

## Revisit Intention for Medical Services: An Investigation on Penang as a Medical Tourism Hub

Siew-Pin Yong<sup>1</sup>, Yen-Nee Goh<sup>1\*</sup>, Mao-Seng Ting<sup>1</sup>, Janifer Lunyai<sup>2</sup>

<sup>1</sup>*Graduate School of Business, Universiti Sains Malaysia, Penang, Malaysia*

<sup>2</sup>*Faculty of Economics & Business, Universiti Malaysia Sarawak (UNIMAS),  
94300 Kota Samarahan, Sarawak, Malaysia*

*Corresponding author: yngoh@usm.my*

### Abstract

This research investigates medical tourists' revisit intention formation by utilizing critical concepts of medical quality, service quality, effective communication, satisfaction, and price reasonableness. A survey was conducted via face-to-face questionnaires to medical tourists who had received medical treatment or healthcare services at Penang hospitals. Perceived medical and service quality has significant associations affecting intentions to revisit hospitals, and satisfaction acted as a significant mediator between medical quality and satisfaction. However, the moderating role of price reasonableness is not supported. The implication of the Push and Pull Motivation Theory and practice are further discussed in this study.

**Keywords:** healthcare services, Malaysia, medical tourism, revisit intention, satisfaction

### 1.0 Introduction

Medical tourism takes the world by storm by becoming one of the highest and rapid growth industries, worth over US\$37 billion in 2019 (Stephano, 2020). Medical tourism's demand continues to increase in developing countries due to high medical costs, limited medical care availability, and long waiting periods (Johnston, Crooks, and Snyder, 2012). Furthermore, developing countries' effective marketing strategies have attracted many medical tourists to turn their back to have their medical procedures done in these nations. Instead of visiting health resorts and wellness spas, medical tourists received comprehensive treatments, including dental care, fertility treatment, cosmetics, transplantation, and elective surgery (Khan & Alam, 2014). According to Beladi, Chao, Ee, and Hollas (2019), medical tourism is one of the rapidly growing industries in the market; therefore, many