



Factors Determining Patient Satisfaction in Medical Tourism Services

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Article Info	Abstract
<p>Article history: Received 23 June 2025 Revised 26 August 2025 Accepted 07 September 2025 Available online 12 September 2025</p> <p>Keywords: Patient satisfaction; medical tourism; Quality of service; Medical tourism</p> <p>Correspondence: nugrohoagung.nh@gmail.com</p> <p>How to cite this article: Ribut Agung Nugroho, Muhammad Anas, Mochamad Mochklas. Factors Determining Patient Satisfaction in Medical Tourism Services. MAGNA MEDIKA Berk Ilm Kedokt dan Kesehat. 2025; 12(2): 166-181</p>	<p>Background: Medical tourism has emerged as a global phenomenon, with patient satisfaction as a crucial performance indicator in healthcare delivery. However, the determinants influencing patient satisfaction in this context remain varied and require a comprehensive synthesis.</p> <p>Objective: This study aims to synthesize the key determinants affecting patient satisfaction within the context of medical tourism, drawing on evidence from 24 international studies.</p> <p>Method: A systematic literature review was conducted, analyzing quantitative, qualitative, and mixed-method studies.</p> <p>Result: The analysis revealed that service quality, cost transparency, professionalism of medical personnel, access to information, modern facilities, cultural sensitivity, and non-clinical services such as hospitality are major contributors to patient satisfaction. Travel support, social media utilization, and the hospital environment significantly influence the patient experience. Most studies highlight the importance of personalized services, effective communication, and responsiveness in enhancing patient satisfaction.</p> <p>Conclusion: The findings indicate that clinical factors and financial, emotional, and cultural considerations shape patient satisfaction in medical tourism. Healthcare providers should develop integrative strategies focused on quality and cultural adaptability to remain competitive in the medical tourism industry.</p>

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INTRODUCTION

Medical tourism, or medical tourism, is a growing global phenomenon, especially in Asian countries such as Thailand, Malaysia, and India. The main driving factors of this trend are the international patients' search for quality medical services at more affordable prices, shorter waiting times, and the possibility of combining treatment with tourism^{1,2,3}. These countries are vying to build a healthcare ecosystem that is friendly to medical tourists by offering modern facilities, professional staff, and integrated customer service^{4,5}.

Patient satisfaction is essential in assessing the success of medical tourism services because it will affect loyalty, hospital image, and patient satisfaction or recommend services to others^{6,7}. In the context of medical tourism, satisfaction is not only determined by clinical aspects such as physician competence and treatment outcomes, but also by various Non-clinical services such as communication, culture, language, access to information, facilities, and even food that are in accordance with the patient's religious beliefs^{8,9}.

Although many studies have been conducted, findings regarding patient satisfaction factors in medical tourism are still fragmented. For example, the quality of medical services has been shown to affect patient satisfaction significantly in many studies^{6,10,3}. In contrast, other studies emphasize the critical role of cost and accessibility factors^{11,2,1}. The presence of attractive and easily accessible tourist destinations can provide a positive experience that improves patients' moods, thus contributing to their satisfaction levels during treatment or care¹². Facilities and ease of access to treatment locations have proven critical in increa-

sing patient satisfaction, as they make the treatment process comfortable and efficient⁵. In addition, social media¹³ and telemedicine¹⁴ are also beginning to be identified as new factors in shaping patient perception and satisfaction before a medical trip. These differences in approaches and indicators indicate a lack of a comprehensive synthesis of the diverse determinants contributing to patient satisfaction in cross-border medical tourism.

