



# Domestic And Inbound Patient's Satisfaction Level Towards Medical Tourism In Surat Of Gujarat State

Dr. Jaspreet Dahiya, Rinki

<sup>1</sup>Professor, Baba Mastnath University, Rohtak

<sup>2</sup>Research Scholar, Baba Mastnath University, Rohtak

## ABSTRACT:

According to the study researcher concluded the questions related to satisfaction level of the domestic and inbound patients towards medical tourism in Surat city of Gujarat and results from the raw data it is concluded that there no significant difference between satisfaction level of domestic and inbound patients towards medical tourism.

## 1. INTRODUCTION:

### 1.1 MEDICAL TOURISM: CONCEPTS:

The concept of medical tourism is as old as medicine itself. People travel for self-care to improve their quality of life by removing physical hardships and suffering. When a patient makes the decision to travel for medical treatment in an effort to improve their health, this is referred to as medical tourism. Typically, medical tourists travel to other locations because the treatments they need are not readily available where they are from. However, in addition to travelling for medical treatment, medical tourists are also eager to engage in leisure, relaxation, fun, and other activities while they are there, which has a significant impact on the patients' choice of travel destination. As a result, one can draw the conclusion that the medical and tourism industries are in synergy, and both must collaborate to provide facilities to medical tourists. The amalgamation of medical services and tourism services can be termed as medical tourism. Moreover, the concept of tourism combined with seeking for medical treatment refers to medical tourism. Medical tourism is also known as health tourism and sometimes medical tourism, wellness tourism, and health tourism is all interchangeably used. However, medical and health tourism are two relatable but distinct concepts where health and wellness tourism refer to travel for spas, alternative therapies, and restorative treatments. Bio-medical procedures combined with travel and tourism is primarily what medical tourism entails. More specifically, health tourism refers to a coordinated effort by a tourism facility (e.g., accessibility, accommodation) or a destination (e.g., Gujrat, India) to attract visitors by marketing health-care facilities or services along with the standard tourist amenities. Whereas, wellness tourism encompasses all of the interactions and phenomena that arise as a result of individuals travelling and staying in places where their primary goal is to maintain or improve their health. A report of UNWTO (2018) stated that health tourism is an umbrella word for two subtypes: medical and wellness tourism.

### 1.1.1 Inbound medical tourism

ism:

When a medical tourist leaves his home country and travel to host country with the reason of receiving medical care and services, then the phenomenon is considered as Inbound medical tourism for the host country. It will be considered as outbound medical tourism for the home country.

### 1.1.2 Domestic medical tourism:

Refers to medical tourists who travel within their own country, from one state to another in order to get better medical attention because of accessibility, quality treatment, medical care.

## 2. STATEMENT OF THE PROBLEM:

“Domestic and inbound patient’s satisfaction level towards medical tourism in Surat of Gujarat state”

## 3. REVIEW OF LITERATURE:

Aljumaha [2024] “Impacts of Service Quality, Satisfaction and Trust on the Loyalty of Foreign Patients in Malaysian Medical Tourism”

They presented that one of the tourist industries in Malaysia in particular and the world at large with the quickest growth is medical tourism. This study's primary goal was to investigate how the moderator affects trust, and how trust affects satisfaction and foreign patients' loyalty. For the goal of gathering data for the study, 640 questionnaires were given to international patients in Malaysia. The study produced quantitative research. 389 of these replies were ultimately determined to be suitable for study, indicating a 60% response rate. The partial least squares–structural equation model, or PLS-SEM, was used to analyze the data. Overall, the results demonstrated a substantial relationship between service quality and foreign patient loyalty in Malaysia. A further finding from the moderators' work indicates that trust acted as a successful moderator between foreign patient loyalty and satisfaction. The relationship between international patients' loyalty and service quality was also positively correlated with satisfaction. Additionally, this study advances the theory by confirming the characteristics of the "Self-Regulation of Attitudes, Intentions, and Behaviors" hypothesis with regard to the aim of customers to prolong their stay in order to establish a strong rapport with Malaysian hospitals.

## 4. RESEARCH METHODOLOGY:

The process of finding a systematic solution to the research problem is called research methodology. It is also understood as finding a way out the research problem in a systematic way.

### 4.1 Objective of the study:

1. To study the satisfaction level of domestic and inbound patients towards medical tourism.

### 4.2 Hypothesis of the study:

**H<sub>01</sub>** There is no significant difference between domestic and inbound patient’s satisfaction level towards medical tourism.

### 4.3 Sample selection:

In the present study, purposive sampling has been used by researcher. On the basis of primary and secondary data, the researcher selected Surat city of Gujarat state as research area. Researcher selected 50 patients i.e. 25 domestic and 25 inbound patients.

#### 4.4 Data collection:

Primary data is been collected with the help of questionnaires and interviews. Primary data can be quantitative as well as qualitative in nature. Secondary data is been collected with already existing study material in the form of research/reports/ articles/ newspapers etc.

