfaction. Once again, it can be confirmed that Destination Image has the strongest impact on Perceived Quality, illustrated by the highest standardized value of 0.473.

Jeetesh and Kashif (2016) pointed out Factors Affecting Medical Tourism Destination Selection: A Malaysian Perspective. The study aims to assess the factors for medical tourism destination selection from medical tourist's perspective and to determine the satisfaction level of medical tourists in Malaysia. Field survey was conducted with the structured questionnaire to medical tourists admitted at 11 public and private hospitals in Kuala Lumpur region during September and October, 2013. A nonprobability

convenience sampling technique was used and 72 response were collected. Geography of Malaysia was found to be an important factor having direct and positive impact on patient's destinations selection and satisfaction level. Results also confirms that Malaysia is famous destination for Indonesians as a medical tourism destination. One of the apparent limitations of current research is the sample size, which is very small and also limited to hospitals in Kuala Lumpur, Malaysia. A study with different sample size and several locations in Malaysia may provide fruitful results for the evaluation of medical tourism destination selection. Finding of the current research are very much beneficial for the health ministry, tourism ministry and practitioners to improve the service level and in attracting big number of medical tourists to Malaysia. Several countries are offering medical tourism in Asia Pacific region and attracting big number of tourist every year. This Research was conducted to find out the factors, which are very much important to attract medical tourists to Kuala Lumpur, Malaysia and their satisfaction level to improve the performance level in future. Different aspects are involved like organization's functions, and Malaysian circumstances related to medical tourism in Kuala Lumpur Malaysia.

Tzu, et al. (2008) studied that the preference analysis for tourist choice of destination: A case study of Taiwan. This study identifies the factors that influence the tourists' choice of destination and evaluates the preferences of tourists for destinations. A 4-level AHP model, consisting of 22 attributes on the 4th level, was proposed and tested using data collected from tourists visiting Taiwan to establish the relative importance of pre-selected factors (criteria). By using fuzzy set theory and TOPSIS, the preference of 8

given destinations corresponding to each criterion can be evaluated and given final ranking. Results indicate that visiting friends/relatives and personal safety appear to be the 2 most important factors for inbound tourists to Taiwan, price is the least important and Taipei 101 is the first priority for travelers.

2.14 Hypothesis of this Research Study

H1o: 7P's marketing mix do not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H1a: 7P's marketing mix do influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H2o: perceived value do not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H2a: perceived value do influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H3o: perceived service quality do not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H3a: perceived service quality do influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H4o: perceived risk do not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H4a: perceived risk do influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H5o: expertise does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H5a: expertise does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H6o: tourist attractions do not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H6a: tourist attractions do influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H7o: entertainment facilities do not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H7a: entertainment facilities do influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H8o: word of mouth does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H8a: word of mouth does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H9o: sources of information do not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H9a: sources of information do influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H10o: medical security does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H10a: medical security does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H11o: immigration advantages do not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H11a: immigration advantages do influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H12o: insurance does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

H12a: insurance does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

2.15 Conceptual Framework

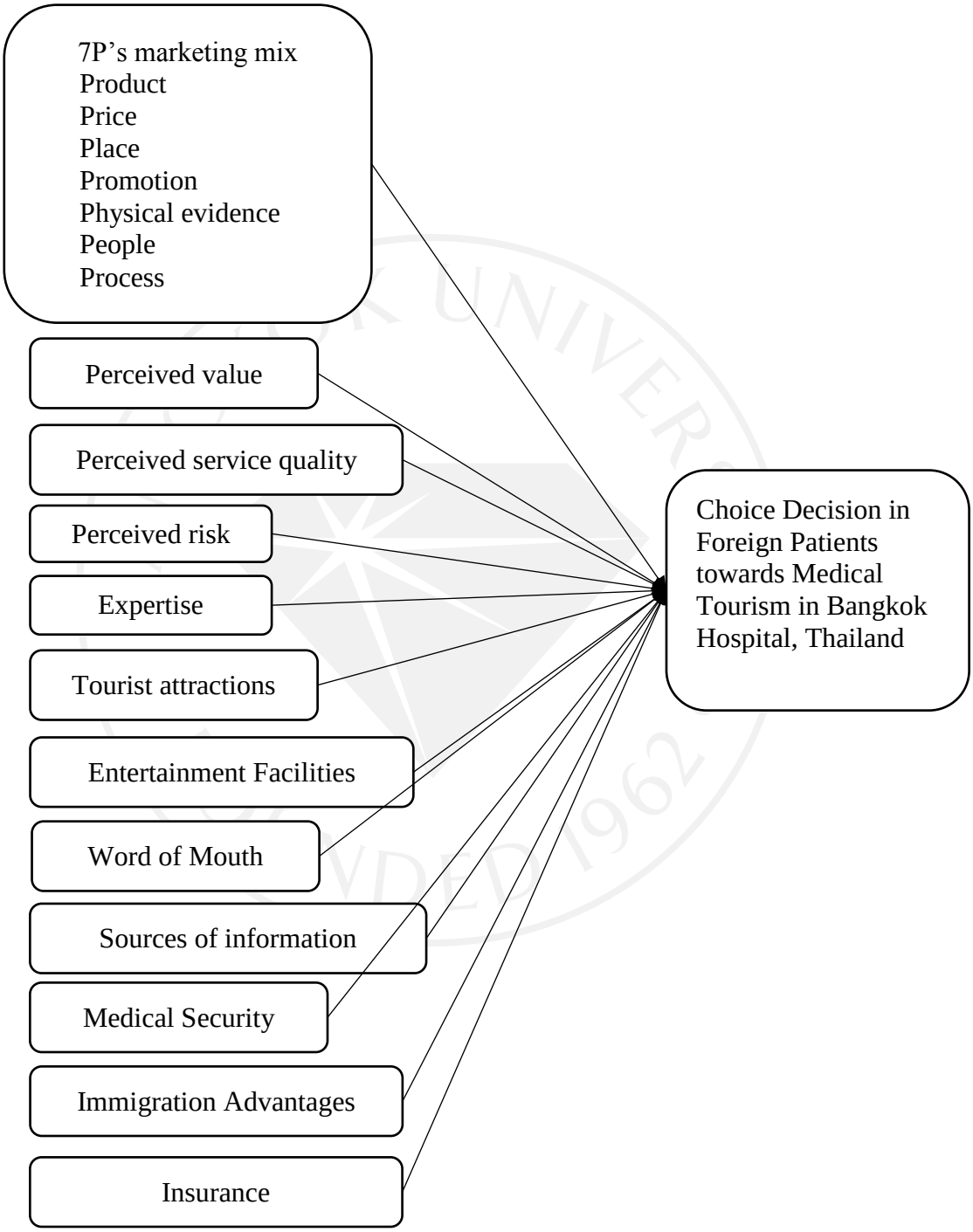

Figure 2.1: Conceptual Framework

CHAPTER 3

RESEARCH METHODOLOGY

There is a short brief of research methodology in this chapter, explaining how it applied to assignment and also discuss literature review in term of research methodology related, mainly focus in areas of; research strategy, population, sample size, data collection procedure, research instrument, research methodology, content validity, reliability.

3.1 Research Strategy

Research methodology is a tool to solve research problem and it can be understood as a science of studying on how research is done scientifically. In order to study, there are several steps that are generally adopted by researchers in studying on specific research problem together with realizing on the logic behind each problem. It is important for research to well-understood research methods techniques including to research methodology. Besides knowing how to develop certain indices, tests, how to calculate the mean, the mode, the median or the standard deviation or even chi-square and how to apply particular research techniques. Researcher needs to the criteria by which one can be decided for certain problem and which one is not. In short, researcher is required to design appropriate methodology for his/her problem and since each problem is necessary to apply with difference method.