Patient satisfaction in medical tourism services has not been comprehensively studied by integrating various multidimensional factors that influence it, because previous studies have been fragmented and conducted individually. This research presents a holistic approach by integrating clinical, non-clinical, and tourism support factors into a unified thematic framework. In addition, this research introduces new variables, such as the role of social media and telemedicine, which contribute to shaping patients' perceptions before seeking treatment abroad. This research also emphasizes the importance of cultural adaptation, effective communication, and personalized services in aspects that have previously received less in-depth attention in the relevant literature. By thoroughly integrating these factors, this research is expected to serve as a strategic reference in developing medical tourism services oriented towards a holistic patient experience. The findings of this research have practical implications for hospitals, medical agents, and policymakers in improving service quality and strengthening competitiveness in the global medical tourism market.

METHOD

This study uses a qualitative descriptive approach with a *systematic literature review method*. This

approach was chosen to examine various scientific findings on the factors that affect patient satisfaction in medical tourism services in depth and comprehensively. The study aimed to identify key patterns, themes, and determinants contributing to patient satisfaction levels across countries.

Data sources were obtained from scientific articles published in reputable and internationally indexed journals such as PubMed, Scopus, and Google Scholar. The reviewed articles were limited to publications between 2010 and 2023, written in English or Indonesian, and available in full text. Inclusion criteria encompassed articles that explicitly discussed patient satisfaction within the context of medical tourism, covering both clinical and non-clinical aspects, and employed quantitative, qualitative, or mixed-method research designs. Exclusion criteria involved editorials, commentaries, opinion pieces lacking clear methodological foundations, and studies not focusing on patient satisfaction in medical tourism or those solely addressing clinical outcomes without relating to patient experience.

The article search process was carried out using keywords such as "*medical tourism*", "*patient satisfaction*", "*healthcare service quality*", "*hospital experience*", and "*factors influencing satisfaction*". After the search stage, an article selection was carried out based on the title and abstract, and then continued by reading the full content of the relevant article. Each article that passed the selection was then coded and entered into a matrix table that included author information, journal title, year of publication, research objectives, methods used, main results, and variables studied.

Data analysis was carried out using a *thematic synthesis approach*. This process starts from reading and understanding the entire coded article. Furthermore, initial coding of the factors mentioned in each study was carried out. The codes are then grouped into major themes, such as clinical factors (physician competence, treatment outcomes), non-clinical factors (communication, culture, food, accommodation), and supporting factors (cost, accessibility, tourist attraction, technology). The final results of this analysis are presented in the form of a structured narrative and supported by a systematic table to show the relationship between the studies.

To ensure the validity and reliability of the data, several strategies have been carried out, including peer debriefing with experts in the health and tourism sectors to review the accuracy of the findings. In addition, source triangulation has been implemented by comparing results from different countries and other methodological approaches to minimize bias. During the data collection and analysis process, records were also systematically compiled in the form of trail audits as a form of transparency to ensure that the synthesis process could be replicated in the future.

RESULT

Based on systematic searches of various databases and registers, including PubMed (n=97), Scopus (n=153), and Google Scholar (n=62), several studies were identified. Before the screening process, 104 studies were identified as duplicates and excluded. No studies are issued through an automated process. Based on titles and abstracts, the screening stage excluded 139 studies that did

not meet the initial inclusion criteria. A total of 69 studies were then continued for full-text search. However, full-text search attempts were unsuccessful for 19 studies.

Furthermore, the feasibility of 50 studies with the full text available was further evaluated. This assessment process resulted in the exclusion of 26 studies that were considered irrelevant to the focus of the study. Finally, a total of 24 studies met all selection criteria and were included in the synthesis of this

systematic review. The flow of this study selection ensures transparency and rigor in selecting relevant literature.

The interpretation of the synthesis results from Table 1 shows that various interrelated multi-dimensional factors determine patient satisfaction in medical tourism services. The quality of healthcare was recorded as a key determinant that consistently contributed to satisfaction levels^{10,15}.

