

## Factors Influencing Domestic Tourist to Visit Bali as a Medical Tourism Destination: A Preliminary Investigation

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**Abstract:** The objective of this study was to examine the impact of destination image, perceived value of medical costs, and perceived value of medical facilities and services on the intention to visit Bali as a medical tourism destination. The research used quantitative methodology, employing a survey method. The population consisted of all of domestic tourists who visited Bali. The sample was 87 domestic tourists who came to Bali for medical tourism purposes. The research findings indicate that destination image, perceived value of medical costs, and perceived value of medical facilities and services have an impact on intention to visit Bali for medical tourism. However, the perception of Bali as a destination did not have any impact on tourists' intention to visit for medical tourism purposes. These findings provide both theoretical and practical implication. A collaborative effort involving several parties is necessary to enhance the branding and promotion of medical tourism.

**Keywords:** medical tourism; destination image; medical costs facilities; domestic tourist Bali

### 1. Introduction

The emergence of medical tourism is fueled by the strong demand for healthcare services combined with the desire for leisure activities. The medical tourism sector demonstrates promising annual development rates, particularly in India, Malaysia, Thailand, South Korea, the Philippines, Taiwan, Singapore, and several other Asian nations renowned for their status as medical tourism hubs (Berliandaldo & Muhadli, 2022). The Southeast Asia region has witnessed a substantial growth in health tourism, which has the potential

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to establish a robust medical tourism business with its unique attributes. In addition, Indonesia has also embraced the notion of medical tourism domestically. It is anticipated that the establishment will draw medical tourists from both domestic and international sources, as there is presently a demand for a positive perception of healthcare services in Indonesia.

The regulations of government agencies overseeing health are currently suboptimal, as they lack sufficient quality health workers in terms of knowledge and skills. Additionally, there is a lack of empathy or hospitality, technological advancements, and quality food services and entertainment facilities in hospitals. These factors contribute to the preference of many Indonesians to seek treatment overseas, despite the higher costs involved (Pramono, 2013; Intama & Sulistiadi, 2022).

Despite the government's assertion of sufficient government and private hospitals in terms of infrastructure and personnel, there exists a collaborative arrangement between the Ministry of Health and Tourism to establish medical and wellness tourism (Yusni et al., 2022). The Indonesian government endorses the advancement of medical tourism in accordance with the provisions contained in PP No. 50 of 2011, which pertains to the National Tourism Development Master Plan for the period of 2010 to 2025 (Liestiandre, 2018). The Indonesian government is dedicated to enhancing the domestic health industry by upholding its commitment to enhancing governance in the pharmaceutical sector, medical devices, and health facilities held by both state-owned and private firms. Bali benefits from the traditional Indonesian healthcare culture, which includes practices such as massage, aromatherapy, and herbal medicine. These practices are supported and enhanced by continuous scientific study. Bali is an Indonesian location that is seeing a burgeoning industry for health and wellness tourism.

Bali possesses a distinct market segment for health and wellness tourism, encompassing medical tourism, wellness and spa services, nursing and senior care, as well as research and diagnostic facilities (Utama & Nyandra, 2021; Pramono, 2013). The Bali government is endeavoring to achieve equilibrium between tourism and other sectors, namely agriculture and industry, to maintain the structural integrity and foundational elements of the Balinese economy. The Indonesian government is currently focusing on developing the medical tourism sector due to study data indicating that Indonesians are the primary consumers of health tourism. Malaysia and Singapore are their key destinations (Utama & Nyandra, 2021).

Bali's existing tourism infrastructure as a renowned global destination makes it easily accessible for the development of medical tourism (Arcana & Wiweka, 2015a, 2015b). Currently, a hospital with international facilities called

Bali International Hospital has been established in Sanur (<https://bih.ihc.id>). The present advancements in telecommunications, computer, and internet networks have made it effortless for medical tourism development enterprises to connect with consumers. The medical tourism product packages are meticulously crafted with ingenuity and excellence, ensuring their practical acceptance. Bali possesses immense potential to emerge as a prominent hub for health tourism inside Indonesia. An illustration of this is the prevalence of dental tourism in Bali, where international patients are the primary clientele due to the combination of high treatment quality and comparatively affordable prices (Akbar et al., 2020). Bali currently possesses multiple hospitals that meet the requirements of medical tourism, as stated by Ayuningtyas et al. (Ayuningtyas et al., 2020).

