

# A Study on the Antecedents of Revisit Intention for Korean Medical Tourism

**ISIKM2020**

December 12-13, 2020

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## Introduction

According to the Korea Health Industry Promotion Agency (2018), the total amount of medical care paid by Chinese medical tourists came to 184.1 billion won in 2017, of which the total amount paid by inpatients was tallied at 56.7 billion won [5]. This can be said to have a very high economic impact on the Chinese portion of Korea's medical tourism industry every year after year. Therefore, it is essential to identify factors that affect the satisfaction of medical tourism and revisit of Chinese people who are visiting Korea for the purpose of medical tourism in order to ensure stable growth and development of Korea's medical tourism industry.

This study attempts to investigate the influences of medical service quality, accessibility, cost adequacy, and tourism quality of Korean medical tourism on tourists' satisfaction and revisit intention, by targeting Chinese medical tourists.

## Theoretical Background and Research Questions

In general, customer satisfaction can be defined as the overall emotional state of consumers who experience after a particular activity, and thus satisfaction in the medical tourism sector means an evaluation of the overall performance of the experience of medical tourism [19].

Based on the above medical tourism attributes and literature research on medical tourism satisfaction, the following hypotheses were derived from this study.

### H1: Medical tourism attributes will have a positive effect on medical tourism satisfaction.

H1a: Medical service quality will have a positive effect on medical tourism satisfaction.

H1b: Accessibility will have a positive effect on medical tourism satisfaction.

H1c: Cost adequacy will have a positive effect on medical tourism satisfaction.

H1d: Tourism quality will have a positive effect on medical tourism satisfaction.

Moreover, the Chinese people's positive attitude toward medical tourism in Korea for the purpose of medical tourism increases the level of revisiting intention. Therefore, it was confirmed that medical tourism satisfaction could have a positive and significant impact on revisiting, and the following assumptions were established based on prior research.

### H2: Tourists satisfaction will have a positive effect on revisit intention.

## Research Design

For the purpose of empirical study, a survey has been conducted to Chinese medical tourists who have experienced Korean medical services. After eliminating questionnaires with irrelevant answers and missing values, 264 questionnaires out of 312 questionnaires have been analyzed in hypotheses tests using SPSS 18.0 and AMOS 21.0

## Results of the Study

Confirmatory Factor Analysis (CFA) was conducted to ensure the intensive validity and reliability as shown in Table 1.

Table 1. Results of confirmatory factor analysis

Construct	Item	Std. Est.	S.E.	t-value	CR	AVE
(1)	QM1	.825	-	-	.882	.659
	QM2	.790	.072	12.985		
	QM3	.828	.074	13.863		
	QM4	.803	.071	13.258		
(2)	AC1	.781	-	-	.875	.621
	AC2	.785	.094	11.275		
	AC3	.845	.094	12.542		
	AC4	.781	.100	10.067		
(3)	CA1	.838	-	-	.879	.635
	CA2	.745	.072	11.565		
	CA3	.835	.078	13.489		
	CA4	.761	.077	11.412		
(4)	QT1	.785	-	-	.842	.572
	QT2	.702	.088	10.575		
	QT3	.811	.085	12.285		
	QT4	.709	.091	10.475		
(5)	TS1	.811	-	-	.878	.612
	TS2	.762	.073	11.768		
	TS3	.823	.078	12.667		
	TS4	.785	.075	12.675		
(6)	RI1	.885	-	-	.911	.785
	RI2	.847	.073	15.686		
	RI3	.895	.065	17.241		
	RI4	.832	.075	15.135		

(1) Quality of Medical Service / (2) Accessibility / (3) Cost Adequacy / (4) Quality of Tourism / (5) Tourists' Satisfaction / (6) Revisit Intention  
 $\chi^2=265.154(218)$ ,  $p=0.000$ ,  $CMIN/DF=1.216$ ,  $RMR=0.045$ ,  $GFI=0.908$ ,  $TLI=0.958$ ,  $CFI=0.966$ ,  $AGFI=0.852$ ,  $RMSEA=0.032$

Correlation analysis was conducted between the variables to determine the discriminant validity.

Table 2. Discriminant validity

	(1)	(2)	(3)	(4)	(5)	(6)
(1)	0.832					
(2)	0.775	0.811				
(3)	0.435	0.465	0.853			
(4)	0.756	0.682	0.538	0.872		
(5)	0.654	0.523	0.652	0.681	0.881	
(6)	0.634	0.582	0.645	0.684	0.792	0.925

\* Squared root of AVE values are on the diagonal.

The results of path analysis indicate that the suitability of the research model can be met with the recommended levels and the results are shown in Table 3.

Table 3. Results of path analysis

Hyp.	Std. Estimate	p-value	Results
H1 H1a	0.284	0.041	Accepted
H1 H1b	0.045	0.584	Rejected
H1 H1c	0.412	**	Accepted
H1 H1d	0.354	**	Accepted
H2	0.832	**	Accepted

$\chi^2=265.154(218)$ ,  $p=0.000$ ,  $CMIN/DF=1.216$ ,  $RMR=0.045$ ,  $GFI=0.908$ ,  $TLI=0.958$ ,  $CFI=0.966$ ,  $AGFI=0.852$ ,  $RMSEA=0.032$ , \*\* $p<0.01$

## Conclusion

First, H1a, which indicates that the quality of medical service has a positive effect on satisfaction in medical tourism, was adopted at the significance level of 0.05. Second, H1b that accessibility had a positive effect on satisfaction in medical tourism was rejected because it did not appear to be significant. Third, H1c, which indicates that cost adequacy has a positive effect on satisfaction in medical tourism, was adopted at the significance level of 0.01. Fourth, H1d, which indicates that the quality of tourism has a positive effect on satisfaction in medical tourism, was adopted at the significance level of 0.01. Finally, H2, which indicates that satisfaction in medical tourism has a positive effect on revisit intention, was adopted at the significance level of 0.01.