

**THE PERCEPTION AND PERCEIVED QUALITY OF THAILAND
AS MEDICAL TOURIST DESTINATION
FOR CHINESE MARKET**



LUOJUN XUCHENG

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE GRADUATE SCHOOL
MASTER OF BUSINESS ADMINISTRATION
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The Graduate School
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Title: The Perception and Perceived Quality of Thailand As Medical Tourist
Destination for Chinese Market

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Abstract

The purpose of this research was to study what factors affect Chinese tourists' travel intention to Thailand for the purpose of medical tourism; additionally,

The study adopted quantitative methodology to achieve findings and a questionnaire was used as a tool to collect data. A sample of 400 respondents who are Chinese and interesting or potential is interesting about medical tourist in Thailand. Data analysis program including frequency, percentage, mean, standard deviation (SD), T-test, and ANOVA (F-test) and inferential statistics containing Pearson correlation coefficient. Hypothetic Test examined to influence travel intention are: demography, tourist information, and perceived quality. But Hypothetic Test examined to influence perceived quality are: perception of Thailand, perception of hospitals, and perception of price. Content validity was used by Item-Objective Congruence test which was received score (0.69-1) and commented by three experts. The reliability testing was used by Cronbach's alpha coefficient. The reliability result of the pretest was 0.951 which was acceptable.

The result showed that all of factors (demography, tourist information, and perceived quality) are influence on travel intention towards Chinese tourist chooses Thailand as the medical tourist destination. And the three perceptions is influence on perceived quality for Thai medical tourism. But we find the perception of Thailand is weak affect than hospital and price.

Keywords: Medical tourist, Perception, Perceived quality, Travel Intention

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CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGMENT	ii
LIST OF TABLES	v
LIST OF FIGURES	x
CHAPTER 1 INTRODUCTION	1
1.1 Introduction of research.....	1
1.2 Statement of the Problems	3
1.3 Research Question.....	3
1.4 Objectives of the study.....	4
1.5 Significance of the Research.....	4
1.6 Research Scope and limitation of study	4
1.7 Conceptual Framework.....	5
1.8 Hypotheses	6
1.9 Definition of Terms.....	7
CHAPTER 2 LITERATURE REVIEW	9
2.1 Demography.....	9
2.1 Tourist Information	13
2.3 Perception	14
2.4 Perceived Quality.....	21
2.5 Travel Intention.....	24
2.6 Medical Tourism	25
2.7 China tourist situation	27
2.8 Related Researches	29
CHAPTER 3 RESEARCHH METHODOLOGY	33
3.1 Research Design.....	33
3.2 Population and Sample selection	34

CONTENTS (Cont)

	Page
3.3 Research instrument.....	34
3.4 Validity and Reliability	36
3.5 Data Collection Methods	37
3.6 Data Analysis	42
CHAPTER 4 RESEARCH FINDINGS AND ANALYSIS	45
4.1 Descriptive Statistics.....	45
4.2 Descriptive Statistics.....	56
4.3 Results of hypothesis testing.....	86
CHAPTER 5 SUMMARY CONCLUSION AND RECOMMENDATIONS	88
5.1 Conclusion	88
5.2 Discussion.....	91
5.3 Limitation of the Study	95
5.4 Recommendations.....	96
REFERENCES.....	98
APPENDICES	106
Appendix A Survey Questionnaire (English Version)	106
Appendix B Survey Questionnaire (Chinese Version).....	112
Appendix C Survey Questionnaire (Back Translate).....	117
Appendix D The Result of Pretest and Posttest by Chronbach's Alpha.....	123
BIOGRAPHY	128