Bali has a rich cultural heritage in traditional medicine, which contributes to the development of medical tourism infrastructure. In addition to conventional medical practices, medical tourism in Bali encompasses traditional healing methods such as meditation, yoga, naturopathy, acupuncture, herbal therapy, and homeopathy (Yusni et al., 2022). Bali's abundance of local wisdom serves as a strong foundation for attracting foreign tourists. Compared to other continents, Asian countries, in general, have the advantage of lower financial costs, high-quality medical personnel, advancing health technology, investments in medical care, and constantly improving medical equipment, all supported by abundant natural resources. Bali boasts exquisite tourist attractions, including stunning sunsets, pristine beaches, majestic mountains, and captivating seas. These charms are complemented by several elements that enhance tourism (Akbar et al., 2020; Pramono, 2013). This study aims to establish the influence of marketing features on tourists' inclination to engage in medical tourism in Bali. The main variables of this study are destination image, perceived value of medical costs, and perceived value of medical facilities and services.

## 2. Literature review

### 2.1 *Medical and Tourism*

Various terms are associated with the intersection between tourism and health. Travel medicine is a field within medical science that focuses on studying and treating health issues and diseases that arise from tourist travel. Additionally, it is worth noting that the concept of travel health encompasses a significantly wider range of topics compared to travel medicine, as it include preventive measures (DuPont & Steffen, 2001). The concepts of health tourism and medical tourism have distinct parameters and emphasis. Health tourism refers to the industry or business that involves traveling to tourist destinations in order to receive medical treatment or enhance one's health and physical well-being.

Meanwhile, medical tourism is a form of health tourism that involves traveling to other countries with the main aim of obtaining medical services, especially regarding the treatment of certain diseases which are generally expensive or not included in the insurance system (Wirawan, 2016), in order to achieve physical and spiritual health and psychological (Berliandaldo & Muhadli, 2022). However, from the point of view or perception of consumers or tourists, these two terms are similar (Utama & Nyandra, 2021).

Medical tourism refers to the provision of medical products and services, together with hospitality services like pleasant resorts, relaxation techniques, and nutritious food, all bundled together in vacation packages that span other countries (Berliandaldo & Muhadli, 2022; Lunt et al., 2014). The domain of medical tourism encompasses a wide range of healthcare services, such as elective surgery, dental care, reproductive care, organ transplants, and health exams. The references cited are the works of Januarbawa and Arnaya (Januarbawa & Arnaya, 2019), stem cell tourism, and abortion tourism (Bagga et al., 2020). Medical tourism is focused on healing procedures, surgery (Utama & Nyandra, 2021), organ transplants, and even cosmetic surgery (Bagga et al., 2020), which are associated with hospitality services for calm, relaxation and improving fitness (Utama & Nyandra, 2021). Medical tourism can encompass the incorporation of traditional healing practices such as meditation, yoga, naturopathy, acupuncture, herbal medicine, and homeopathy (Yusni et al., 2022).

The categorization of medical tourism tourists encompasses two groups: 1) Transient visitors overseas, who are individuals seeking medical examination or treatment; 2) Permanent residents, who relocate to another region in order to get improved health. Medical tourists are those who engage in cross-border travel and enter into agreements for the provision of healthcare services. Outsourced patients refer to individuals who are sent outside by their own country in order to receive necessary medical treatment that is either unavailable or requires the expertise of specialized specialists not present in their own country (Januarbawa & Arnaya, 2019).

## ***2.2 Bali and Its Medical Tourism***

Key determinants impacting the selection of a medical tourism destination encompass the destination image. These factors encompass the collective perception of information regarding a specific area, which consumers utilize to assess and evaluate the economic inclination they opt for. For instance, a favorable perception of a region might impact the extent of economic decisions, such as the number of tourists visiting that region (Chaulagain et al., 2021; Wiweka, 2014). Bali is widely regarded as a top tourist destination in Indonesia, known for its affluent atmosphere and abundant offerings in holistic medicine

and leisure. Its reputation extends globally (Utama & Nyandra, 2021; Wiweka & Chevalier, 2022).

