

THE MOTIVATIONS OF INDONESIANS FOR MEDICAL TOURISM TO MALAYSIA: SYSTEMATIC LITERATURE REVIEW

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ABSTRAK

Melakukan perencanaan yang baik sebelum pergi berobat ke luar negeri sangat penting. Itu seperti langkah pertama yang perlu diambil. Dengan perencanaan yang baik, calon pasien bisa tahu lebih banyak tentang apa yang akan terjadi selama mereka pergi ke luar negeri untuk berobat dan memastikan bahwa mereka mendapatkan perawatan yang sesuai dengan kondisi kesehatan mereka. Tujuan utama dari penelitian ini adalah untuk mengidentifikasi dan menganalisis hal yang mendorong wisatawan medis Indonesia ke Malaysia sebagai tujuan perawatan medis di Malaysia. Hal ini dapat menjadi langkah awal untuk meningkatkan standar layanan kesehatan dan wisata medis di Indonesia. Penelitian *systematic literature Review* dimana studi-studi yang diterbitkan dalam bahasa Indonesia dan Inggris selama tahun 2018-2022 di *Google Scholar*, *Taylor & Francis Online*, dan *Emerald Insight* kemudian dibandingkan temuannya. Total terdapat 10 artikel dari 1.232 publikasi yang dimasukkan dalam penelitian ini. Untuk mengatasi banyaknya warga Indonesia yang mencari perawatan medis di Malaysia, fokus utama adalah untuk meningkatkan kualitas layanan kesehatan, mempermudah akses layanan terhadap pelayanan kesehatan promotif, preventif, kuratif, dan rehabilitatif dengan biaya terjangkau serta selanjutnya, meningkatkan daya tarik wisata medis ke rumah sakit publik dan swasta di Indonesia. Hal ini akan dicapai dengan memanfaatkan kelebihan sektor kesehatan Indonesia seperti iklim dan alam yang menguntungkan, atraksi budaya dan sejarah yang kaya, praktisi yang sangat terampil, peralatan dan fasilitas canggih, serta untuk menarik lebih banyak devisa bagi negara.

Kata kunci : Indonesia, pengobatan luar negeri, Malaysia, medis, motivasi

ABSTRACT

Doing proper planning before seeking medical treatment abroad is crucial. It's like the first step that needs to be taken. With good planning, prospective patients can learn more about what will happen when they go abroad for treatment and ensure that they receive suitable care for their health condition. The primary goal of this research is to identify and analyze the factors that motivate Indonesian medical tourists to choose Malaysia as their destination for medical treatment. This can serve as an initial step toward enhancing healthcare standards and medical tourism in Indonesia. A systematic literature review was conducted, comparing studies published in both Indonesian and English from 2018 to 2022 on platforms like Google Scholar, Taylor & Francis Online, and Emerald Insight. In total, 10 articles out of 1,232 publications were included in this research. To address the significant number of Indonesians seeking medical treatment in Malaysia, the primary focus is to improve the quality of healthcare services, facilitate access to affordable healthcare services, including promotive, preventive, curative, and rehabilitative services, and subsequently enhance the appeal of medical tourism to both public and private hospitals in Indonesia. This will be achieved by leveraging Indonesia's healthcare sector advantages, such as a favorable climate and environment, rich cultural and historical attractions, highly skilled practitioners, advanced equipment and facilities, and innovative methods to attract more foreign exchange earnings for the country.

Keywords : Indonesian, Malaysia, medical, motivation, treatment abroad

INTRODUCTION

Medical tourism is a global phenomenon that has gained popularity in recent years. It refers to people traveling to other countries to receive medical care. The industry is rapidly

expanding worldwide due to the many economic and social benefits it offers to host nations. Indonesia is geographically close to Malaysia, which has become a preferred destination for medical tourism among Indonesian citizens. Medical tourism offers not only high-quality healthcare services but also better accommodation, shopping, and sometimes recreational arrangements (Ebrahim & Ganguli, 2019).

Although the number of healthcare services in Indonesia has been increasing and there is a social health insurance program, there are still Indonesian citizens seeking medical treatment abroad to obtain optimal healthcare services. The number of Indonesian citizens traveling to Malaysia for medical treatment has increased significantly in recent years (Direktorat Jenderal Pelayanan Kesehatan, 2022). While the quality of medical facilities in Malaysia is a major factor in attracting medical tourists from Indonesia, there are other factors that may also influence their decision-making process.