#### 4.5 Statistical techniques used:

independent sample ‘t’ test has been used for the data analysis.

### 5. DATA ANALYSIS AND ITERPRETATION:

#### Satisfaction level

**Table – 5.1**

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am satisfied with the treatment at the hospital	Count	0	1	1	10	38
	Row N %	0.0%	2.0%	2.0%	20.0%	76.0%
I am satisfied with medical care at the hospital	Count	0	2	2	8	38
	Row N %	0.0%	4.0%	4.0%	16.0%	76.0%
I am satisfied with the nursing care at the hospital	Count	2	2	5	4	37
	Row N %	4.0%	4.0%	10.0%	8.0%	74.0%
I am satisfied with the hospital management	Count	0	3	0	10	37
	Row N %	0.0%	6.0%	0.0%	20.0%	74.0%
I am satisfied with the Food And Beverage services in the hospital for patients and attendants	Count	1	0	2	2	45
	Row N %	2.0%	0.0%	4.0%	4.0%	90.0%
I am satisfied with the Over All Facilities provided by the hospital	Count	0	1	0	15	34
	Row N %	0.0%	2.0%	0.0%	30.0%	68.0%
I am satisfied with the treatment cost charged by the hospital	Count	6	2	5	7	30
	Row N %	12.0%	4.0%	10.0%	14.0%	60.0%

#### INTERPRETATION

As per Table 5.1, respondents' responses towards satisfaction level have been highlighted below:

- As per the statement, ‘I am satisfied with the treatment at the hospital’ highlighted that 0% of the respondents were found to Disagree with the statement Strongly, 2% of the respondents were found to Disagree with the statement, 2% of the respondents were found to be Neutral with the statement, 20% of the respondents were found to be Agree with the statement, 76% of the respondents were found to be Strongly Agree with the statement.
- As per the statement, ‘I am satisfied with medical care at the hospital’ highlighted that 0% of the respondents were found to Disagree with the statement Strongly, 4% of the respondents were found to Disagree with the statement, 4% of the respondents were found to be Neutral with the statement, 16% of the respondents were found to be Agree with the statement, 76% of the respondents were found to be Strongly Agree with the statement.

- As per the statement, 'I am satisfied with nursing care at the hospital' highlighted that 4% of the respondents were found to Disagree with the statement Strongly, 4% of the respondents were found to Disagree with the statement, 10% of the respondents were found to be Neutral with the statement, 8% of the respondents were found to be Agree with the statement, 76% of the respondents were found to be Strongly Agree with the statement.
- As per the statement, 'I am satisfied with the hospital management' highlighted that 0% of the respondents were found to Disagree with the statement Strongly, 6% of the respondents were found to Disagree with the statement, 0% of the respondents were found to be Neutral with the statement, 20% of the respondents were found to be Agree with the statement, 74% of the respondents were found to be Strongly Agree with the statement.
- As per the statement, 'I am satisfied with the Food And Beverage services in the hospital for patients and attendants' highlighted that 2% of the respondents were found to Disagree with the statement Strongly, 0% of the respondents were found to Disagree with the statement, 4% of the respondents were found to be Neutral with the statement, 4% of the respondents were found to be Agree with the statement, 90% of the respondents were found to be Strongly Agree with the statement.
- As per the statement, 'I am satisfied with the Over All Facilities provided by the hospital' highlighted that 0% of the respondents were found to Disagree with the statement Strongly, 2% of the respondents were found to Disagree with the statement, 0% of the respondents were found to be Neutral with the statement, 30% of the respondents were found to be Agree with the statement, 68% of the respondents were found to be Strongly Agree with the statement.
- As per the statement, 'I am satisfied with the treatment cost charged by the hospital' highlighted that 12% of the respondents were found to Disagree with the statement Strongly, 4% of the respondents were found to Disagree with the statement, 10% of the respondents were found to be Neutral with the statement, 14% of the respondents were found to be Agree with the statement, 60% of the respondents were found to be Strongly Agree with the statement.

## 5.2 Hypothesis testing:

$H_{01}$  There is no significant difference between domestic and inbound patient's satisfaction level towards medical tourism.

Table – 5.2

### Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Satisfaction Equal variances assumed	1.441	.236	1.805	48	.077	.92000	.50977
Equal variances not assumed			1.805	47.524	.077	.92000	.50977

## INTERPRETATION:

Table 5.2 shows the difference between satisfaction level of domestic and inbound patients towards medical tourism with the help of independent sample 't' test. Statistically, the result shows the significant value of .236 which is higher than .05 (level of significance) described that there is no significance difference between satisfaction level of domestic and inbound patients towards medical tourism. Therefore, the null hypothesis ( $H_{01}$ ), i.e. There is no significant difference between domestic and inbound patient's satisfaction level towards medical tourism is accepted.

## 6. CONCLUSION:

According to the questions related to satisfaction level of the domestic and inbound patients towards medical tourism in Surat city of Gujarat and results from the raw data it is concluded that there no significant difference between satisfaction level of domestic and inbound patients towards medical tourism.

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