The research is used in the topic; choice decision of foreign patients towards medical tourism in Bangkok, Thailand. A case study of Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital, which defined the study as following:

Quantitative approach will be used as a primary data which the researcher uses the descriptive research design to gather all information from respondent. To collect what choice decision aspect that influences their selection. This research is quantitative data which gathered all data from foreign patients who is or used to choice Thailand as their medical destination for medical treatments.

3.2 Population

Population in this research is foreign patients who is or used to choice Thailand as their medical destination for medical treatments. Moreover, population also include the potential patients that would like to come to Thailand to have experiences in Thai medical treatment.

3.3 Sample Size

A sample size in the study is from 400 foreign patients who is or used to choice Thailand as their medical destination for medical treatments, in Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. The author collected the sample from actual population and simplified formula for proportions as following (Yamane T, 1973):

Formula

$$n = \frac{N}{1 + Ne^2}$$

Which:

n is the sample size

N is the population size

e is the acceptable sampling error

At 95% confidence level and e = 1- 0.95 = 0.5

So:

$$n = \frac{84{,}128}{1+ 84{,}128\ (0.05)^2}$$

$$= 398.10$$

Referring to formula calculating, the result of sample size for conducting research is 398.10 respondents. However, to make reliability efficiently, the author will collect the sample size with 400 Thai hospital patients by using at 95% confidence level to avoid deviation.

Using Proportional Random Sampling

The Proportional Random sampling can represent sample which is more accessible in subgroup in the population. This method can help researcher to divide the entire

population into different subgroup and randomly choose the final focus proportionally from the dissimilar strata (explorable, 2009). Therefore, since this research study focus on three hospitals in Thailand that are Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital so the suitable and appropriate method for doing sampling that use in this study is Proportionate Stratified Random Sampling by allocate sampling from each Thai hospital. By this method the researcher decide to use proportion of each area among Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. As its rare date for the market share for those three hospitals, so researcher decide to use proportions by the hospital size, the number of beds can be the one indicator for the hospital size when there is no certain information for the hospital asset data. Then subtract with the proportion of percentage of number beds to represent the appropriated sampling are as followed:

Table 3.1: Calculation of Proportionate Stratified Random Sampling

Hospital	Number of Bed	Percentage	Number of sample size
Bangkok Hospital	488	38%	152
Bumrungrad International Hospital	538	42%	168
Samitivej Hospital	270	20%	80
Total	1296	100%	400

Wikipedia. (2017). *Bumrungrad.* Retrieved from Source: https://en.wikipedia.org/wiki/Bumrungrad_International_Hospital, https://en.wikipedia.org/wiki/Bangkok_Hospital, https://patientsbeyondborders.com/hospital/samitivej-sukhumvit-hospital

The researcher decides to use accidental sampling method which is one of nonprobability sampling to collect data by distributing to Bangkok Hospital collect 152 respondents, Bumrungrad Internatio'nal Hospital collect 168 respondents, Samitivej Hospital collect 80 respondents, totally 400 respondents in this study.

3.4 Data Collection Procedure

The questionnaire surveys were distributed face to face in Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital, data collecting period was started from March 2017 – April 2017. Random sampling method was used to collect data. After the 400 questionnaires were collected, the data were entered into SPSS statistical program and analysis was run to determine significant findings.

3.5 Research Instrument

This study, the researchers developed the questionnaire to be four parts. Part one is hospital choice ask question, and the variables attitude measurement. Part three is Measuring Variables, which researcher applied 5 Likert scale for the question which is

1=strongly disagree, 2=disagree, 3=moderate, 4=agree, and 5=strongly agree. Part four is is demographic data.

For Demographic information, the researchers designed to use Category scale as a tool to measure the demographic information of the respondents. The Category scale is an attitude measurement consisting of several categories to provide the respondents with a number of alternative ratings (Zikmund, 2003).

Part 1: Close-ended Response Question about intend to hospital choice.

Part 2: Close-ended Response Question about variables attitude measurement to measure what's the level of factors affect your hospital choice?

Part 3: Close-ended Response Question about "choice decision of foreign patients towards medical tourism in Bangkok, Thailand. A case study of Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital." consist of

Product	3 questions
Price	3 questions
Place	3 questions
Promotion	2 questions
Physical evidence	2 questions
People	3 questions
Process	2 questions
Perceived value	3 questions
Perceived service quality	3 questions
Perceived risk	3 questions

Expertise	3 questions
Tourist attractions	3 questions
Entertainment Facilities	2 questions
Word of Mouth	3 questions
Sources of information	2 questions
Medical Security	3 questions
Immigration Advantages	2 questions
Insurance	3 questions
Choice Decision	4 questions

This part is measured in interval scale by using a five-level Likert Scale to measure the level of agreement.

Strongly Agree	5	points
Agree	4	points
Neutral	3	points
Disagree	2	points
Strongly Disagree	1	points

To get the result, using Class Interval formula to find the value of the class width.

$$\text{Class Interval} = \frac{\text{Highest Value - Lowest Value}}{\text{number of classes you want to have}}$$

= 5-1

5

= 0.8

In the segment that use Interval Scale, researcher uses average measurement as

At 4.21-5.00 mean Strongly Agree

At 3.41-4.20 mean Agree

At 2.61-3.40 mean Neutral

At 1.81-2.60 mean Disagre

At 1.00-1.80 mean Strongly Disagree

Part 4: Close-ended Response Question about participant demographic and general information.

3.6 Research Methodology

Descriptive Analysis

Descriptive statistics are statistics that quantitatively describe or summarize features of a collection of information. Descriptive statistics are distinguished from inferential statistics (or inductive statistics), in that descriptive statistics aim to summarize a sample, rather than use the data to learn about the population that the sample of data is thought to represent. This generally means that descriptive statistics, unlike inferential statistics, are not developed on the basis of probability theory. Even when a data analysis draws its main conclusions using inferential statistics, descriptive statistics are generally also presented. For example, in papers reporting on human subjects, typically a table is included giving the overall sample size, sample sizes in important subgroups (e.g., for

each treatment or exposure group), and demographic or clinical characteristics such as the average age, the proportion of subjects of each sex, the proportion of subjects with related comorbidities etc.

Multinomial Logistic Regression

Multinomial logistic regression is a classification method that generalizes logistic regression to multiclass problems, i.e. with more than two possible discrete outcomes. That is, it is a model that is used to predict the probabilities of the different possible outcomes of a categorically distributed dependent variable, given a set of independent variables (which may be real-valued, binary-valued, categorical-valued, etc.). Multinomial logistic regression is known by a variety of other names, including polytomous LR, multiclass LR, softmax regression, multinomial logit, maximum entropy (MaxEnt) classifier, and conditional maximum entropy model.

3.7 Content Validity

The questions from questionnaires had been review by the 3 qualified experts (Dr. Somboon Kunathikom, Bangkok Hospital; Assist. Porntip Sirayapiwat Bumrungrad International Hospital; nurse Natacha Phoolcharoen, Samitivej Hospital) in the field of hospital industry and researcher can get the content validity from the questionnaire. To prove the consistency of questions, the author use Index of Item - Objective Congruence (IOC) method to calculate the consistency between the objective and content or questions and objective.

$$IOC = \frac{\Sigma R}{N}$$

Where: IOC = Consistency between the objective and content or questions and objectives.

Σ R= Total assessment points given from all qualified experts.

N = Number of qualified experts.

The consistency index value must have the value of 0.5 or above to be accepted.

There are 3 levels of assessment point as follow:

- +1 means the question is certainly consistent with the objective of the questionnaire.