Abdullah (2019) highlights that apart from the quality of medical facilities in Malaysia, there exist other determinants influencing the decision-making process of medical tourists from Indonesia. These determinants encompass disparities in treatment options and destinations, the utilization of diverse methods to establish trust, as well as the prevailing perceptions and norms within the health tourism industry, as pointed out by Santoso et al. (2020). The motivation behind medical tourists' choices can be attributed to their previous encounters with misdiagnoses during treatment in their home country, thus driving them to seek more dependable and credible healthcare services abroad, as noted by Md Zain et al. (2022). Moreover, the cost-effectiveness of treatment in Malaysia, including medical consultations, surgical procedures, and the procurement of medications, becomes apparent, especially when compared to the expenses incurred in cities like Medan or Jakarta, as suggested by Dakhi and Purba (2021). Furthermore, it is worth mentioning that medical professionals in Malaysia possess the capability to communicate effectively in Indonesian, further facilitating interactions between healthcare providers and patients, as emphasized by Pulungan et al. (2021).

The research aimed to identify and analyze the motivations that influence medical tourism, with a specific focus on their impact on the decisions made by Indonesian citizens seeking medical treatment in Malaysia. By gaining a deeper understanding of these factors, it is possible to improve the performance of Indonesia's healthcare and Malaysia's medical tourism sector, ultimately enhancing the experience of Indonesian medical tourists.

METHOD

The methodology used in this study involved conducting a systematic literature review of articles published between 2018 and 2022, which were obtained from various databases such as Google Scholar, Taylor & Francis Online, and Emerald Insight. The search was conducted using the keywords "medical" or "motivation" or "treatment abroad" with a specific focus on "Indonesia" and "Malaysia". The selected articles were thoroughly analyzed for relevant information and findings, which were then compiled and reported. The study established specific inclusion criteria that included: 1) the use of designated keywords in article titles and abstracts, 2) completion of the research, 3) research focused on medical tourism from Indonesia to Malaysia, 4) the use of English or Indonesian language articles, and 5) the inclusion of factors related to medical tourism in the healthcare industry. Exclusion criteria comprised articles with only abstracts and studies published in unfamiliar languages, with duplicate articles removed. The articles that met the inclusion criteria were analyzed and compared, as presented in Figure 1. Ultimately, 10 articles were considered suitable for the study.