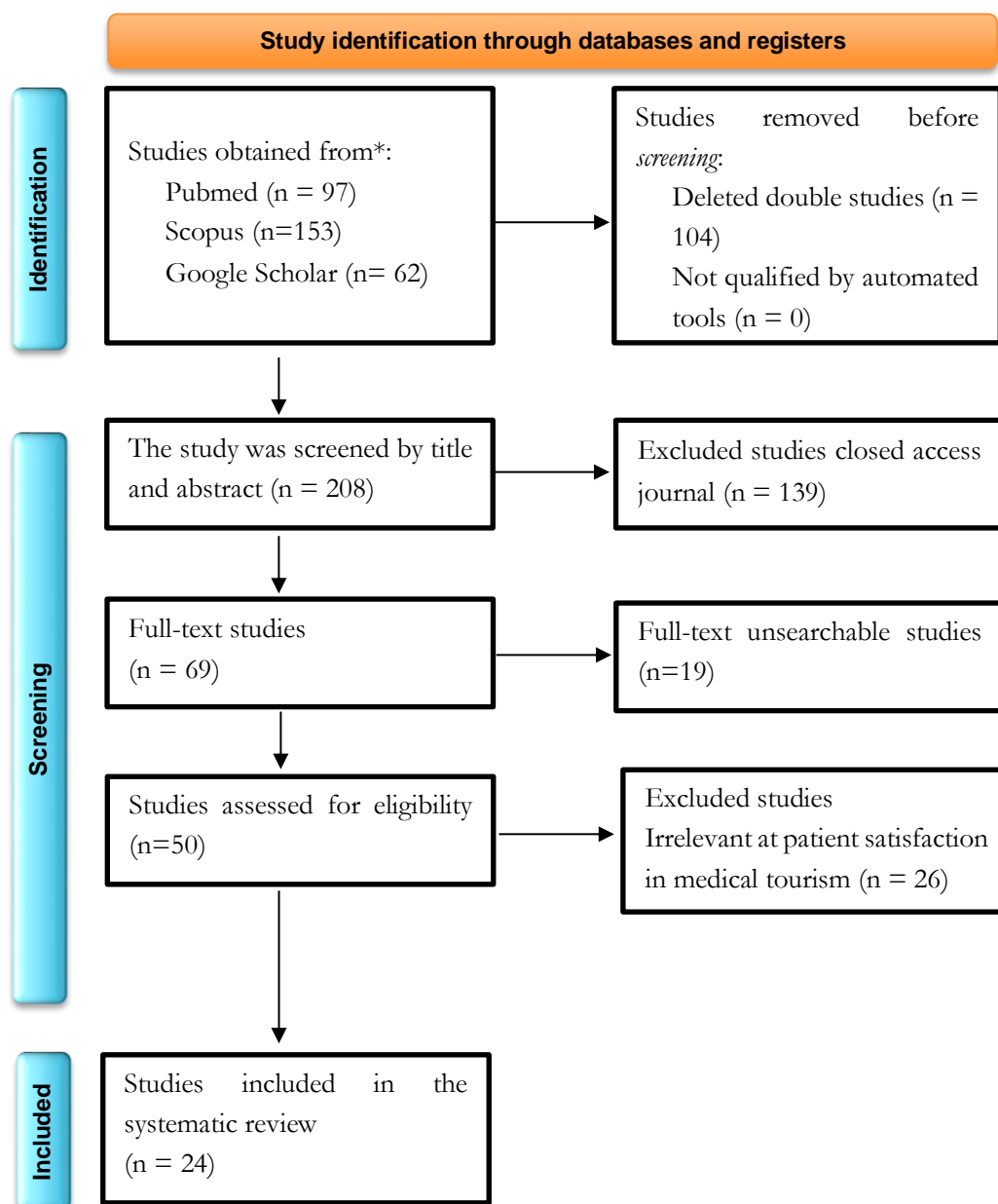


Figure 1. Diagram PRISMA

Nugraha et al. found that the quality of service has a coefficient of 0.725 with high significance ($p=0.000$), indicating a direct influence on patient loyalty⁶. Dimensional factors such as reliability, empathy, and responsiveness, as shown in the research by Fatehi Rad et al. and Chamodya et al., also reinforce these findings^{10,15}.

