

UNIVERSITAS INTERNASIONAL BATAM

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FACTORS AFFECTING BATAM MEDICAL PATIENTS SATISFACTION AND REVISIT INTENTION TO MALAYSIA

**CHERRY LEONO
NPM: 1541393**

ABSTRACT

Medical tourism is emerging as an attractive area study for researcher and a novelty for tourists to travel across international borders in search of medical services. This has intensified medical industry competition among countries. Researcher chose Malaysia as a tourist destination and the object of this research because of its high reputation among medical tourists, affordable prices, strategic location and adequate health personnel according to available data and previous research. The data technique was carried out by surveying and distributing questionnaires to 307 medical tourist respondents located in Batam City. Data testing used SPSS version 20. The results showed that the variables of medical service quality, perceived value and health information technology have a positive relationship with satisfaction and shows the strongest influence. Furthermore, patient satisfaction was positively associated with returning visits for medical services.

Keywords: *Revisit Intention, Patient Satisfaction, Medical Service Quality, Perceived Value, and Health Information Technology*