Second, the perceived cost of medical tourism refers to the price that customers deem acceptable or fair when purchasing medical tourism products (Chaulagain et al., 2021). Asia is renowned for its affordable medical expenses, the cost-effectiveness of tourist attraction packages, and the range of available therapies (Utama & Nyandra, 2021; Rosalina et al., 2015). Efficient and affordable medical tourism can employ websites and develop marketable solutions like clinical packages for medical conditions (Bagga et al., 2020). Third, the perceived quality of medical tourism facilities and services refers to the tourists' perception of the quality of the facilities and services provided in the field of medical tourism.

The quality of medical facilities and services is linked to the caliber of medical personnel's human resources, including the training and reputation of doctors, accreditation of health institutions offering services, innovation and development of medical technology, international collaboration, and feedback from service users (Fetscherin & Stephano, 2016). In addition to its numerous internationally accredited hospitals, Bali boasts highly skilled physicians and a sufficient number of medical and non-medical staff (Rosalina et al., 2015). It is supported by investment from the government and foreign industry in Bali, which is very developed (Pramono, 2013). Additional potential factors encompass economic circumstances, regulatory measures, political atmosphere, supply and demand dynamics in the originating country, health and safety concerns for patients while traveling, policies or regulations, promotional activities, and accessibility of information (Arcana & Wiweka, 2016; Bagga et al., 2020).

Based on research observations, there have been many studies related to the theme of medical tourism in Bali (Akbar et al., 2020; Ayuningtyas et al., 2020; Utama & Nyandra, 2021; Bagus & Putra, 2021; Rosalina et al., 2015; Januarbawa & Arnaya, 2019; Pramono, 2013; Yusni et al., 2022). However, none of these studies have thoroughly investigated the factors that influence the visits of medical tourism tourists to Bali. Concurrently, (Wang et al., 2020; Xu et al., 2020) conducted a comprehensive investigation on the various factors that contribute to medical tourism worldwide. These factors encompass the proficiency of medical personnel, the quality of medications, the standard of care, and the overall service quality throughout the entire process. Additionally, these factors have the potential to transform into tourist attractions and generate interest in repeat visits. Hence, this study provides a comprehensive analysis of the determinants that impact the influx of medical tourism visitors to Bali, with reference to the research conducted by Chaulagain et al. (Chaulagain et al., 2021). Based on this investigation, the subsequent hypothesis was formulated:

- H1 : There is an influence of Destination image on Visit Intention to Bali for medical tourism.
- H2 : There is an influence of Destination Image on Visit Intention to Bali for medical tourism.
- H3 : There is an influence of the Perceived Value of Medical Costs on Visit Intention to Bali for medical tourism
- H4 : There is an influence of the Perceived Value of Medical Facilities and Services on Visit Intention to Bali for medical tourism
- H5 : There is a simultaneous influence of Destination Image, Perceived Value of Medical Costs, and Perceived Value of Medical Facilities and Services on Visit Intention to Bali for medical tourism.

### 3. Method

This study employs a quantitative research approach using a survey method to investigate the many elements that impact visitors' inclination to visit Bali for medical tourism. The study focuses on the demographic of domestic visitors that visit Bali. A purposive sample method was employed in May-June 2023 to select 87 travelers who specifically visited to Bali for medical tourism. According to Roscoe (Sekaran, 2017), the recommended range for the sample size in quantitative research is between 30 and 500 respondents. The collection of data involved the distribution of questionnaires containing variable statements, which were rated on a Likert scale ranging from strongly disagree to strongly agree, with a value of 1-5. Prior to distribution, the questionnaire underwent testing to assess its validity and reliability, therefore ensuring the dependability of the research instrument. Online questionnaire was distributed through WhatsApp Broadcast messages and has been filtered to the respondents who ever came to Bali for medical tourism. Utilizing the SPSS (Statistical Program for Social Science) software, data analysis is conducted to derive descriptive data outcomes, perform t-tests, calculate the coefficient of determination, and conduct F tests.

### 4. Results

#### 4.1 Respondent Profile and Characteristics

According to the demographic data, most of the responders are female. The research demonstrates that women exhibit a greater inclination towards engaging in conversations pertaining to medical tourism in Indonesia. The respondents were primarily from the millennial generation, specifically between the ages of 27-41 years. They were followed by Generation X, who were above 41 years old, and then Generation Z, aged 17-26 years (Table 1). These statistics indicate that the segments of medical tourism consist primarily of millennials and Generation Z.