The cost of service and affordability significantly affect the perception of patient satisfaction. The results of Alsarayreh et al.'s research show that low cost and speed of service are the most dominant determinants in improving patient satisfaction². Similar findings were also put forward by Haque et al, who highlighted affordability as one of the key components in assessing healthcare services by patients¹¹. Non-medical factors such as the facility's physical condition, the comfort of the hospital environment, and the integration of tourist activities have also been shown to contribute to the overall patient experience. Ting, Chandrashekar, and Zakaria et al state that modern facilities and environ-

mental comfort significantly correlate with patient satisfaction levels^{1,5}.

The success of communication and information systems is also an important aspect. Gu et al. noted that clarity of information ($\beta=0.281$) and effective communication ($\beta=0.266$) positively affected patients' confidence to seek treatment abroad¹⁴. The support of digital technologies, such as telemedicine and social media, further strengthens patients' confidence in the quality of services offered by the destination institution¹³.

Cultural aspects and emotional factors cannot be ignored in the context of medical tourism services. Research by Al-Farajat et al. revealed that cultural suitability and language support, such as providing translators and food according to patients' beliefs, significantly shape comfort and a sense of security during health services⁸. Letchmanan and Nordin also emphasized that empathy and service assurance are key elements in building positive emotional relationships between patients and medical personnel⁷.

Table 1. Factors Affecting Patient Satisfaction in Medical Tourism Services

No	Author	Journal Name	Purpose	Method	Analysis	Result
1	Nugraha, Paturusi, & Wijaya, (2019)	MEET	Analysis of the influence of the quality of medical services on satisfaction & loyalty	Quantitative (questionnaire)	Service quality coefficient (0.725, $p=0.000$)	Quality of service increases patient satisfaction & loyalty
2	Campbell, Restrepo, & Navas (2020)	Plastic and Reconstructive Surgery -	Evaluation of post-cosmetic patient satisfaction	Retrospective (460 patients)	98.2% of patients are satisfied with information,	High satisfaction regarding professionalism

		Global Open			doctors, facilities, and cost & payments transparency	
3	Lwin, Punnakitika shem, & Thananusak, (2021)	Cogent Business & Managemen	Identify the satisfaction factors of dental tourism in Bangkok	Cross-sectional (106 respondents)	Quality of treatment, tourist attraction, and significant accessibility (p<0.05)	Patients are satisfied with the quality of dental care.
4	Alsarayreh, Sultan, Mahasneh, Hmoud, & Nawaiseh (2017)	Int. Review of Managemen and Marketing	Analysis of determinants of satisfaction in Jordan	Quantitative (questionnaire)	Cost, professionalism, and fast service are significant (p=0.000)	Low cost & fast service dominate the satisfaction
5	Haque, Yasmin, & Anwar (2018)	Int. Tourism and Hospitality Journal	The relationship between cost, quality of service, motivation, and satisfaction in Malaysia	Quantitative	Cost, quality of service, and significant motivation (p<0.05)	Affordable prices & quality service are the key to satisfaction
6	Ting & Chandrasekar (2023)	Research in Mgmt of Tech & Business	Medical tourist satisfaction factors in Malaysia	Quantitative	Positive correlation: cost (0.397), quality (0.452), facilities (0.453)	Modern facilities & comfortable environment increase satisfaction
7	Heydari, Yousefi, Derakhshani, & Khodayari-Zarnaq (2019)	Health Scope	A systematic review of the satisfaction factors of medical tourism	Systematic review (137 factors)	Services, HR, info, costs, tools, physical condition	Holistic services & critical advanced technology
8	Zakaria et al., (2023)	Frontiers in Public Health	Analysis of Bangladeshi patient satisfaction in India	Cross-sectional	Facilities ($\beta=0.24$), tourism ($\beta=0.16$), cost ($\beta=0.16$) significant	Superior facilities & tourist destinations support satisfaction
9	Akbar, Rivai, Abdullah, & Awang, (2021)	J. of Dentomaxillofacial Science	The relationship between access to information & quality of service with satisfaction	Cross-sectional	Quality of service (OR=3.36), significant info (OR=3.64) (p<0.05)	Clear info & responsive service is important