- 0 means the question is unsure to be consistent with the objective of the questionnaire.

- -1 means the question is inconsistent with the objective of the questionnaire.

The consistency index value must have the value of 0.5 or above to be accepted.

Index of Item - Objective Congruence (IOC) from three experts result are as followed;

$$IOC = \frac{45.73}{52}$$

$$= 0.88$$

IOC is 0.88 more than 0.5; it means that the questions are all acceptable.

3.8 Reliability

The researcher apply pilot test to examine the reliability of the questionnaire. The reliability test for this research is processed on computer program by using Cronbach's alpha coefficient.

Table 3.2: Criteria of Reliability

Cronbach's Alpha Coefficient	Reliability Level	Desirability Level
0.80 – 1.00	Very High	Excellent
0.70 – 0.79	High	Good
0.50 – 0.69	Medium	Fair
0.30 – 0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable

Table 3.3: Reliability Test Summary

Variables	Alpha (α-test)
Product	.797
Price	.822
Place	.809
Promotion	.748
Physical evidence	.840
People	.744
Process	.794
Perceived value	.721
Perceived service quality	.781
Perceived risk	.820
Expertise	.716
Tourist attractions	.701
Entertainment Facilities	.772
Word of Mouth	.795
Sources of information	.774
Medical Security	.784
Immigration Advantages	.771
Insurance	.793
Choice Decision	.710

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CHAPTER 4

RESEACH FINDINGS AND DATA ANALYSIS

In this chapter, the author presents the analytical results in each part which is to classify related factors that influence choice decision of foreign patients towards medical tourism in Bangkok, Thailand towards Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital through SPSS program by using 400 respondents' data based on the conceptual framework.

As a result of analysis, the data is shown in separated as two parts which are follows:

Part 1: The analysis of hypothesis testing by using multinomial logistic regression to study the influential in 7P's marketing mix, perceived value, perceived service quality, perceived risk, expertise, tourist attractions, entertainment facilities, word of mouth, sources of information, medical security, immigration advantages.

Part 2: The analytical result of Crosstab method for demographic and lifestyle toward choice decision of foreign patients towards medical tourism in Bangkok, Thailand towards Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

4.1 The analytical results for hypothesis testing

Table 4.1: Likelihood Ratio Tests

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	319.487[a]	.000	0	.
PR	321.270[b]	1.783	10	.998
PC	340.262[b]	20.775	12	.054
PLC	343.501[b]	24.014	8	.002
PRO	350.228[b]	30.741	12	.002
PE	339.801[b]	20.314	14	.121
PLE	343.666[b]	24.179	10	.007
PES	332.739[b]	13.253	12	.351
PV	325.187[b]	5.700	10	.840
PSQ	326.247[b]	6.760	10	.748
PRK	325.749[b]	6.263	10	.793
EXP	335.453[b]	15.967	6	.014
TA	337.165[b]	17.679	8	.024
EF	322.198[b]	2.711	4	.607
WOM	323.172[b]	3.685	2	.158
SI	370.507[b]	51.021	6	.000
MS	386.625[b]	67.138	6	.000
IA	456.023[b]	136.536	6	.000
IN	334.405[b]	14.918	14	.384

The SPSS output shows that researcher can reject 8 null hypotheses and cannot reject 10 null hypotheses as follows:

Hypothesis 1:

Cannot Reject Ho: Product does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05).

Ha: Product does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Hypothesis 2:

Cannot Reject Ho: Price does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Ha: Price does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Hypothesis 3:

Reject Ho: Place does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value = .002 < .05)

Accept Ha: Place does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Hypothesis 4:

Reject Ho: Promotion does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value = .002 < .05)

Accept Ha: Promotion does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Hypothesis 5:

Cannot reject Ho: Physical evidence does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Ha: Physical evidence does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Hypothesis 6:

Reject Ho: People does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value = .007 < .05)

Accept Ha: People does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Hypothesis 7:

Cannot reject Ho: Process does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Ha: Process does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Hypothesis 8:

Cannot reject Ho: Perceived value does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Ha: Perceived value does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Hypothesis 9:

Cannot reject Ho: Perceived service quality does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Ha: Perceived service quality does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Hypothesis 10:

Cannot reject Ho: Perceived risk does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Ha: Perceived risk does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Hypothesis 11:

Reject Ho: Expertise does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value = .014 < .05)

Accept Ha: Expertise does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Hypothesis 12:

Reject Ho: Tourist attractions does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value = .024 < .05)

Accept Ha: Tourist attractions does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Hypothesis 13:

Cannot reject Ho: Entertainment Facilities does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Ha: Entertainment Facilities does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Hypothesis 14:

Cannot reject Ho: Word of Mouth does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Ha: Word of Mouth does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Hypothesis 15:

Reject Ho: Sources of information does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value = .000 < .05)

Accept Ha: Sources of information does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Hypothesis 16:

Reject Ho: Medical Security does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value = .000 < .05)

Accept Ha: Medical Security does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Hypothesis 17:

Reject Ho: Immigration Advantages does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value = .000 < .05)

Accept Ha: Immigration Advantages does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Hypothesis 18:

Cannot reject Ho: Insurance does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Ha: Insurance does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Table 4.2: Likelihood Ratio Tests for Product

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
Intercept	183.469[a]	.000	0	.
PR1	187.570	4.101	8	.848
PR2	189.328	5.859	8	.663
PR3	184.543	1.075	6	.983

For product, no any p-value is less than .05. Therefore the product does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Table 4.3: Likelihood Ratio Tests for Price

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
Intercept	200.904[a]	.000	0	.
PRI1	203.735	2.831	8	.945
PRI2	209.375	8.471	8	.389
PRI3	206.915	6.010	8	.646

For Price, no any p-value is less than .05. Therefore the Price does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Table 4.4: Likelihood Ratio Tests for Place

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
Intercept	135.570[a]	.000	0	.
PL1	141.476	5.906	6	.434
PL2	138.553	2.984	6	.811
PL3	141.069	5.499	6	.482

For Price, no any p-value is less than .05. Therefore, the Place does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Table 4.5: Likelihood Ratio Tests for Promotion

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
Intercept	103.210[a]	.000	0	.
PRO1	113.679	10.470	8	.234
PRO2	106.695	3.486	8	.900

For Promotion, no any p-value is less than .05. Therefore the Promotion does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Table 4.6: Likelihood Ratio Tests for Physical Evidence

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
Intercept	107.438[a]	.000	0	.
PE1	112.465	5.027	8	.755
PE2	112.240	4.802	6	.569

For Physical evidence, no any p-value is less than .05. Therefore the Physical evidence does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Table 4.7: Likelihood Ratio Tests for People

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
Intercept	165.050[a]	.000	0	.
PEO1	176.575	11.525	6	.073
PEO2	174.740	9.690	8	.287
PEO3	194.418	29.368	8	.000

For People, only PEO3's p-value is less than .05. Therefore the people feature of "Overall, I enjoy the time with Thai people" to influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital,

Bumrungrad International Hospital, Samitivej Hospital more than the other two people features both of which are not significant.

Table 4.8: Likelihood Ratio Tests for Process

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
Intercept	108.326[a]	.000	0	.
PRE1	131.791	23.465	8	.003
PRE2	115.146	6.820	6	.338

For Process, only PRE1's p-value is less than .05. Therefore the Process feature of "The process for setting up the medical procedure appointment was simple and easy" to influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital more than the another process features both of which are not significant.

Table 4.9: Likelihood Ratio Tests for Perceived Value

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
Intercept	183.320[a]	.000	0	.
PV1	189.515	6.195	8	.625
PV2	189.792	6.472	8	.595
PV3	206.873	23.553	8	.003

For Perceived value, only PV3's p-value is less than .05. Therefore the Perceived value feature of "This medical treatment was a good value for money" to influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital more than the other two perceived value features both of which are not significant.