LIST OF TABLES

	Page
Table 1.1 Foreign Tourist in Thailand (January - December 2013).....	3
Table 3.1 Selected Categories Scales 5 Levels	35
Table 3.2 Level of Respondents Opinion.....	36
Table 3.3 Frequency and percentage for questionnaire colleting.....	38
Table 3.4 Source Question	38
Table 4.1 Frequency and percentage distribution of demographic in term of Gender	45
Table 4.2 Frequency and percentage distribution of demographic in term of Age	45
Table 4.3 Frequency and percentage distribution of demographic in term of Marital Status	46
Table 4.4 Frequency and percentage distribution of demographic in term of Province	46
Table 4.5 Frequency and percentage distribution of demographic in term of Occupation	47
Table 4.6 Frequency and percentage distribution of demographic in term of Education	48
Table 4.7 Frequency and percentage distribution of demographic in term of Income.....	48
Table 4.8 Frequency and percentage distribution of demographic in term of Main Purpose	49
Table 4.9 Frequency and percentage distribution of demographic in term of Experience.....	49
Table 4.10 Frequency and percentage distribution of demographic in term of Treatment.....	50
Table 4.11 Mean(\bar{x}), standard deviation (SD) and level of agreement of Perception of Price Chinese tourists that with positive perception towards Thailand national as medical tourist destination will have positive effect on their perceived quality.....	51

LIST OF TABLES (Cont.)

	Page
Table 4.12 Mean(\bar{x}), standard deviation (SD) and level of agreement of Perception of hospitals that Chinese tourists with positive perception towards Thailand hospitals as medical tourist destination will have positive effect on their perceived quality.....	52
Table 4.13 Mean(\bar{x}), standard deviation (SD) and level of agreement of Perception of Price that Chinese tourists with positive perception towards total cost of as medical tourist destination will have positive effect on their perceived quality	53
Table 4.14 Mean (\bar{x}), standard deviation (SD) and level of agreement of Perceived Quality that Chinese tourists with positive perceived quality towards Thailand and Thailand hospitals as medical destination will have positive effect on their travel Intention.....	54
Table 4.15 Mean (\bar{x}), standard deviation (SD) and level of agreement of travel Intention those Chinese tourists with positive perceived quality towards Thailand and Thailand hospitals as medical tourist destination will have positive effect on their travel Intention	55
Table 4.16 Hypotheses test between Demography in item of Gender and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.....	56
Table 4.17 Hypotheses test between Demography in item of Age and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination	57
Table 4.18 Testing for least significant difference between Demography in item of Age and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.....	58
Table 4.19 Hypotheses test between Demography in item of Marital Status and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination	59

LIST OF TABLES (Cont.)

	Page
Table 4.20 Testing for least significant difference between Demography in item of Marital Status and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.....	60
Table 4.21 Hypotheses test between Demography in item of Province and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination	61
Table 4.22 Testing for least significant difference between Demography in item of Province and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.....	62
Table 4.23 Hypotheses test between Demography in item of Occupation and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination	64
Table 4.24 Testing for least significant difference between Demography in item of Occupation and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.....	65
Table 4.25 Hypotheses test between Demography in item of Education and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination	67
Table 4.26 Testing for least significant difference between Demography in item of Education and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.....	68
Table 4.27 Hypotheses test between Demography in item of Income Level and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination	69
Table 4.28 Testing for least significant difference between Demography in item of Income Level and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.....	70

LIST OF TABLES (Cont.)

	Page
Table 4.29 Hypotheses test between Tourist Information in item of Main Purpose and travel <u>Intention</u> towards Chinese tourist chooses Thailand as the medical tourist destination.....	71
Table 4.30 Testing for least significant difference between Tourist Information in item of Main Purpose and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.	72
Table 4.31 Hypotheses test between Tourist Information in item of Experience and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.....	72
Table 4.32 Testing for least significant difference between Tourist Information in item of Experience and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.....	73
Table 4.33 Hypotheses test between Tourist Information in item of Type of Treatment and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.....	75
Table 4.34 Testing for least significant difference between Tourist Information in item of Type of Treatment and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.	75
Table 4.35 Pearson correlation coefficient test between Perception and Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination.....	77
Table 4.36 Pearson correlation coefficient test between Perceived Quality and Travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.	80
Table 4.37 Multiple regression analysis between Perception of Thailand with Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination.....	81

LIST OF TABLES (Cont.)