10	Letchmana n & Nordin (2021)	Int. J. of Academic Research	The effect of service quality (SERVQUAL) on satisfaction	Quantitati ve	Tangible ($\beta=0.207$), assurance ($\beta=0.298$), responsiveness ($\beta=0.196$) significant	Empathy & reliability have less direct effect.
11	Sharma, Alam, & Priya (2025)	Physical Therapy Issues	Conceptual models of financial & clinical-based patient satisfaction	Systematic review (49 articles)	Communication, accessibility, and non-clinical factors	Patient experience & reputation of the hospital are key to satisfaction
12	Fatehi Rad, Puad Mat Som, & Zainuddin, (2010)	World Applied Sciences Journal	The effect of service quality on satisfaction in Malaysia	Quantitati ve	Reliability ($\beta=0.22$), empathy ($\beta=0.26$), responsiveness ($\beta=0.153$)	Personalization service & response speed are important
13	Al-Farajat, Jung, Gu, & Seo, (2019)	Int. J. of Advanced Culture Technolog y	Analysis of Arab patient satisfaction in South Korea	Mixed- method	Doctors, translators, significant halal food ($p<0.001$)	Local culture and language influence Muslim satisfaction
14	Li, Ragavan, Patwary, & Baijun (2022)	Frontiers in Public Health	The effect of the hospital environment & nutrition advice on satisfaction	Cross- sectional	Hospital environment ($\beta=0.221$), nutrition advice ($\beta=0.158$)	Convenient facilities & healthy food are important
15	Shukla, Singh, & K.R. Saxena (2020)	Int. J. of Psychosoc ial Rehabilitat ion	Evaluation of foreign patient satisfaction at JCI India Hospital	Qualitativ e (FGD)	Non-clinical services (hospitality) as a differentiator	Accreditation & hospitality services enhance reputation
16	Fook, Peng, & Mun, (2024)	Healthcare in Low- Resource Settings	The influence of hospital brand image on medical tourism intentions	Quantitati ve (SEM)	Significant access, price, and security ($p<0.05$)	Brand trust & perceived quality influence satisfaction
17	Park, Le, Amendah, & Kim (2021)	Int. J. of Env. Research (MDPI)	The role of cosmetic surgery facilitator	Quantitati ve survey	Tangible, assurance, significant empathy	Essential post- operative services &

			hospitals and agents			emotional support
18	L. A. Al-Farajat, Jung, & Seo, (2018)	Int. J. of Advanced Culture Technology	UAE patient satisfaction study related to medical translators	Qualitative	Arabic translators are preferred because of their cultural understanding	Cultural training for staff increases satisfaction
19	Gu et al., (2021)	MDPI Healthcare Journal	The influence of telehealth on medical travel satisfaction & intention	Quantitative	Info ($\beta=0.281$) & communication ($\beta=0.266$) were significant	Telemedicine increases confidence before treatment
20	Ugli & Ki-Hyun, (2023)	J. Korean Society for Quality Management	The role of social media in cosmetic patient satisfaction	Quantitative	Significant information delivery ($\beta=0.358$)	Social media reduces risk perception
21	Chamodya, Kamalasen, & Arachchi (2021)	J. Tourism Economics & Applied Research	The impact of service quality on satisfaction in Sri Lanka	Quantitative	Responsiveness ($\beta=0.191$), empathy ($\beta=0.444$) was significant	Staff empathy & service responsiveness are dominant
22	Saki et al. (2017)	Shiraz E-Medical Journal	Analysis of hospital service problems in Iran	Qualitative	Lack of human resources, facilities, and sanitation hinders satisfaction	Need to improve management & infrastructure
23	Wang (2017)	Advances in Mgmt & Applied Economics	Relationship of expectations, quality of service, & satisfaction in Taiwan	Quantitative	Quality of service \rightarrow satisfaction ($\beta=0.784$, $p<0.01$)	Expectations affect the perception of service quality
24	Toni, Jithina, & Thomas (2022)	Int. J. of Health Sciences	The influence of travel attributes on patient loyalty	PLS-SEM (402 respondents)	Travel attributes \rightarrow satisfaction \rightarrow loyalty (high path coefficient)	Length of stay & tourist activities support satisfaction