Table 1. Respondent Profile and Characteristics

Demography	Option	Frequency (%)
Gender	Female	46.0
	Male	54.0
Age	17-26 years old	8.0
	27-41 years old	60.9
	> 41 years old	31.1
Education Background	Senior high school	1.1
	Diploma	1.1
	Bachelor Degree	39.1
	Master Degree	44.9
	Doctoral Degree	13.8
Income	< 5 million/month	21.8
	5-10 million/month	34.6
	10-20 million/month	28.7
	> 20 million/month	14.9
Domicile (island)	Java	72.2
	Sumatera	3.4
	Sulawesi	3.4
	Bali	17.2
	Kalimantan	2.3
	Nusa Tenggara Timur	1.1
	Nusa Tenggara Barat	0,4
Occupation	Government employee	17.2
	Private Employee	19,5
	Entrepreneur	6.9
	Doctor	21.8
	Lecturer	21.4
	Police	1.1
	Student	2.3
	Others	9.8
Medical tourism preference	Domestic	98.8
	Overseas	1.1
Medical tourism purpose	Consultation	50.6
	Surgery	34.5
	Aesthetics	14.9
Medical tourism preference overseas	Singapore	25.3
	Malaysia	10.3
	Korea	1.1
	Germany	1.1
	Dutch	1.1
	Never go overseas	60.9

Demography	Option	Frequency (%)
Medical tourism preference to go abroad	Cheaper costs	21,8
	Most sophisticated equipment	22.9
	The system and medical personnel are more professional	20.7
	Hospitals and doctors are more trusted	20.7
	Travel	1.1
	No answer	12.6

Source: Primary Data, 2023.

Subsequently, the respondents who possessed the most advanced level of education and achieved the best level of performance were individuals who had completed postgraduate, undergraduate, and doctoral degrees. This finding indicates that the demographic profile of medical tourism primarily consists of individuals with a high level of education. When examining the earnings aspect, the majority of participants likewise own substantial incomes, varying between 5 million and over 20 million. Meanwhile, a significant number of respondents who participated originated from the regions of Java, Bali, and Sumatra. The job market is mostly occupied by individuals in the fields of medicine, academia, and private sector employment.

Regarding medical tourism destination preferences, the majority of respondents, specifically 98.8%, opted for local locations, while only 1.1% selected foreign destinations. These data illustrate the significance of the home market. Nevertheless, a significant number of individuals continue to travel to foreign countries for compelling reasons such as access to advanced medical equipment, lower expenses, highly skilled medical staff, and reputable healthcare facilities. Several individuals expressed their willingness to embark on a sightseeing excursion as well.

#### ***4.2 Validity and Reliability Test Results***

Before further data processing is carried out, validity and reliability tests are carried out on the questionnaire to ensure the validity of the data and based on validity tests carried out on 87 respondents, 28 questions covering all variables had calculated R values  $> R$  table ( $df = 87-2$ ;  $005 = 0.2108$ ), all of which were declared valid. Furthermore, the reliability test shows a Cronbach's Alpha value of 0.953, which indicates in Table 2.

Table 2. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.953	28

Source: Primary Data, 2023.

### 4.3 Descriptive Test Results

#### 4.3.1 Destination image Factors

To find out how destination image influences tourists' interest in visiting Bali, several indicators were asked of respondents including safety and security, economic environment, technological environment and political environment. The results of the destination image descriptive test can be seen in Table 3.

Table 3. Descriptive Analysis Results of Destination Image Variable

X1. Destination image	Statement	Mean
Safety & Security	I feel safe in Bali.	4.13
	In my opinion, Bali is a comfortable and peaceful place to visit	4.29
Economic Environment	Bali is a destination whose economy is already developing	4.22
	Bali has a high standard of quality of life	3.68
Technological Environment	Bali has well-developed technology	3.48
	Bali is a good Health Industrial Area	3.25
Political Environment	Bali has a democratic regional government system	3.62
	Bali is an area that has a stable political environment	3.73
Mean X1		3.80

Source: Primary Data, 2023.

According to the data presented in Table 3, a significant majority of respondents are in agreement with the assertion. The prevailing consensus asserts that Bali is an exceedingly comfy and serene destination, hence prompting tourists to embark on medical tourism ventures without any hesitation. The positive view of Bali as a medical tourism destination among tourists is attributed to the recognition of Bali as a well-established hub for healthcare services, with strong support from the local government.

#### 4.3.2 Destination Image Factor

The second component examined is the destination image, encompassing local attractions and hospitality services. Table 4 displays the results of the descriptive test.