Table 4.10: Likelihood Ratio Tests for Perceived Service Quality

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	146.328[a]	.000	0	.
PSO1	153.908	7.581	8	.475
PSO2	158.187	11.859	6	.065
PSO3	152.826	6.499	8	.592

For Perceived service quality, no any p-value is less than .05. Therefore the Perceived service quality does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Table 4.11: Likelihood Ratio Tests for Perceived Risk

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
Intercept	132.761[a]	.000	0	.
PRKK1	139.025	6.264	8	.618
PRKK2	152.945	20.184	8	.010
PRKK3	138.732	5.971	6	.426

For Perceived risk, only PRKK2's p-value is less than .05. Therefore the Perceived risk feature of "This hospital cannot help decreasing degree of medical treatment risk" to influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital more than the other two Perceived risk features both of which are not significant.

Table 4.12: Likelihood Ratio Tests for Expertise

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
Intercept	158.256[a]	.000	0	.
EX1	162.213	3.957	6	.683
EX2	171.400	13.144	8	.107
EX3	164.880	6.623	6	.357

For Expertise, no any p-value is less than .05. Therefore the Expertise does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Table 4.13: Likelihood Ratio Tests for Tourist Attractions

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
Intercept	211.359[a]	.000	0	.
TA1	224.447	13.088	8	.109
TA2	223.040	11.682	8	.166
TA3	219.217	7.858	8	.447

For Tourist attractions, no any p-value is less than .05. Therefore the Tourist attractions does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Table 4.14: Likelihood Ratio Tests for Entertainment Facilities

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
Intercept	99.313[a]	.000	0	.
EF1	108.881	9.568	8	.297
EF2	103.071	3.757	8	.878

For Entertainment Facilities, no any p-value is less than .05. Therefore the Entertainment Facilities does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Table 4.15: Likelihood Ratio Tests for Word of Mouth

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	151.193[a]	.000	0	.
WOM1	156.832	5.640	8	.688
WOM2	157.569	6.377	8	.605
WOM3	157.865	6.672	6	.352

For Word of Mouth, no any p-value is less than .05. Therefore the Word of Mouth does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Table 4.16: Likelihood Ratio Tests for Sources of Information

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	83.458[a]	.000	0	.
SOI1	101.668	18.210	8	.020
SOI2	92.790	9.332	8	.315

For Sources of information, only PRE1's p-value is less than .05. Therefore the Sources of information of "I got the information of hospital very easily" to influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital more than the another Sources of information features both of which are not significant.

Table 4.17: Likelihood Ratio Tests for Medical Security

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	167.784[a]	.000	0	.
MS1	174.568	6.783	8	.560
MS2	171.790	4.006	8	.857
MS3	179.232	11.447	8	.178

For Medical Security, no any p-value is less than .05. Therefore the Medical Security does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Table 4.18: Likelihood Ratio Tests for Immigration Advantages

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	88.547[a]	.000	0	.
IA1	90.297	1.750	6	.941
IA2	91.059	2.512	8	.961

For Immigration Advantages, no any p-value is less than .05. Therefore the Immigration Advantages does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

Table 4.19: Likelihood Ratio Tests for Insurance

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	140.639[a]	.000	0	.
IN1	145.149	4.511	6	.608
IN2	143.472	2.833	8	.944
IN3	143.134	2.495	6	.869

For Insurance, no any p-value is less than .05. Therefore the Immigration Advantages do not influence choices decision in foreign patients towards medical tourism in

Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

4.2 The Analytical Result of Crosstab Method for Demographic and Lifestyle

Table 4.20: Crosstable of Choice and Frequency

How many times have you traveled on a medical trip to Thailand including this trip? * Which hospital you will choice if you come to Thailand for medical treatment Crosstabulation

			Which hospital you will choice if you come to Thailand for medical treatment			
			Bangkok Hospital	Bumrungrad International Hospital	Samitivej Hospital	Total
How many times have you traveled on a medical trip to Thailand including this trip?	First time	Count	61	12	46	119
		% within How many times have you traveled on a medical trip to Thailand including this trip?	51.3%	10.1%	38.7%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	50.8%	6.0%	57.5%	29.8%
	2 times	Count	42	107	12	161
		% within How many times have you traveled on a medical trip to Thailand including this trip?	26.1%	66.5%	7.5%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	35.0%	53.5%	15.0%	40.3%

(Continued)

Table 4.20(Continued): Crosstable of Choice and Frequency

	3 times	Count	17	28	22	67
		% within How many times have you traveled on a medical trip to Thailand including this trip?	25.4%	41.8%	32.8%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	14.2%	14.0%	27.5%	16.8%
	4 times or more	Count	0	53	0	53
		% within How many times have you traveled on a medical trip to Thailand including this trip?	.0%	100.0%	.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	.0%	26.5%	.0%	13.3%
Total		Count	120	200	80	400
		% within How many times have you traveled on a medical trip to Thailand including this trip?	30.0%	50.0%	20.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	100.0%	100.0%	100.0%	100.0%

This table shows the following results:

- Foreign patients who traveled on a medical trip to Thailand first time are more likely to choose Bangkok Hospital.

- Foreign patients who traveled on a medical trip to Thailand 2 times are more likely to choose Bumrungrad International Hospital.
- Foreign patients who traveled on a medical trip to Thailand 3 times are more likely to choose Bumrungrad International Hospital.
- Foreign patients who traveled on a medical trip to Thailand 4 times are more likely to choose Bumrungrad International Hospital.
- Foreign patients who choose Bangkok Hospital are first time traveled on a medical trip to Thailand (50.8%) more than 2 times (35.0%), more than 3 times (14.2%), more than 4 times (0%).
- Foreign patients who choose Bumrungrad International Hospital are 2 times traveled on a medical trip to Thailand (53.5%) more than 4 times (26.5%), more than 3 times (14.0%), more than 1 times (6.0%).
- Foreign patients who choose Samitivej Hospital are first time traveled on a medical trip to Thailand (57.5%) more than 3 times (27.5%), more than 2 times (15.0%), more than 4 times (0%).

Table 4.21: Crosstable of Choice and Primary Purpose

Your primary purpose of this visit to Thailand (Select only one) * Which hospital you will choice if you come to Thailand for medical treatment Crosstabulation

			Which hospital you will choice if you come to Thailand for medical treatment			
			Bangkok Hospital	Bumrungrad International Hospital	Samitivej Hospital	Total
Your primary purpose of this visit to Thailand (Select only one)	Pleasure/vacation	Count	50	93	16	159
		% within Your primary purpose of this visit to Thailand (Select only one)	31.4%	58.5%	10.1%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	41.7%	46.5%	20.0%	39.8%
	Business/work	Count	70	107	64	241
		% within Your primary purpose of this visit to Thailand (Select only one)	29.0%	44.4%	26.6%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	58.3%	53.5%	80.0%	60.3%
Total		Count	120	200	80	400
		% within Your primary purpose of this visit to Thailand (Select only one)	30.0%	50.0%	20.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	100.0%	100.0%	100.0%	100.0%

This table shows the following results:

- Foreign patient's primary purpose of this visit to Thailand of Pleasure/vacation are more likely to choose Bumrungrad International Hospital.
- Foreign patient's primary purpose of this visit to Thailand of Business/work are more likely to choose Bumrungrad International Hospital.
- Foreign patients who choose Bangkok Hospital primary purpose of this visit to Thailand is Business/work (58.3%) more than Pleasure/vacation (41.7%),
- Foreign patients who choose Bumrungrad International Hospital primary purpose of this visit to Thailand is Business/work (53.5%) more than Pleasure/vacation (46.5%),
- Foreign patients who choose Samitivej Hospital primary purpose of this visit to Thailand is Business/work (80.0%) more than Pleasure/vacation (20%)