DISCUSSION

1. Quality of Medical Services

The quality of medical services consistently emerges as a significant factor in patient satisfaction. Research conducted by Nugraha et al. showed that service quality was directly related to patient satisfaction and loyalty⁶. This factor refers to various aspects of medical services, including the skill and professionalism of doctors, as well as the availability of appropriate medical care. Research by Letchmanan & Nordin, and Fatehi Rad et al emphasizes that several dimensions of the SERVQUAL model, such as assurance, responsiveness, and empathy, greatly influence patient satisfaction^{7,10}. Sharma et al. added that the quality of service includes clinical aspects, communication, accessibility, and reputation of hospitals³. In their systematic review, Hendari et al. emphasized that holistic services supported by advanced technology are essential to improving patient experience¹⁹. Patient satisfaction will be higher if the hospital or medical service provider can offer high-quality care that includes medical skills and good management of patient interactions.

Beyond confirming the established service quality dimensions, this study suggests that integrating personalized patient-centered approaches could further enhance satisfaction levels³⁰. Specifically, tailoring communication and care plans to individual patient needs and cultural backgrounds may bridge gaps that standard service models overlook. Furthermore, the role of continuous staff

training in soft skills such as empathy and communication emerges as a crucial complement to clinical expertise³¹. This holistic approach improves patient outcomes and fosters trust and loyalty toward healthcare providers.

In the medical tourism industry, the quality of medical services doesn't just depend on clinical expertise; a holistic approach ensures that care and communication are tailored to the needs and culture of international patients. To create a comprehensive service experience, training in soft skills such as empathy and effective communication is crucial. Patient experience and loyalty can be improved by synergistically combining interpersonal and technical approaches³².

2. Cost and Accessibility

Affordable costs are one of the factors that significantly affect patient satisfaction. Reasonable fees and cost transparency greatly influence patient satisfaction with medical tourism services¹⁸. The same was found in the study Ting & Chandrashekar, which states that appropriate costs and easily accessible medical facilities play a significant role in the satisfaction of patients who come for medical tourism¹. In addition, Wang added that patients' expectations related to fair prices will significantly affect their perception of the quality of services provided. Patient satisfaction can be improved by offering competitive and transparent fees and ensuring that administrative procedures and access to medical facilities are easy to understand and access.

Perceived fairness in pricing and the ease of accessing services are critical in shaping consumer satisfaction and loyalty in healthcare settings³¹. Moreover, Fatima et al. highlight that reducing financial and geographic barriers is essential for equitable access to healthcare, improving patient satisfaction and health outcomes³⁰.

In addition to these findings, this study suggests that beyond competitive pricing and transparency, healthcare providers must actively simplify administrative procedures and improve physical accessibility to enhance overall patient satisfaction. Ensuring clear communication about costs and offering flexible payment options tailored to diverse patient needs can bridge gaps, often leading to dissatisfaction³³. This holistic approach addresses financial barriers and logistical challenges that patients frequently encounter, ultimately fostering greater trust and loyalty.