Table 4. Descriptive Analysis Results of Destination Image Variable

<b>X2. Destination Image</b>	<b>Explanation</b>	<b>Mean</b>
Local Attractions	Bali has beautiful natural scenic attractions	4.73
	Bali has many unique cultural destinations	4.77
	Bali offers many interesting activities in tourist destinations	4.70
Hospitality Services	Bali has good quality accommodations (hotels, villas, and resorts)	4.72
	Bali has many restaurants with interesting dishes	4.52
	Bali has many interesting entertainment activities	4.64
Mean X2		4.69

Source: Primary Data, 2023.

According to Table 4, the majority of respondents concur that Bali offers a diverse array of local attractions, encompassing natural tourism sites, cultural experiences, and other tourist activities. In addition, Bali benefits from excellent infrastructure and hospitality services, encompassing high-quality lodging, dining establishments, and engaging entertainment options. The respondents exhibited a significantly high level of agreement, with an average rating of 4.69.

#### 4.3.3 Perceived Value of Medical Tourism Cost Factors

The third factor is the Perceived Value of Medical Tourism Cost, which is also analyzed in this research to determine how it influences interest in visiting Bali for medical tourism. The descriptive test results of the Perceived Value of Medical Tourism Cost can be seen in Table 5.

Table 5. Descriptive Analysis Results of Perceived Value of Medical Tourism Cost Variable

<b>X3. Perceived Value of medical tourism cost</b>	<b>Explanation</b>	<b>Mean</b>
	The cost of medical care in Bali is relatively cheap	3.09
	The cost of medical treatment in Bali is still cheaper than treatment in neighbouring countries	3.57
	Immigrants will not have difficulty paying for treatment in Bali	3.48
	Hospitals in Bali accept health insurance well	3.45
Mean X3		3.40

Source: Primary Data, 2023.

The descriptive test findings depict the range of respondents’ replies, which vary from “quite agree” to “agree,” regarding the cost of medical care in Bali being comparatively cheaper than treatment in neighbouring nations. In addition, hospitals in Bali also accommodate health insurance.

4.3.4 *Perceived Quality of Medical Facilities and Services Factors*

The results of the following descriptive analysis are the Perceived Quality of Medical Facilities and Services factor.

Table 6. Descriptive Analysis Results of Perceived Quality of Medical Facilities and Services Variable

<b>X4. Perceived quality of medical facilities and services</b>	<b>Statement</b>	<b>Mean</b>
	Bali has good Health Standards.	3.52
	Bali has hospitals with complete facilities.	3.41
	Bali has experienced and reputable doctors.	3.40
	Bali has doctors and staff with good English skills.	3.72
Mean X4		3.51

Source: Primary data, 2023.

Based on Table 6, the majority of respondents stated that they quite agreed and agreed with the indicators of the perceived quality of medical facilities and services. Most respondents considered that Bali has good health standards, supported by experienced doctors, good English language skills, and hospitals with complete facilities.

4.3.5 *Interest in Visiting Tourists to Bali as a Medical Tourism Destination*

The respondents’ inclination towards Bali as a medical tourism destination is evident from the descriptive data shown in Table 7. The average score reflects the level of disagreement or agreement among respondents regarding their desire in visiting to Bali for medical tourism. According to the analysis results, Bali is among the medical tourism places that respondents are likely to visit. However, they may prefer other regions in Indonesia instead of going outside. Nevertheless, the majority of respondents concurred that Bali qualifies as a medical tourism destination due to its ability to be pursued in conjunction with other tourist destinations.

Table 7. Descriptive Analysis Results of Visit Intention to Bali as Medical Tourism Destinations

Y. Visit Intention	Statement	Mean
Effort	I will still choose Bali as a medical treatment destination because it is more convenient in the country	3.42
	I chose Bali as a destination for medical treatment as well as traveling in Bali	3.57
Planning	In the future, I plan to seek treatment in Bali rather than where I currently live	2.83
	In the future, I plan to seek treatment in Bali in other areas as well as travel	3.09
Willingness	I will remain in Bali for treatment because I believe in medical care in Bali	2.95
	I chose Bali and did not want to have medical treatment abroad	3.19
Average Y		3.18

Source: Primary data, 2023.

#### 4.4 T-test Results

To assess the impact of destination image, perceived value of medical tourism costs, and perceived quality of medical facilities and services on tourists' inclination to visit Bali for medical tourism, a t-test was conducted. The t-test results are displayed in Table 8.