Table 4.22: Crosstable of Choice and Type of Medical Service

Type of medical service you are seeking for this medical trip * Which hospital you will choice if you come to Thailand for medical treatment Crosstabulation

	Which hospital you will choice if you come to Thailand for medical treatment			
	Bangkok Hospital	Bumrungrad International Hospital	Samitivej Hospital	Total

(Continued)

Table 4.22 (Continued): Crosstable of Choice and Type of Medical Service

Type of medical service you are seeking for this medical trip	Dental surgery/treatment	Count	0	2	11	13
		% within Type of medical service you are seeking for this medical trip	.0%	15.4%	84.6%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	.0%	1.0%	13.8%	3.3%
	Cosmetic/plastic/reconstructive surgery	Count	35	108	4	147
		% within Type of medical service you are seeking for this medical trip	23.8%	73.5%	2.7%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	29.2%	54.0%	5.0%	36.8%
	Sight treatment/Lasik	Count	53	29	52	134
		% within Type of medical service you are seeking for this medical trip	39.6%	21.6%	38.8%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	44.2%	14.5%	65.0%	33.5%
	Heart surgery	Count	30	10	13	53
		% within Type of medical service you are seeking for this medical trip	56.6%	18.9%	24.5%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	25.0%	5.0%	16.3%	13.3%

(Continued)

Table 4.22 (Continued): Crosstable of Choice and Type of Medical Service

	Comprehensive medical check up	Count	0	39	0	39
		% within Type of medical service you are seeking for this medical trip	.0%	100.0%	.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	.0%	19.5%	.0%	9.8%
	Other	Count	2	12	0	14
		% within Type of medical service you are seeking for this medical trip	14.3%	85.7%	.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	1.7%	6.0%	.0%	3.5%
Total		Count	120	200	80	400
		% within Type of medical service you are seeking for this medical trip	30.0%	50.0%	20.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	100.0%	100.0%	100.0%	100.0%

This table shows the following results:

- Foreign patients' type of medical service you are seeking for this medical trip for Dental surgery/treatment are more likely to choose Samitivej Hospital.
- Foreign patients' type of medical service you are seeking for this medical trip for Cosmetic/plastic/reconstructive surgery are more likely to choose Bumrungrad International Hospital.

- Foreign patients' type of medical service you are seeking for this medical trip for Sight treatment/Lasik are more likely to choose Bangkok Hospital.
- Foreign patients' type of medical service you are seeking for this medical trip for Heart surgery are more likely to choose Bangkok Hospital.
- Foreign patients' type of medical service you are seeking for this medical trip for Comprehensive medical checkup are more likely to choose Samitivej Hospital.
- Foreign patients' type of medical service you are seeking for this medical trip for other are more likely to choose Samitivej Hospital.
- Foreign patients who choose Bangkok Hospital are for Sight treatment/Lasik (44.2%), more than Cosmetic/plastic/reconstructive surgery (29.2%), more than Heart surgery (25%), more than other (1.7%).
- Foreign patients who choose Bumrungrad International Hospital for Cosmetic/plastic/reconstructive surgery (54%), more than Comprehensive medical checkup (19.5%), more than Sight treatment/Lasik (14.5%), more than other (6%), more than Heart surgery (5%), Dental surgery/treatment (1%).
- Foreign patients who choose Samitivej Hospital for Sight treatment/Lasik (65.0%), more than Heart surgery (16.3%), more than Dental surgery/treatment (13.8%), more than Cosmetic/plastic/reconstructive surgery (5%).

Table 4.23: Crosstable of Choice and "Where you normally go?"

Where you normally go? * Which hospital you will choice if you come to Thailand for medical treatment Crosstabulation

			Which hospital you will choice if you come to Thailand for medical treatment			
			Bangkok Hospital	Bumrungrad International Hospital	Samitivej Hospital	Total
Where you normally go?	Mountain	Count	24	70	26	120
		% within Where you normally go?	20.0%	58.3%	21.7%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	20.0%	35.0%	32.5%	30.0%
	Beach	Count	67	78	28	173
		% within Where you normally go?	38.7%	45.1%	16.2%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	55.8%	39.0%	35.0%	43.3%
	Plaza	Count	15	50	1	66
		% within Where you normally go?	22.7%	75.8%	1.5%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	12.5%	25.0%	1.3%	16.5%

(Continued)

Table 4.23 (Continued): Crosstable of Choice and "Where you normally go?"

	Club	Count	14	2	25	41
		% within Where you normally go?	34.1%	4.9%	61.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	11.7%	1.0%	31.3%	10.3%
Total		Count	120	200	80	400
		% within Where you normally go?	30.0%	50.0%	20.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	100.0%	100.0%	100.0%	100.0%

This table shows the following results:

- Foreign patients normally go to Mountain are more likely to choose Bumrungrad International Hospital.
- Foreign patients normally go to Beach are more likely to choose Bumrungrad International Hospital.
- Foreign patients normally go to Plaza are more likely to choose Bumrungrad International Hospital.

- Foreign patients normally go to Club are more likely to choose Samitivej Hospital.
- Foreign patients who choose Bangkok Hospital are for Beach (55.8%), more than Mountain (20%), more than Plaza (12.5%), more than Club (11.7%).
- Foreign patients who choose Bumrungrad International Hospital for Beach (39%), more than Mountain (35%), more than Plaza (25%), more than Club (1%).
- Foreign patients who choose Samitivej Hospital for Beach (35%), more than Mountain (32.5%), more than Club (31.3%), more than Plaza (1.3%).

Table 4.24: Crosstable of Choice and "how you take care of your body??"

Normally how you take care of your body? * Which hospital you will choice if you come to Thailand for medical treatment Crosstabulation

		Which hospital you will choice if you come to Thailand for medical treatment			
		Bangkok Hospital	Bumrungrad International Hospital	Samitivej Hospital	Total
Normally how you take care of your body? Fitness	Count	53	63	18	134
	% within Normally how you take care of your body?	39.6%	47.0%	13.4%	100.0%
	% within Which hospital you will choice if you come to Thailand for medical treatment	44.2%	31.5%	22.5%	33.5%

(Continued)

Table 4.24 (Continued): Crosstable of Choice and “how you take care of your body??”

	Clean food	Count	41	59	47	147
		% within Normally how you take care of your body?	27.9%	40.1%	32.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	34.2%	29.5%	58.8%	36.8%
	Regular checkup	Count	13	40	0	53
		% within Normally how you take care of your body?	24.5%	75.5%	.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	10.8%	20.0%	.0%	13.3%
	All of above	Count	13	38	15	66
		% within Normally how you take care of your body?	19.7%	57.6%	22.7%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	10.8%	19.0%	18.8%	16.5%
Total		Count	120	200	80	400
		% within Normally how you take care of your body?	30.0%	50.0%	20.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	100.0%	100.0%	100.0%	100.0%

This table shows the following results:

- Foreign patients normally take care of body by fitness are more likely to choose Bumrungrad International Hospital.
- Foreign patients normally take care of body by Clean food are more likely to choose Bumrungrad International Hospital.
- Foreign patients normally take care of body by Regular checkup are more likely to choose Bumrungrad International Hospital.
- Foreign patients normally take care of body by fitness, clean food, Regular checkup, are more likely to choose Bumrungrad International Hospital.
- Foreign patients who choose Bangkok Hospital are for taking care of body by fitness (44.2%), more than clean food (34.2%), and more than Regular checkup (34.8%).
- Foreign patients who choose Bumrungrad International Hospital are for taking care of body by fitness (31.5%), more than clean food (29.5%), and more than Regular checkup (20%), more than all above (19%).
- Foreign patients who choose Samitivej Hospital are for taking care of body by clean food (58.8%), more than fitness (22.5%), and more than all above (18.8%).