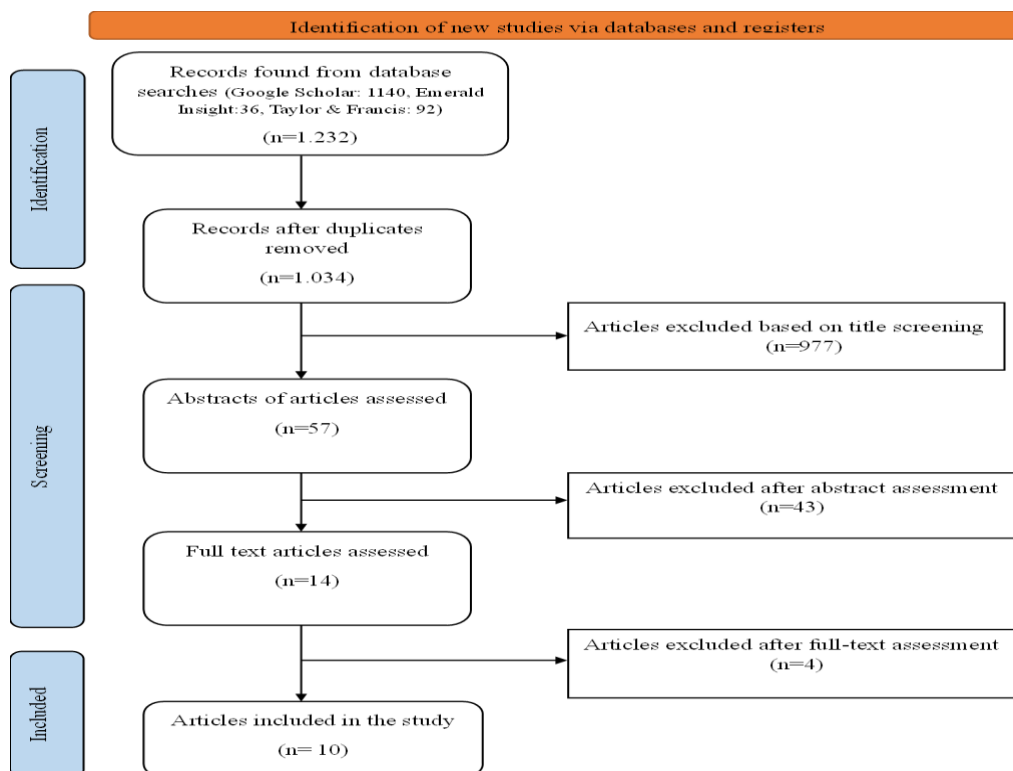


Figure 1. Flow Chart of the Article Selection Process

RESULTS

Table 1 provides a summary of the features of the articles analyzed, where most of them were original research studies. The study observed an increasing concentration on medical tourism in Malaysia in recent years among the 10 articles published from 2018 to 2022. An examination of these articles showed that the primary factors influencing medical tourism were cost and quality of service.

Table 1. Details of Articles Included in the Review

Title	Author	Year	Type of research	Factors	Research Purposes	Result
Medical tourists' behavioral intention in relation to motivational factors and perceived image of the service providers	Mee et al	2018	Quantitative research, sampling of 322 respondents	Motivational factors, hospital image, and medical tourists' behavioral intention	Examine the relationships between motivational factors and hospital image, and to investigate the relationship between hospital image and medical tourists' behavioral intention.	The results of the study show that the motivational factors (accessibility, country knowledge and awareness, potential in saving, and safety and security) are significantly related to hospital image, which in turn, is positively related to medical tourists' behavioral intention.

Factors attracting Indonesian medical tourists to Penang	Abdullah et al	2019	Qualitative methodology, in-depth interviews, sample of 25 Indonesian medical tourists.	Identifying the major themes that entice Indonesian medical tourists to Penang, including the effectiveness and accuracy of medical prescription and treatment, improved telecommunication and connectedness, affordable prices, a 'home away from home' experience, and a reliable transportation system.	The purpose of this paper is to explore the factors that attract Indonesian medical tourists to Penang for medical treatment. The study aims to provide an in-depth understanding of these factors to help ensure the sustainable growth of the medical tourism industry in Penang.	The study found that the effectiveness and accuracy of medical prescription and treatment was a major factor attracting Indonesian medical tourists to Penang. Other factors included improved telecommunication and connectedness, affordable prices, a 'home away from home' experience, and a reliable transportation system. These factors have contributed to the growth and sustainability of the medical tourism industry in Penang.
Views of Indonesian consumer towards medical tourism experience in Malaysia	Saragih et al	2019	Quantitative research. Sample of 200 Indonesian patients.	The variables included behavioral beliefs, normative beliefs, control beliefs, attitude, subjective norms, perceived behavioral control, and travel intention.	The study aims to identify the factors that influence Indonesian patients to seek medical treatment in Malaysia and to provide insights for the Malaysian medical tourism business to better understand Indonesian medical tourists' behavior.	The results show that behavioral beliefs positively affect the attitude of Indonesian patients and their intentions to visit Malaysia for medical treatment. The study also found that subjective norms, individual attitudes, and perceived behavioral control are the main reasons for Indonesian patients to visit Malaysia for medical services.
Karo Ethnic Experience in Seeking Health Services to Penang Malaysia	Sirait et al	2020	Qualitative in-depth interviews with eight participants.	Financial comparison, choosing health services, and getting satisfying health services.	The paper aims to provide insights into the reasons why many Indonesians are seeking medical treatment abroad and to suggest ways in which health services in Indonesia can be improved to better meet the needs of the community.	The results of the paper show that Karo Ethnic in North Sumatra Province, Indonesia seek treatment abroad, particularly in Penang, Malaysia, due to dissatisfaction with the health services provided in their own country. This has resulted in a significant amount of government foreign exchange being spent on foreign hospitals.