	Page
Table 4.38 Multiple regression analysis between Perception of Hospitals with Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination.	82
Table 4.39 Multiple regression analysis between Perception of Price with Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination.	82



LIST OF FIGURES

	Page
Figure 1.1 Number of Chinese outbound tourists	2
Figure 1.2 Framework of Original Study	6
Figure 2.1 Chinese Become Biggest Tourism Spenders	28
Figure 3.1 Flow diagram of the translation (phase 1) and validation (phase 2) processes.	45



CHAPTER 1

INTRODUCTION

This study examines the Chinese outbound tourism market that special for medical tourism in Thailand. This chapter will constitute the background of problems, main problems, sub-problem, and hypothesis, significant of the study, the scope and limitation of the study, conceptual framework, hypotheses, and significance of the research and definition of terms.

1.1 Introduction of research

Since Chinese economic reformed 30 years ago, the Chinese economy has been growing as a rock. The growing economic brings the Chinese people enough money and free time. People become unsatisfied with domestic travel. Thus the demand of outbound travel is increase day by day. As Figure 1.1, it shows the increase of number of Chinese outbound tourist over past 20 years. Especially at 2014 there are 114 million Chinese travelling around the world. Based on the huge increase number of international traveler, China starts play an import role in the world tourism market. (China Tourism Academy, 2014)

Since the 1980s, China started increase the urbanization development for their other cities. Base on this policy, The GDP is highly grown up at past 30 years. Until 2012 there city. Because the limited of recourses they decided to put their main recourses on coastal city (Eastern City Group). As the plan these coastal city will develop first and then help other city develop. But it could bring us huge unbalance between coastal city and are 60% of city get \$5000 per capita GDP with include 60% of total population. The increase personal income would highly support the demand of outbound tourism. (China Tourism Academy, 2010)

At last half century tourist industries was growing. Thailand locates at tropical of pacific. There are abundant island recourse and fruit recourse, in addition interesting culture and government supply. Thailand becomes the most popular tourism distention in Southeast Asia. Table 1.1 shows there are 26 million people travel to the Thailand. And there 17% of them are Chinese. (Ministry of Tourism and Sports,Thailand, 2014)