Affordable costs and transparency are crucial in enhancing patient satisfaction in medical tourism, where clear cost communication and easy-to-understand administrative procedures build patient trust. Physical accessibility and reduced financial barriers also significantly create a positive patient experience and foster loyalty to healthcare providers. A study on medical tourism management in Medan City shows that cost transparency strategies, improved service quality, and the development of specialized services for international patients are key to success in attracting medical tourists and maintaining their satisfaction³⁴.

3. Hospital Facilities and Environment

Hospital facilities and a comfortable physical environment are crucial in improving patient satisfaction. Li et al. stated that the quality of physical facilities, such as comfortable treatment rooms, complete medical equipment, and hospital cleanliness, can increase patient satisfaction levels⁹. Good facilities and environments supporting medical tourism travel, such as comfortable destinations, support overall satisfaction levels⁵. In their research on post-cosmetic surgery patient satisfaction, Campbell et al. also found that the facility's quality and a clear payment system can improve the patient experience⁴. Hospitals that offer quality medical facilities and a comfortable environment will attract patients and ensure their overall experience supports high satisfaction.

In addition to these findings, this study suggests that hospitals should continuously invest in physical infrastructure and create an environment that fosters psychological comfort and safety for patients. Attention to noise control, privacy, and staff responsiveness within the facility can further elevate patient satisfaction. A holistic approach to facility management, combining physical comfort with emotional well-being, strengthens patient trust and loyalty, ultimately improving healthcare outcomes³¹.

Hospital facilities and a conducive physical environment play an essential role in increasing patient satisfaction, particularly in the context of medical tourism. Complete and modern facilities, cleanliness, and an environment that supports psychological

comfort and safety are key factors that strengthen the trust and loyalty of international patients. Investment in esthetic infrastructure, noise control, privacy, and staff responsiveness significantly contributes to a positive experience for foreign patients, thereby fostering sustainable growth in the medical tourism sector³⁵.

4. Culture, Language, and Non-Clinical Support

Cultural and language factors can significantly influence international patients' medical experience. L. Al-Farajat et al highlight that having a medical translator who understands the local language and culture can reduce the communication barriers often experienced by patients from countries with different cultures⁸. Sharma et al., adding that non-clinical aspects such as communication, social care, and the role of hospitality are becoming very important in shaping positive perceptions of patients, especially in the context of cross-border medical tourism³. Providing the services of interpreters or medical staff who understand the patient's culture is essential to ensure a more comfortable patient experience and minimize misunderstandings that can lead to dissatisfaction.

Building on these insights, this study emphasizes the need for healthcare providers to integrate culturally sensitive care models, including staff training in cultural competence and tailored communication strategies. Such non-clinical support improves patient comfort and fosters trust and emotional well-

being, critical for overall satisfaction and adherence to treatment plans³³.

Cultural and linguistic support is emphasized in medical tourism to improve service quality and build a globally competitive medical destination's reputation. International patients who receive special attention to their artistic needs tend to have a more positive experience and high loyalty. A holistic approach, including interpreter services and social support, helps address cultural stress and anxiety, improving patient satisfaction and long-term success in the medical tourism industry³⁶.

5. Information and Communication

Access to clear information and effective communication are other crucial elements. Akbar et al. show that the quality of responsive service and good communication between patients and medical personnel greatly affect satisfaction²¹. Gu et al added that telemedicine and information technology can increase patient confidence before they leave for medical treatment¹⁴. Park et al emphasize the importance of post-operative communication and emotional support, which can speed recovery and improve patient satisfaction²⁵. Transparent communication and easily accessible information before, during, and after medical treatment can strengthen patients' confidence, reduce anxiety, and ultimately increase satisfaction.

Beyond these findings, this study suggests that healthcare providers should adopt integrated communication strategies that utilize digital platforms and personalized follow-ups to maintain continuous patient

engagement. Proactive communication, including clear explanations of treatment plans and potential outcomes, alleviates patient concerns and builds a trusting relationship essential for positive healthcare experiences³¹.