Table 4.25: Crosstable of Choice and Gender

gender * Which hospital you will choice if you come to Thailand for medical treatment Crosstabulation

			Which hospital you will choice if you come to Thailand for medical treatment			
			Bangkok Hospital	Bumrungrad International Hospital	Samitivej Hospital	Total
gender	male	Count	49	110	39	198
		% within gender	24.7%	55.6%	19.7%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	40.8%	55.0%	48.8%	49.5%
	female	Count	71	90	41	202
		% within gender	35.1%	44.6%	20.3%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	59.2%	45.0%	51.3%	50.5%
Total		Count	120	200	80	400
		% within gender	30.0%	50.0%	20.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	100.0%	100.0%	100.0%	100.0%

This table shows the following results:

- Foreign patient who are female are more likely to choose Bumrungrad International Hospital.
- Foreign patient who are female are more likely to choose Bumrungrad International Hospital.

- Foreign patients who choose Bangkok Hospital are female (59.2%) more than male (40.8%),
- Foreign patients who choose Bumrungrad International Hospital are male (55%) more than female (45%),
- Foreign patients who choose Samitivej Hospital are female (51.3%) more than male (48.8%),

Table 4.26: Crosstable of Choice and Age

age * Which hospital you will choice if you come to Thailand for medical treatment Crosstabulation

			Which hospital you will choice if you come to Thailand for medical treatment			
			Bangkok Hospital	Bumrungrad International Hospital	Samitivej Hospital	Total
age	18 – 25 years old	Count	4	78	12	94
		% within age	4.3%	83.0%	12.8%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	3.3%	39.0%	15.0%	23.5%
	26 – 35 years old	Count	79	42	52	173
		% within age	45.7%	24.3%	30.1%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	65.8%	21.0%	65.0%	43.3%

(Continued)

Table 4.26 (Continued): Crosstable of Choice and Age

36 – 45 years old	Count	14	64	2	80
	% within age	17.5%	80.0%	2.5%	100.0%
	% within Which hospital you will choice if you come to Thailand for medical treatment	11.7%	32.0%	2.5%	20.0%
46 – 55 years old	Count	23	16	14	53
	% within age	43.4%	30.2%	26.4%	100.0%
	% within Which hospital you will choice if you come to Thailand for medical treatment	19.2%	8.0%	17.5%	13.3%
Total	Count	120	200	80	400
	% within age	30.0%	50.0%	20.0%	100.0%
	% within Which hospital you will choice if you come to Thailand for medical treatment	100.0%	100.0%	100.0%	100.0%

This table shows the following results:

- Foreign patient's age between 18 – 25 years old are more likely to choose Bumrungrad International Hospital.
- Foreign patient's age between 26 – 35 years old years old are more likely to choose Bangkok Hospital.
- Foreign patient's age between 36 – 45 years old years old are more likely to choose Bumrungrad International Hospital.
- Foreign patient's age between 46 – 55 years old years old are more likely to choose Bangkok Hospital.
- Foreign patients who choose Bangkok Hospital are age between 26 – 35 years old (65.8%), more than 46 – 55 years old (19.2%), more than 36 – 45 years old (19.7%), more than 18 – 25 years old (3%).

- Foreign patients who choose Bumrungrad International Hospital are age between 18 – 25 years old (39%), more than 36 – 45 years old (32%), and more than 26 – 35 years old (21%), more than 46 – 55 years old (8%).
- Foreign patients who choose Samitivej Hospital are age between 26 – 35 years old (65%), more than 46 – 55 years old (17.5%), and more than 18 – 25 years old (15%), more than 36 – 45 years old (2.5%).

Table 4.27: Crosstable of Choice and Education Level

			Which hospital you will choice if you come to Thailand for medical treatment			
			Bangkok Hospital	Bumrungrad International Hospital	Samitivej Hospital	Total
Education level	High school or below	Count	6	75	13	94
		% within Education level	6.4%	79.8%	13.8%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	5.0%	37.5%	16.3%	23.5%
	Associate college degree/High diploma (2 years)	Count	41	29	50	120
		% within Education level	34.2%	24.2%	41.7%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	34.2%	14.5%	62.5%	30.0%

(Continued)

Table 4.27 (Continued): Crosstable of Choice and Education Level

	Bachelor degree (4 years)	Count	73	83	17	173
		% within Education level	42.2%	48.0%	9.8%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	60.8%	41.5%	21.3%	43.3%
	Post graduate education	Count	0	13	0	13
		% within Education level	.0%	100.0%	.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	.0%	6.5%	.0%	3.3%
Total		Count	120	200	80	400
		% within Education level	30.0%	50.0%	20.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	100.0%	100.0%	100.0%	100.0%

This table shows the following results:

- Foreign patient's Education level of High school or below are more likely to choose Bumrungrad International Hospital.
- Foreign patient's Education level of Associate college degree/High diploma (2 years) are more likely to choose Bumrungrad International Hospital.

- Foreign patient's Education level of Bachelor degree (4 years) are more likely to choose Bumrungrad International Hospital.
- Foreign patient's Education level of Post graduate education are more likely to choose Bumrungrad International Hospital.
- Foreign patients who choose Bangkok Hospital are Education level of Bachelor degree (4 years) (60.8%), more than Associate college degree/High diploma (2 years) (34.2%), more than High school or below (5%).
- Foreign patients who choose Bumrungrad International Hospital are Education level of Bachelor degree (4 years) (41.5%), more than High school or below (37.5%), and more than Associate college degree/High diploma (2 years) (14.5%), more than Post graduate education (6.5%).
- Foreign patients who choose Samitivej Hospital are Education level of Associate college degree/High diploma (2 years) (62.5%), more than Bachelor degree (4 years) (21.3%), and more than High school or below (16.3%).

Table 4.28: Crosstable of Choice and Work Situation

Work situation * Which hospital you will choice if you come to Thailand for medical treatment Crosstabulation

			Which hospital you will choice if you come to Thailand for medical treatment			
			Bangkok Hospital	Bumrungrad International Hospital	Samitivej Hospital	Total
Work situation	Government Official/Military	Count	12	13	2	27
		% within Work situation	44.4%	48.1%	7.4%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	10.0%	6.5%	2.5%	6.8%
	Teacher/Instructor/Professor	Count	0	27	0	27
		% within Work situation	.0%	100.0%	.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	.0%	13.5%	.0%	6.8%
	Executive/Managerial positions	Count	17	25	12	54
		% within Work situation	31.5%	46.3%	22.2%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	14.2%	12.5%	15.0%	13.5%
	Clerical/Administrative/Secretarial	Count	43	89	41	173
		% within Work situation	24.9%	51.4%	23.7%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	35.8%	44.5%	51.3%	43.3%

(Continued)

Table 4.28 (Continued): Crosstable of Choice and Work Situation

	Professional/Technical positions	Count	10	16	0	26
		% within Work situation	38.5%	61.5%	.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	8.3%	8.0%	.0%	6.5%
	Production/Manufacturing	Count	14	17	23	54
		% within Work situation	25.9%	31.5%	42.6%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	11.7%	8.5%	28.8%	13.5%
	Self-employed	Count	24	13	2	39
		% within Work situation	61.5%	33.3%	5.1%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	20.0%	6.5%	2.5%	9.8%
Total		Count	120	200	80	400
		% within Work situation	30.0%	50.0%	20.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	100.0%	100.0%	100.0%	100.0%

This table shows the following results:

- Foreign patient's Work situation of Government Official/Military are more likely to choose Bumrungrad International Hospital.
- Foreign patient's Work situation of Teacher/Instructor/Professor are more likely to choose Bumrungrad International Hospital.