Table 8. T-test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.772	.737		-1.047	.298
Destination image	.377	.156	.243	2.417	.018
Destination Image	-.048	.128	-.027	-.371	.712
Perceived Value of Medical Tourism Cost	.284	.130	.231	2.180	.032
Perceived Quality of Medical Facilities and Services	.505	.154	.383	3.281	.002
a. Dependent Variable: Intention to Visit					

Source: Primary Data, 2023.

The t-test findings indicate that travelers' inclination to visit Bali for medical tourism is influenced by destination image (X1), perceived value of medical tourism costs (X3), and perceived quality of medical facilities and services (X4). This outcome is established based on the significance value being less than 0.05. However, the impact of the destination image on tourists' interest in Bali is only partial. Based on the t-test results, a graphical representation of the elements that impact travelers' decision to engage in medical tourism in Bali can be generated, as depicted in Figure 1.

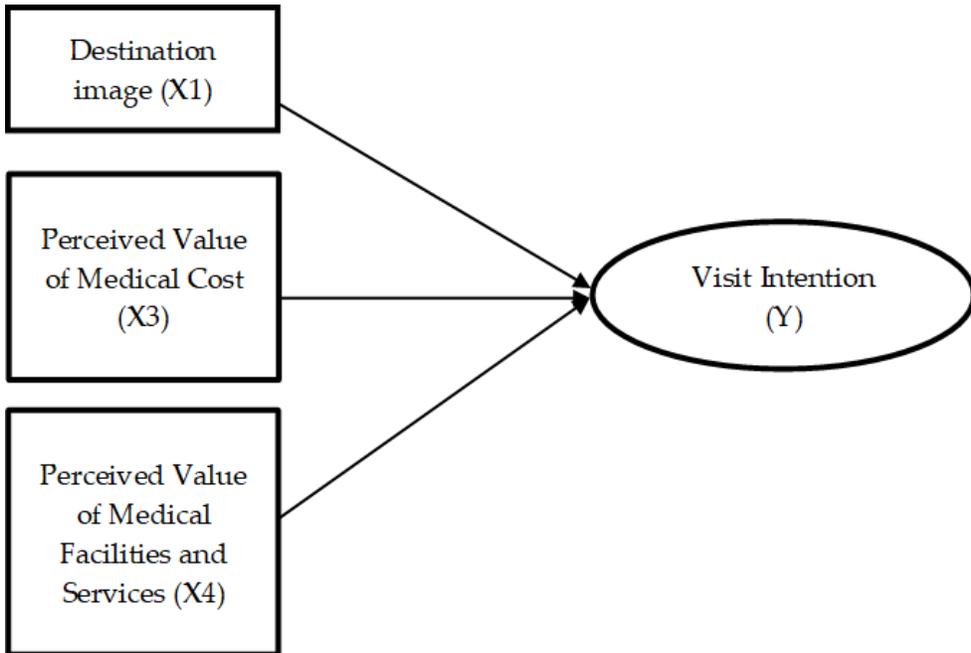


Figure 1. Factors that influence tourists' interest in visiting medical tourism to Bali (Source: Primary Data, 2023)

#### 4.5 F-test Results

The F test was carried out to determine the influence of all independent variables in this study simultaneously on tourists' interest in visiting Bali as a medical tourism destination. The F test results in Table 9 show a sig value of  $0.000 < 0.05$ , which means that there is a significant influence of destination image, destination image, perceived value of medical tourism costs, and perceived quality of medical facilities and services on interest in visiting Bali as a medical tourism destination.

Table 9. F-test Results

Model		Sum of Squares	df.	Mean Square	F	Sig.
1	Regression	46.161	4	11.540	29.002	.000b
	Residual	32.629	82	.398		
	Total	78.790	86			
a. Dependent Variable: Intention to Visit						
b. Predictors: (Constant), Perceived Quality of Medical Facilities and Services, Destination Image, Perceived Value of Medical Tourism Cost						

Source: Primary Data, 2023.

#### 4.6 Coefficient of Determination Test Results

The coefficient of determination test was carried out to determine the contribution of the independent variables (Regional et al., Perceived Value of Medical Tourism Cost, Perceived Value of Medical Facilities and Services) to the dependent variable, namely interest in visiting. In this case, these variables contribute 58.6% to interest in visiting Bali as a medical tourism destination. The results of the coefficient of determination test can be seen in Table 10.