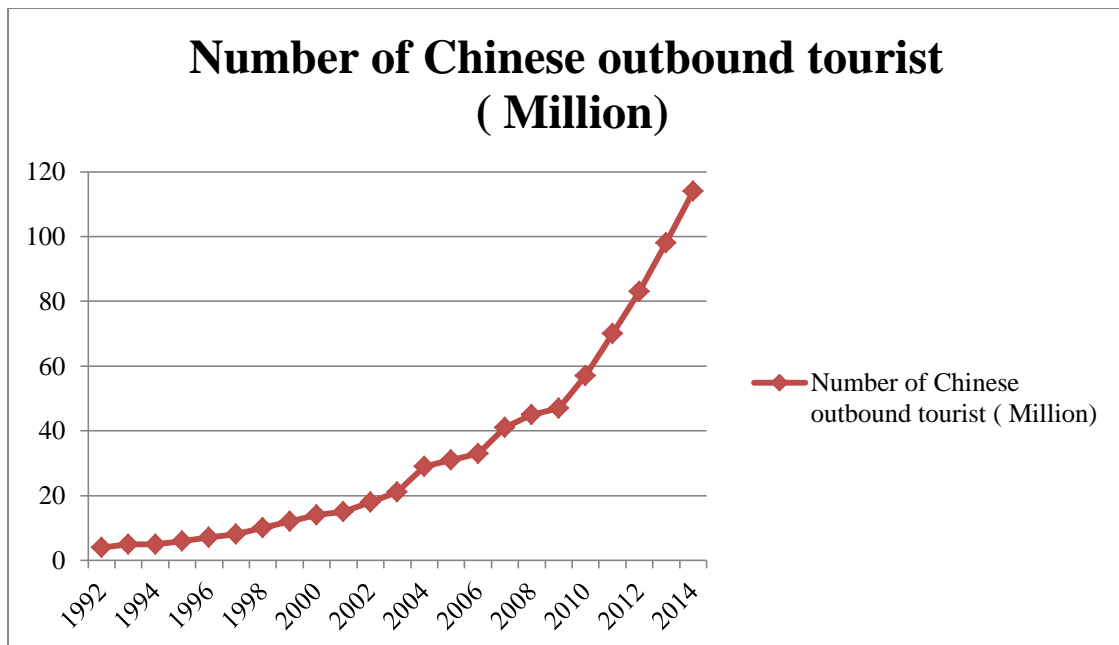


Figure 1.1 Number of Chinese outbound tourists

Source: adapted from HeadIng century, 2010; Zhiyan Consulting Group, 2013; China Tourism Academy, 2014

Thailand is well known of being the leading emerging medical tourist destination in the world. The Tourist Authority of Thailand reported that the medical tourism industry is a financially viable business for the country. In 2012 Thailand welcomed over 2.4 million foreign visitors went to Thailand for health services, generating revenue of 14 billion baht. TAT expects that number would rise to 3 million in the next three years, resulting in doubled revenue growth (NaRanong & NaRanong, 2011)

Perception is the way people contact outside world. Normally it is include 5 Sense (Sight, hearing, taste, smell, and touch). But tourist perception is difference, just as Ukwayi believe the tourist perception is a personal intuitive Presentation for service quality. He said:" the degree and direction of discrepancy between tourist service perception and expectation" (Ukwayi, Eja, & Chibuzo, 2012).

Table 1.1 Foreign Tourist in Thailand (January - December 2013)

Nationality	2013		2012		%Δ
	Number	%Share	Number	%Share	2013/2012
East Asia	15,911,375	59.94	12,525,214	56.03	27.03
ASEAN	7,282,266	27.43	6,281,153	28.10	15.94
China	4,637,335	17.47	2,786,860	12.47	66.40
Japan	1,536,425	5.79	1,373,716	6.15	11.84
Korea	1,295,342	4.88	1,163,619	5.21	11.32
Europe	6,305,945	23.75	5,650,619	25.28	11.60
France	611,582	2.30	576,106	2.58	6.16
Germany	737,658	2.78	682,419	3.05	8.09
Russia	1,746,565	6.58	1,316,564	5.89	32.66
United Kingdom	905,024	3.41	873,053	3.91	3.66
The Americas	1,166,633	4.39	1,083,433	4.85	7.68
Canada	229,897	0.87	219,354	0.98	4.81
USA	823,486	3.10	768,638	3.44	7.14
South Asia	1,347,585	5.08	1,286,861	5.76	4.72
India	1,050,889	3.96	1,013,308	4.53	3.71
Oceania	1,021,936	3.85	1,046,755	4.68	-2.37
Australia	900,460	3.39	930,241	4.16	-3.20
Middle East	630,243	2.37	605,477	2.71	4.09
Africa	163,008	0.61	155,544	0.70	4.80
Grand Total	26,546,725	100.00	22,353,903	100.00	18.76

Source: Ministry of Tourism and Sports, Thailand, 2014

1.2 Statement of the Problems

The medical tourism is a recent niche tourist market. Which is about the patient getting treatment or surgery at international area? In 2010 90% of total medical tourists choose Indian, Singapore and Thailand as their destination. At same time China has increase personal income with poor medical environment. Thus study of Chinese medical tourist perception for Thailand becomes necessity. (John, 2010; NaRanong & NarRnong, 2010; Zhiyan Consulting Group, 2013) But also we found that there are not many scholar conduct researches on medical tourism, especially in the Chinese market.