- Foreign patient's Work situation of Executive/Managerial positions are more likely to choose Bumrungrad International Hospital.
- Foreign patient's Work situation of Clerical/Administrative/Secretarial are more likely to choose Bumrungrad International Hospital.
- Foreign patient's Work situation of Professional/Technical positions are more likely to choose Bumrungrad International Hospital.
- Foreign patient's Work situation of Production/Manufacturing positions are more likely to choose Samitivej Hospital.
- Foreign patient's Work situation of Self-employed positions are more likely to choose Bangkok Hospital.
- Foreign patients who choose Bangkok Hospital are Work situation of Clerical/Administrative/Secretarial (38.5%), more than Self-employed (20%), more than Executive/Managerial positions (14.2%), more than Production/Manufacturing (11.7%), Government Official/Military (10%), and more than Professional/Technical positions (8.3%).
- Foreign patients who choose Bumrungrad International Hospital are Work situation of Clerical/Administrative/Secretarial (44.5%), more than Teacher/Instructor/Professor (13.5%), and more than Executive/Managerial positions (12.5%), more than Production/Manufacturing (8.5%), more than Professional/Technical positions (8%), more than Self-employed (6.5%), more than Government Official/Military (2.5%).

– Foreign patients who choose Samitivej Hospital are Work situation of Clerical/Administrative/Secretarial (51.3%), more than Production/Manufacturing (28.8%), and more than Executive/Managerial positions (15%), more than Government Official/Military (2.5%) and Self-employed (2.5%).

Table 4.29: Crosstable of Choice and Marital Statues

Marital statues * Which hospital you will choice if you come to Thailand for medical treatment Crosstabulation

			Which hospital you will choice if you come to Thailand for medical treatment			
			Bangkok Hospital	Bumrungrad International Hospital	Samitivej Hospital	Total
Marital statues	Married	Count	38	54	27	119
		% within Marital statues	31.9%	45.4%	22.7%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	31.7%	27.0%	33.8%	29.8%
	Single	Count	82	133	53	268
		% within Marital statues	30.6%	49.6%	19.8%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	68.3%	66.5%	66.3%	67.0%

(Continued)

Table 4.29 (Continued): Crosstable of Choice and Marital Statues

	Divorced	Count	0	13	0	13
		% within Marital statues	.0%	100.0%	.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	.0%	6.5%	.0%	3.3%
Total		Count	120	200	80	400
		% within Marital statues	30.0%	50.0%	20.0%	100.0%
		% within Which hospital you will choice if you come to Thailand for medical treatment	100.0%	100.0%	100.0%	100.0%

This table shows the following results:

- Foreign patient who are Married are more likely to choose Bumrungrad International Hospital.
- Foreign patient who are Single are more likely to choose Bumrungrad International Hospital.
- Foreign patient who are Divorced are more likely to choose Bumrungrad International Hospital.
- Foreign patients who choose Bangkok Hospital are Single (68.3%) more than Married (37.7%),
- Foreign patients who choose Bumrungrad International Hospital Single (66.5%) more than Married (27%), more than Divorced (6.5%).

– Foreign patients who choose Samitivej Hospital are Single (66.3%) more than Married (33.8%),

CHAPTER 5

DISCUSSION AND CONCLUSION

In this chapter, the researcher summarized the analytical results for hypothesis testing, by using Multinomial logistic regression of 7P's marketing mix, perceived value, perceived service quality, perceived risk, expertise, tourist attractions, entertainment facilities, word of mouth, sources of information, medical security, immigration advantages, insurance to affecting choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

This research will be useful for Thai hospital to understand and improvise their marketing strategies by knowing the important factors that influences choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. Quantitative methodology has been used for doing this research, by distributing questionnaires to medical tourism in Bangkok, Thailand only. The independent variables designed in this questionnaire which influences choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital are 7P's marketing mix, perceived value, perceived service quality, perceived risk, expertise, tourist attractions, entertainment facilities, word of mouth, sources of information, medical

security, immigration advantages, insurance. Each question in questionnaire are from previous work and literature. The questionnaire has been approved and supervised by independent study advisor and three experienced experts who have experience in related field to make sure the validity of content and to pass the reliability test efficiently.

5.1 Conclusion

Based on the research objectives, Multinomial logistic regression was employed to this study. After analyzing the hypotheses, all the null hypotheses researcher rejected. The results are summarized as follows:

Hypothesis 1:

Product does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Hypothesis 2:

Price does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Hypothesis 3:

Place does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value = .002 < .05)

Hypothesis 4:

Promotion does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value = .002 < .05)

Hypothesis 5:

Physical evidence does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Hypothesis 6:

People does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value = .007 < .05)

Hypothesis 7:

Process does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Hypothesis 8:

Perceived value does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Hypothesis 9:

Perceived service quality does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Hypothesis 10:

Perceived risk does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Hypothesis 11:

Accept Ha: Expertise does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value = .014 < .05)

Hypothesis 12:

Accept Ha: Tourist attractions does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value = .024 < .05)

Hypothesis 13:

Entertainment Facilities does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Hypothesis 14:

Word of Mouth does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

Hypothesis 15:

Sources of information does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value = .000 < .05)

Hypothesis 16:

Medical Security does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value = .000 < .05)

Hypothesis 17:

Immigration Advantages does influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value = .000 < .05)

Hypothesis 18:

Insurance does not influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital. (p-value > .05)

The distribution of demographic variables of the sample indicated that the majority respondents are equal which number of respondents is traveled on a medical trip to Thailand 2 times, primary purpose of this choice Thailand is to business/work, type of medical service you are seeking for this medical trip is dental surgery/treatment, normally will go to beach, take care of your body by clean food, and gender are female, age between 26 – 35 years old, education level of bachelor degree (4 years), work situation are clerical/administrative/secretarial, marital status is single.

5.2 Discussion

This study will focus on the 7P's marketing mix, perceived value, perceived service quality, perceived risk, expertise, tourist attractions, entertainment facilities, word of mouth, sources of information, medical security, immigration advantages, insurance to affecting choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

The findings of this study showed that place, promotion, expertise, tourist attractions, sources of information, medical security, immigration advantages can

affecting choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital.

As previously noted, the study found that medical tourists consider information to be important in choosing a medical tourism destination. Tourism promotion practitioners should therefore utilize both overt marketing communications and covert marketing communications to promote Thailand to prospective medical tourists. Overt marketing communications, which include brochures and advertising campaigns undertaken by medical tourism authorities, researchers found to have a positive influence on intention to choice Thailand for medical tourism. Covert marketing communication activities, which include news and documentaries, can also be utilized to create awareness and credibility of Thailand; indeed, these types of information sources have been shown to enjoy high credibility among consumers (Tasci and Gartner, 2007). The study found that information from autonomous image agents correlated significantly with intention to choice Thailand. It is thus apparent that public relations and publicity about quality of care and saving potential can certainly help promote Thailand hospital.

And expertise, immigration advantages as the factor that can influence choices decision in foreign patients towards medical tourism in Bangkok, Thailand with Bangkok Hospital, Bumrungrad International Hospital, Samitivej Hospital, so that to improve the expertise such as doctors, nurse will be the good way to affect foreign

patient's choices decision. And the immigration policy from government should be keep or promote to foreign patients for drawing their attentions.