Table 10. The Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765a	.586	.566	.63080
a. Predictors: (Constant), Perceived Quality of Medical Facilities and Services, Destination Image, Perceived Value of Medical Tourism Cost				

Source: Primary data, 2023.

## 5. Discussions

### 5.1 Demographics of Medical Tourism Tourists

Based on the results of data analysis, there are two large market segments for medical tourism, namely the Millennial Generation and Generation X. Most of them have medium to high incomes compared to the average minimum wage per day. Of course, this is because the costs incurred to carry out medical tourism are not small. Besides paying for medical or treatment costs, tourists also pay for travel to medical tourism destinations. Based on the analysis results, they also tend to have flashy professions. What is more interesting is that based on gender, medical tourism is mainly liked by women.

According to Intama & Sulistiadi (2022), several Southeast Asian countries are developing rapidly in medical tourism, namely Malaysia, Singapore, Thailand, and Indonesia. Each country has its unique characteristics of the

medical tourism industry according to its specific medical field. For example, Singapore has its latest drug equipment innovations. Meanwhile, Thailand has its superior procedure, namely transgender. Malaysia provides Sharia medical practices to Muslim communities around the world.

Meanwhile, Indonesia is famous for its spa treatments and holiday destinations. Bali is one of the popular destinations in Indonesia and is also being developed as a medical tourism destination. Bali is very popular in Health & Wellness Tourism. Interestingly, based on this research, most respondents who did it were for consultation, surgery, and aesthetics.



Figure 2. Tourists visit Sukhavati Ayurveda Retreat Bali for medical purposes  
(Source: Primary Data, 2024)

Based on data provided by Dinas Pariwisata Provinsi Bali (2012), there were 454,047 foreign tourists (15.7%) carried out tourism activities related to health and fitness. Apart from that, Indonesia also provides a health service called SJSN (National et al., 2016), which is stipulated in Law No. 40 of 2004. If we look at preferences, most respondents still prefer to seek treatment domestically rather than abroad. Some of them have been abroad, and their favorite medical tourism destinations are Singapore and Malaysia. However, some visited Korea, Germany, and the Netherlands.

Most respondents believed that medical equipment abroad than in Indonesia was more sophisticated, medical systems and personnel were more professional, and hospitals and doctors were more trustworthy. This is supported by research (Intama & Sulistiadi, 2022) that factors that attract patients to receive services at hospitals include several things, including quality

services, competency of medical personnel, communication skills of medical personnel, and affordable prices.

### ***5.2 Factors that Influence Tourists' Interest in Visiting Bali for Medical Tourism***

Statistical study reveals that three out of the three parameters, namely Destination Image, Perceived Value of Medical Tourism Cost, and Perceived Value of Medical Facilities and Services, positively impact travelers' interest in visiting Bali for medical tourism. The respondents' level of agreement with the destination image variables that have the greatest impact on attracting travelers to visit Bali for medical tourism is as follows. Bali is widely regarded as a secure and tranquil destination, boasting a thriving economy, a politically stable environment, excellent living standards, a democratic governance system, advanced technology, and well-established industrial sectors.

Therefore, tourists believe visiting Bali will be a satisfying medical tourism experience. This result is supported by research Chaulagain et al. (2021), which found that the country's image influences tourists' interest in visiting Cuba for medical tourism. Several studies have discussed country and destination image regarding visiting interest, but only a few have focused on medical tourism. Therefore, through this research, it can be seen how destination image influences the interest in visiting medical tourists to Bali. Although according to Wang et al., (2020), the primary key factor in medical tourism is the expertise and reputation of doctors. This research provides a new view of the factors that attract tourists to medical tourism trips to Bali.

The second factor influencing tourists visiting Bali is the perceived value of medical tourism costs. Most tourists agree that the cost of medical care in Bali is relatively cheap compared to neighboring countries. This result means tourists do not experience financial difficulties when seeking treatment in Bali. From an administrative perspective, financing through health insurance can also be well received. This research has exciting findings because it shows that the cost of treatment still influences tourists' interest in visiting Bali for medical tourism. This case is supported by Glinos & Baeten (2006), who stated that the main reason tourists undertake medical tourism is because the treatment costs are cheap. Many previous studies have been conducted to discuss the perceived value of cost but have yet to focus much on the context of medical tourism. However, it is more about tourism in general, as in research Handayani (2022), which states that the perceived cost value positively influences tourists' interest in visiting.