Profiling Indonesian medical tourists: a motivation-based segmentation study	Angela et al	2020	Quantitative research-survey questionnaire. Sampel size of 400 participants.	The motivations of Indonesian medical tourists, demographic characteristics such as age, gender, income, and education level, as well as travel-related variables such as travel companions, travel frequency, and travel duration.	The study aims to provide insights into the diverse motivations of Indonesian medical tourists and to help medical tourism providers and policymakers develop targeted marketing strategies and policies that address the needs and preferences of each segment.	The results of the paper are that Indonesian medical tourists have diverse motivations for seeking medical treatment abroad, and that a motivation-based segmentation approach can be used to understand these motivations. The study identifies four distinct segments of Indonesian medical tourists based on their motivations: health and wellness seekers, cost and convenience seekers, medical quality seekers, and novelty seekers.
Analysis of the Effect of Push and Pull Factors on Indonesian People's Decisions in Conducting Health Tourism Abroad	Utama & Purnomo	2020	Quantitative research study, from 100 respondents	Quality of medical facilities and services, proximity and similarity of the destination, supporting facilities at the destination, and the availability of attractive tourist destinations	Identify the factors that influence the decision to engage in health tourism and to determine the relative importance of these factors	Results of the study showed that push factors did not have a significant impact on the decision to engage in health tourism, while pull factors had a significant positive impact on the decision (including the quality of medical facilities and services, proximity and similarity of the destination, supporting facilities at the destination, and the availability of attractive tourist destinations).
The Influence of Attitude, Subjective Norm, and Perceived Behavior Control on the Interest of Surabaya Residents to Do Medical Tourism to Malaysia	Tangga et al	2020	Quantitative research with a causal approach. Sample of 100 patients	The factors that influence the interest of Surabaya residents to do medical tourism to Malaysia are attitude, subjective norm, and perceived behavioral control, which are the variables used in the Theory of Planned Behavior (TPB)	The purpose of this research is to investigate the influence of TPB, which is seen from attitude, subjective norm, and perceived behavioral control, on the interest of Surabaya residents to do medical tourism to Malaysia	The result of the research is that all three variables (attitude, subjective norm, and perceived behavior control) significantly influence the intention of Surabaya residents to do medical tourism to Malaysia.

Why do Indonesian citizens seek medical treatment in Malaysia?	Komari et al	2021	Descriptive study - cross sectional. Sampel of 100 patients	Demographic variables such as age, gender, education level, and income, as well as variables related to patients' perceptions of the quality of healthcare services in Malaysia, such as the quality of medical facilities, the competence of healthcare professionals, the clarity of communication, and the cost of medical treatment.	Describe the perceptions of patients from Kalimantan Barat, Indonesia regarding the quality of healthcare services in Malaysia and explore the reasons why patients from Kalimantan Barat, Indonesia choose to seek medical treatment in Malaysia.	The results of the paper indicate that the respondents had a positive perception of the quality of healthcare services in Malaysia. The paper also identifies the reasons why people choose to seek medical treatment in Malaysia, which include clear diagnosis and transparent communication, relatively low cost, and trust in Malaysian hospitals.
Motivation and Loyalty of Indonesian Medical Tourists towards Malaysian Health Services	Morissan & Gan	2021	Quantitative research. The sample size of this study is 152 respondents.	These factors include word of mouth (WoM) and marketing programs (MPP) as drivers of motivation, push and pull factors as predictors of satisfaction, and the influence of travel influencers on travel motivation.	The study aims to investigate the influence of MPP and WoM on the motivation (push and pull) of Indonesian medical tourists to obtain health services in Malaysia. Additionally, the study aims to explore travel motivation	The results of this study indicate that there is a statistically significant difference in push and pull motives based on the influencers (WoM or MPP). The effect size of both push and pull is almost equal. The relationship between push or pull and satisfaction is also statistically significant as 41.3% of the variance in satisfaction is explained by the push and 51.8% by pull factors. Finally, satisfaction is a significant predictor for loyalty while 90.2% of the variance in loyalty is explained by satisfaction.
The relationship between other people's recommendations, economic status, education level and service quality in Malaysia	Nurhasanah et al	2022	Cross-sectional design, sampling of 76 respondents	People's recommendations, economic status, education level, and service quality	The paper examines relationship between motivation of Acehnese people to choose medical treatment in Malaysia and other people's recommendation economic status, education level, service quality.	There is a significant relationship between other people's recommendations, economic status, level of education, quality of service, and the motivation of Acehnese people to seek treatment in Malaysia.