5.3 Limitation and Suggestion for Future Study

The sample seems to be not enough to establish a structural model of this study with a respectable number of variables. It has to be extended in number of patient and especially in the variety of nationalities. The perceived risk lacks precision, since its measure did not take into account the time of its measure in the medical process: before, while or after the medical service. This study lacks a broader vision of the medical tourism service.

The type of medical service may be used as a moderator variable. Risk effect has to be measured in different steps of the process (before and after the medical process). The variables in this study is limited, so many other variables can be used in other researches such as: the experience risk, functional values of hospital, social values of hospital, emotional values of hospital, escapism values of hospital.

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APPENDIX

Questionnaire

Part I Hospital Choice

1. Which hospital you will choice if you come to Thailand for medical treatment?

____Bangkok Hospital, ____Bumrungrad International Hospital

____Samitivej Hospital

2. Please rank these factors that influence your hospital choose?

0 (No influence at all) 1 (Low influence) 2 (Slightly influence)

3 (Somewhat influence) 4 (Moderately influence) 5 (Very influence)

6 (Strongly influence) 7 (Extremely influence)

	0	1	2	3	4	5	6	7
1. Product								
2. Price								
3. Place								
4. Promotion								
5. Physical evidence								

6. People								
7. Process								
8. Perceived value								
9. Perceived service quality								
10. Perceived risk								
11. Expertise								
12. Tourist attractions								
13. Entertainment Facilities								
14. Word of Mouth								
15. Sources of information								
16. Medical Security								
17. Immigration Advantages								
18. Insurance								

Part II. Measuring Independent Variables

Please answer the following question by mark "√" in the space given below and do kindly answer truthfully and complete all questions. The following factors influence choice decision of foreign patients towards medical tourism in Bangkok hospital, Thailand.

1 (Strongly Disagree) 2 (Slightly Disagree) 3 (Neutral) 4 (Slightly Agree) 5 (Strongly Agree)

	Strongly Disagree	Slightly Disagree	Neutral	Slightly Agree	Strongly Agree
Product					
1. The hospital offers superb facilities and a range of excellent medical treatments.	1	2	3	4	5
2. The service of hospital quite good	1	2	3	4	5
3. The tourism of Thailand quite attract me	1	2	3	4	5
Price					
1. The total cost of medical treatment in the hospital gives value for money.	1	2	3	4	5
2. The total cost of tourism in the Thailand gives value for money.	1	2	3	4	5
3. Overall the cost is quite acceptable	1	2	3	4	5
Place					
1. Its very close form my city to Thailand for medical treatments.	1	2	3	4	5
2. Thailand is quite good place	1	2	3	4	5
3. it's very convenient to go Thailand	1	2	3	4	5
Promotion					
1. The hospital promotion is quite good for me	1	2	3	4	5
2. Air ticket and hotel offer discount to me	1	2	3	4	5
Physical evidence					
1. The hospital has very good medical environment	1	2	3	4	5
2. Thailand has very good tourist environment	1	2	3	4	5
People					
1.The medical staff has good communication skill	1	2	3	4	5
2.Thai people are friendly	1	2	3	4	5
3. Overall, I enjoy the time with	1	2	3	4	5

Thai people					
Process					
1. The process for setting up the medical procedure appointment was simple and easy	1	2	3	4	5
2. I quite enjoy the entire process of medical tourism	1	2	3	4	5
Perceived value					
1. I received a quality medical treatment with a reasonable price	1	2	3	4	5
2. This medical treatment delivered superior value	1	2	3	4	5
3. This medical treatment was a good value for money	1	2	3	4	5
Perceived service quality					
1. I can get very good service from both nurses and doctors	1	2	3	4	5
2. The physicians paid enough attention to my concerns in deciding on a medical procedure	1	2	3	4	5
3. Ease of assembled and transmitted of medical record/information	1	2	3	4	5
Perceived risk					
1. I can feel the high medical treatment risk in this hospital	1	2	3	4	5
2. This hospital cannot help decreasing degree of medical treatment risk	1	2	3	4	5
3. The medical treatment service in this hospital has same level of risk with other hospitals.	1	2	3	4	5
Expertise					
1. The hospital provides professional, top-notch, and certified doctors as well as hospitable nurses and experts	1	2	3	4	5
2. I know the hospital because of its famous professional expertise	1	2	3	4	5
3. I choose this hospital because of famous professional expertise	1	2	3	4	5
Tourist attractions					
1. I can go travelling after medical treatment in Thailand	1	2	3	4	5
2. Thailand be good place for travelling	1	2	3	4	5
3. Thailand is good option for	1	2	3	4	5

both travelling and medical treatment					
Entertainment Facilities					
1. The hospital can provide me entertainment facilities	1	2	3	4	5
2. I am very enjoy the entertainment facilities when I have medical treatment in the hospital	1	2	3	4	5
Word of Mouth					
1. I would like to introduce my friend to try this hospital	1	2	3	4	5
2. I know the hospital is from others' people's mouth	1	2	3	4	5
3. I like the hospital because my friend also like it	1	2	3	4	5
Sources of information					
1. I got the information of hospital very easily	1	2	3	4	5
2. The sources of hospital information is very trustable	1	2	3	4	5
Medical Security					
1. The hospital has a strong concern of patient safety	1	2	3	4	5
2. I would feel secure when I use medical service of this hospital	1	2	3	4	5
3. The whole process of medical treatment is safe	1	2	3	4	5
Immigration Advantages					
1. Immigration policy is good	1	2	3	4	5
2. I can get visa to Thailand easily	1	2	3	4	5
Insurance					
1. I got very good insurance service in Thailand	1	2	3	4	5
2.The insurance service of hospital is quite professional	1	2	3	4	5
3.The insurance service of tourism is quite professional	1	2	3	4	5
Choice Decision					
1. I would be willing to do further medical treatment at this hospital in Thailand	1	2	3	4	5
2. I would consider Thailand as my first choice for medical tourism	1	2	3	4	5

3. I would say positive things about this medical treatment in Thailand to my relatives and close friends	1	2	3	4	5
4. I will continue to use this hospital service in Thailand in the future	1	2	3	4	5

Part III Basic Information of Medical Travel

1. How many times have you traveled on a medical trip to Thailand including this trip?

____First time ____2 times

____3 times ____4 times or more

2. Your primary purpose of this visit to Thailand (Select only one)

____Pleasure/vacation ____Business/work

____Medical treatment ____Visit friend and relatives

____Convention/Exhibition ____Other

3. Type of medical service you are seeking for this medical trip

____Dental surgery/treatment ____Cosmetic/plastic/reconstructive surgery

____Sight treatment/Lasik ____ Heart surgery

____Comprehensive medical checkup ____Other

4. Where you normally go?

____Mountain ____Beach ____ Plaza ____Club

5. Normally how you take care of your body?

____Fitness ____Clean food ____ Regular checkup ____All of above

Part IV Demographic Information

1. Gender?

____ Male ____Female

2. What is your age group?

____ 18 – 25 years old ____ 26 – 35 years old ____ 36 – 45 years old

____ 46 – 55 years old ____ 56 – 65 years old ____ above 65 years old

3. What is your highest educational level?

____High school or below ____Associate college degree/High diploma (2 years)

____Bachelor degree (4 years) ____Post graduate education

____Professional certificate

4. What is your current occupation?

____Government Official/Military ____Teacher/Instructor/Professor

____Executive/Managerial positions ____Clerical/Administrative/Secretarial

____Professional/Technical positions ____Production/Manufacturing

____Self-employed ____Retiree/Not in the work force

5. Marital statues

____Married ____ Single ____ Divorced

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Degree level ☐ Bachelor ☑ Master ☐ Doctorate

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