Indonesia is placed 7th in the Global Wellness Institute's 2017 report on the top 10 nations with the most favorable wellness tourism statistics, particularly in terms of income and tourist visits. Indonesia's wellness tourism

sector attracts 8.3 million tourists, with 5.1 million being overseas visitors and 3.1 million domestic travelers. Additionally, transactions from this tourism activity can provide an economic impact of \$6.9 billion. Indonesia ranks below China, Japan, India, Thailand, Australia, and South Korea, which are placed one to six, respectively. Malaysia, Vietnam, and New Zealand hold places 8 to 10, respectively. International travelers visiting Indonesia spend an average of \$1,184, whilst domestic tourists spend \$251 on average. This statistic is much below those of the other top 6 countries. Indonesia is still regarded as a health tourism destination offering good value for money. The spending value of medical tourism tourists significantly exceeds that of other general tourists. This type of traveler spends 53% more compared to other overseas tourists. In case of domestic tourism, this particular type of traveler can spend up to 178% more than regular tourists.

Furthermore, the perceived value of medical facilities and services also positively influences the decision to visit Bali for medical tourism. Tourists agree that Bali has good health standards, hospitals with complete facilities, experienced and reputable doctors, and good English language skills. This finding also shows new findings because it focuses on the context of medical tourism. Meanwhile, several other studies have focused on restaurants (Tuncer et al., 2021), fitness centers and hotels (Rambi et al., 2017).

However, the destination image does not have a beneficial impact on tourists' inclination to visit Bali for medical tourism. According to the results of the descriptive statistical analysis, the average value of respondents' answers is generally high. This situation arises due to the fact that the majority of tourists that travel to Bali are not seeking medical tourism, but rather are interested in experiencing the natural, cultural, culinary, and other forms of tourism.

The research findings indicate that the destination image as a medical tourism spot has an impact on the intention to travel, unlike the study by Cham et al. (2021). The indication employed is the portrayal of Malaysia as a medical tourism destination. This research adopts the viewpoint of Bali as a tourism destination overall. This study aims to determine if the presence of natural and cultural beauty affects the desire in engaging in medical tourism. The discrepancy in outcomes indicates that perceiving the destination as a hub for medical tourism will positively impact tourists' interest, whereas viewing it solely as an attractive tourist spot will not have a positive effect on their interest in medical tourism. Therefore, the location image must be carefully constructed to promote specialized interest tourism.

According to Dinas Pariwisata Provinsi Bali (2012), as many as 15.7% of foreign tourists carry out wellness-related activities such as spas and traditional medicine. Local wisdom in traditional medicine and wellness can become the

center of excellence for Bali as a medical tourism destination. This opportunity is supported by the complete natural beauty of Bali, starting from beach, mountain, rural and urban landmarks.

Rosalina et al. (2015) identified that the convenient accessibility of Singapore and Malaysia for Indonesian tourists is a contributing factor to the occurrence of leakage in medical tourism destinations. Hence, it is imperative to engage in multi-party collaboration to avert the proliferation of this leak and foster the growth of medical tourism in Bali. The central and regional governments might offer policy assistance in their role as overseers of medical tourism. The private sector has the capability to develop health service infrastructure. Academics can offer assistance in providing guidance on suitable policy directions. Subsequently, the dissemination of knowledge on medical tourism in Bali occurred through the public and the media.

## 6. Conclusion

The research findings indicate that the elements that affect tourists' inclination to visit Bali for medical tourism include the destination image, the perceived affordability of medical expenses, and the perceived quality of medical facilities and services. Theoretical ramifications of this research have been uncovered, shedding fresh light on medical tourism. This research has practical implications in the form of policy recommendations and methods that may be utilized to foster the growth of medical tourism in Bali. Several policies include government intervention in determining medical expenses, implementing national health insurance, and easing the delivery of healthcare services. Hospitals can be branded by the private sector through the provision of skilled doctors and medical staff, high-quality hospital facilities, and exceptional services. This preliminary research is limited in scope as it exclusively examines Bali as a medical tourism destination and focuses solely on the four characteristics outlined in this study. Subsequent investigations may explore medical tourism in alternative regions and examine additional variables that remain unexplored in this study.

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