DISCUSSION

The objective of this study is to investigate the factors that motivate Indonesian citizens to seek medical treatment in Malaysia and to explore potential strategies for the growth of medical tourism in Indonesia by examining the quality of services offered in Malaysia. The results of this study indicate that important factors such as policy-making, systematic planning, and dissemination of information through appropriate channels will play a crucial role in the development of medical tourism. In general, information plays a critical role in attracting medical tourists.

Research has shown that Indonesian citizens are dissatisfied with their healthcare services (Md Zain et al., 2022; Sirait et al., 2020) and they are now seeking better healthcare services by traveling to Malaysia. Their decision is influenced by factors such as nursing services (Dakhi & Purba, 2021) doctor services, and hospital facilities (Utama et al., n.d.) as well as Malaysia's location (Kumar & Hussian, 2016) technology (Nilashi et al., 2019) and brand image (Cham et al., 2021; Damayanti et al., 2021).

Sarwar (2013) studied different factors that contribute to the growth of medical tourism in Malaysia, such as the cost of medical treatments, the expertise and facilities available in the country, the appeal of the tourist destination, government policies and regulations, patient experience (Hwang et al., 2018) and investment potential (Collins et al., 2019). Meanwhile, Indonesian medical tourists have various motivational factors in their decision-making process (Angela et al., 2020; Mee et al., 2018) and research has also looked at the opinions of Indonesian consumers about medical tourism in Malaysia (Saragih & Jonathan, 2019).

The effectiveness and accuracy of medical prescriptions and treatments are significant factors in seek medical tourists, as highlighted in studies conducted by Abdullah et al (Abdullah, Cheah, Mulia, & Abdul Fatah, 2019), and Komari et al.,(2021) While medical tourism has positive impacts on the economy, such as increasing gross national income and creating job opportunities, as indicated in the research by Wang et al.,(2020) it is essential to recognize the potential negative impacts on the local community, including changes in living conditions and quality of life, as mentioned by Suess (2014). Moreover, it is worth noting that medical tourists usually seek treatment rather than leisure, as emphasized by Narayanan et al.,(2021) concerning their visits to Malaysian medical institutions.

Based on research results, interest in medical tourism to Malaysia is influenced by attitudes, subjective norms and perceived behavioral control (Tanggara et al., 2020). There is a statistically significant difference in push and pull motives based on influencers (WoM or MPP) (Morissan et al., 2021).

Medical tourism can have positive economic impacts, such as boosting gross national income and creating employment opportunities, as pointed out by Wang et al(2020). However, it is important to acknowledge that it can also have negative effects on the local community, including changes in living conditions and quality of life, as mentioned by Suess (2014). It is worth noting that medical tourists, who are typically seeking medical treatment rather than leisure activities, are the ones visiting medical institutions in Malaysia, according to Narayanan & Wah (2021), and Komari & Djafar (2021), have emphasized the importance of medical prescription and treatment effectiveness and accuracy as key factors in attracting medical tourists.

The quality of healthcare services in Indonesia is not yet optimal, and there is a lack of focus on medical tourism. It is essential to identify and prioritize issues in the medical industry. The availability of affordable and high-quality medical care may dissuade Indonesians from seeking medical treatment abroad. Studies by Thoo et al (2018), Haque et al (2018), Santoso et al (2020), Komari et al (2021), and Nurhasanah et al (2022), have demonstrated that cost and service quality are the critical factors in attracting medical tourists.

CONCLUSION

Medical tourism is currently regarded as one of the methods to increase income. Indonesia intends to take advantage of this and advance its healthcare system by providing higher-caliber services and less expensive medical care. This would enable Indonesia to compete with Malaysia in the medical tourism sector by lowering the number of Indonesians seeking medical treatment overseas. To draw return travelers, Malaysia should continue to provide top-notch medical tourism services. The results of this study can assist medical tourism providers in developing marketing strategies, and policymakers can utilize them to develop regulations that promote the expansion of the medical tourism sector. Additionally, the research can pinpoint issues and potential fixes in Indonesia's provision of healthcare services based on medical tourism.

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