Effective and transparent communication strategies are crucial for patient satisfaction in medical tourism. Good communication between patients and medical staff, including digital technology and personal follow-up, can alleviate anxiety and speed up patient recovery³⁷. Therefore, healthcare providers must adopt an integrated and responsive communication approach to maintain patient engagement and support a positive overall care experience.

6. Motivation and Travel Experience

In addition to medical services, the tourism experience is also a determining factor for patient satisfaction in medical tourism. Toni et al. found that travel attributes, such as length of stay, tourist activities, and destination quality, contributed to patient satisfaction. Zakaria et al emphasize the importance of quality tourism integrated with medical services, which can improve the overall patient experience⁵. Success in combining tourism and medical care will create a well-rounded experience and strengthen patient satisfaction. Tourism factors such as leisure activities and destination comfort will influence the patient's decision to choose a medical tourism destination, so the overall experience is essential to ensure high satisfaction.

Building on these findings, this study suggests that healthcare providers and tourism stakeholders collaborate closely to design patient-centered packages that balance medical needs with enjoyable travel experiences. This integration meets patients' health requirements and enhances their emotional and recreational satisfaction, leading to stronger loyalty and positive word-of-mouth promotion³⁰.

The quality of medical services supported by tourist facilities and destination comfort greatly influences patient satisfaction. A holistic management strategy includes improving service quality, cost transparency, special services for international patients, and collaboration with medical and tourism institutions. Therefore, integrating medical services and the tourism experience must be realized through cooperation between healthcare providers and tourism stakeholders to create a complete and satisfying patient experience³⁴.

7. Hospital Image and Reputation

The image and reputation of a hospital or medical service provider also greatly influence patient satisfaction. Brand trust and reputation of hospitals with international accreditation can increase patient satisfaction levels, especially in the medical tourism market²⁴. Park et al and Shukla et al add that perceptions of quality and the level of trust in hospitals or healthcare providers can influence patients' decisions to use their services^{25,23}. A good hospital image, especially one supported by accreditation and trustworthy service, can significantly attract

patients and strongly support their increased satisfaction.

Beyond these findings, this study suggests that maintaining and continuously improving hospital reputation requires transparent communication, consistent service quality, and active engagement with patient feedback. Building a positive image is an ongoing process that fosters long-term trust, patient loyalty, and competitive advantage in the healthcare market³⁰.

Patient satisfaction, especially in medical tourism, is significantly influenced by the hospital's reputation and image, as brand trust and international accreditation enhance the perception of service quality²⁴. To build long-term trust and loyalty, hospitals must consistently maintain service quality, communicate transparently, and actively engage patients. A holistic management strategy and collaboration with various parties support improving the hospital's reputation and competitiveness in the medical tourism market.

CONCLUSION

Patient satisfaction in medical tourism services depends on medical factors such as the quality of care and various non-clinical factors that affect the overall patient experience. Affordable costs, good facilities, adequate communication support, and medical and tourism integration contribute significantly to patient satisfaction. Medical service providers must consider all these aspects to create a proper and beneficial patient experience.

However, current research is still fragmented and has not yet formed a holistic conceptual framework that integrates service quality, cost, accessibility, and digital technologies such as telemedicine and social media. The interaction between factors determining satisfaction, including cultural sensitivity and the role of digital technology, has also not been studied in depth. Moreover, most studies are cross-sectional and have not explored patient experiences longitudinally. In contrast, the influence of social media and telemedicine on patient perception and satisfaction has not been extensively discussed, particularly in terms of mechanisms and long-term impacts.

Therefore, future research should develop an integrative framework with a longitudinal or mixed-method design, examining the interactions of clinical, non-clinical, technological factors, and cultural and emotional aspects as moderators or mediators. Exploring the role of digital media in the pre- and post-treatment phases, as well as a qualitative approach from the patient's perspective, is also essential to produce adaptive and cross-culturally sensitive service models, thereby supporting the development of more holistic and globally competitive medical tourism strategies.

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