1.3 Research Question

1. What kind of Chinese people will choosing Thailand as a medical tourism destination?

2. What kind of travel information will influence Chinese people will choose Thailand as a medical tourism destination?

3. What is the relationship between difference perceptions (Thailand, Hospital, and Price) with perceived quality for Thai medical tourism toward Chinese people when choosing Thailand as a medical tourism destination?

4. What is the relationship between differences perceived quality for Thai medical tourism with travel intention toward Chinese people when choosing Thailand as a medical tourism destination?

1.4 Objectives of the study

1. To analysis the effect of demographic on travel intention toward Chinese people when choosing Thailand as a medical tourism destination.

2. To analysis the effect of travel information on travel intention toward Chinese people when choosing Thailand as a medical tourism destination.

3. To analysis the relationship between differences perceptions (Thailand, Hospital, and Price) with perceived quality for Thai medical tourism toward Chinese people choosing Thailand as a medical tourism destination.

4. To analysis the relationship between perceived quality for Thai medical tourism with travel intention toward Chinese people choosing Thailand as a medical tourism destination.

1.5 Significance of the Research

The result of this research will help the Thai authorities especially the medical tourism industry to understand the demographic constitute for Chinese tourist who choses Thailand as medical tourist destination, but also understand the image of Thai medical tourist for Chinese people. Thus the hospitals can re-evaluate their market positioning and better advertisement service at Chinese market.

1.6 Research Scope and limitation of study

This study focuses on to explore Chinese tourist's perception toward Thailand and Thai hospitals as medical tourist destination. The research will be achieved by using quantitative method.

1.6.1 Area of the research

This research will focus on the relation between perception and perceived quality on the medical tourism environment. And the effect of demographic and travel information on the travel intention of Chinese tourists who choose Thailand as a medical tourism destination.

1.6.2 Population and sample:

The target population of this study is who are Chinese and interested or potentially interested in travelling to Thailand for the purpose of medical tourism. Based upon population is number of Chinese outbound tourists at 2014. The report number for number of Chinese outbound tourists is 114 million (China Tourism Academy, 2014). The sample size is 400.

1.6.3 Research Timeline:

The data collection stage of this stage of this research is between July to August 2015.

1.7 Conceptual Framework

The ideal of conceptual framework is adapted from the journal "Effects of price, brand, and store information on buyer's product evaluations". This journal studies the relationship between perceptions of brand, store, and price with purchase intention. Thus we use this business model to test our tourism behavior. In this study, we use Thailand national image as our brand name. But also we use Thai Hospitals as our store name.

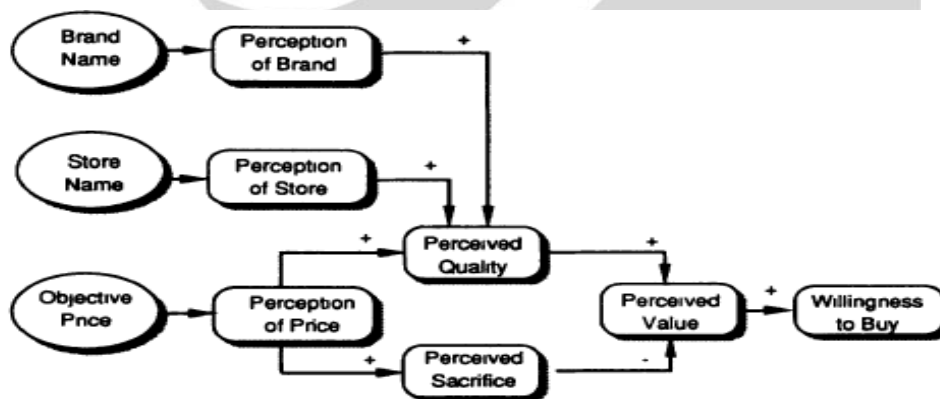


Figure 1.2 Framework of Original Study

Source: Adapted from William B. Dodds, K. B. Monroe and Dhruv Grewal.1991

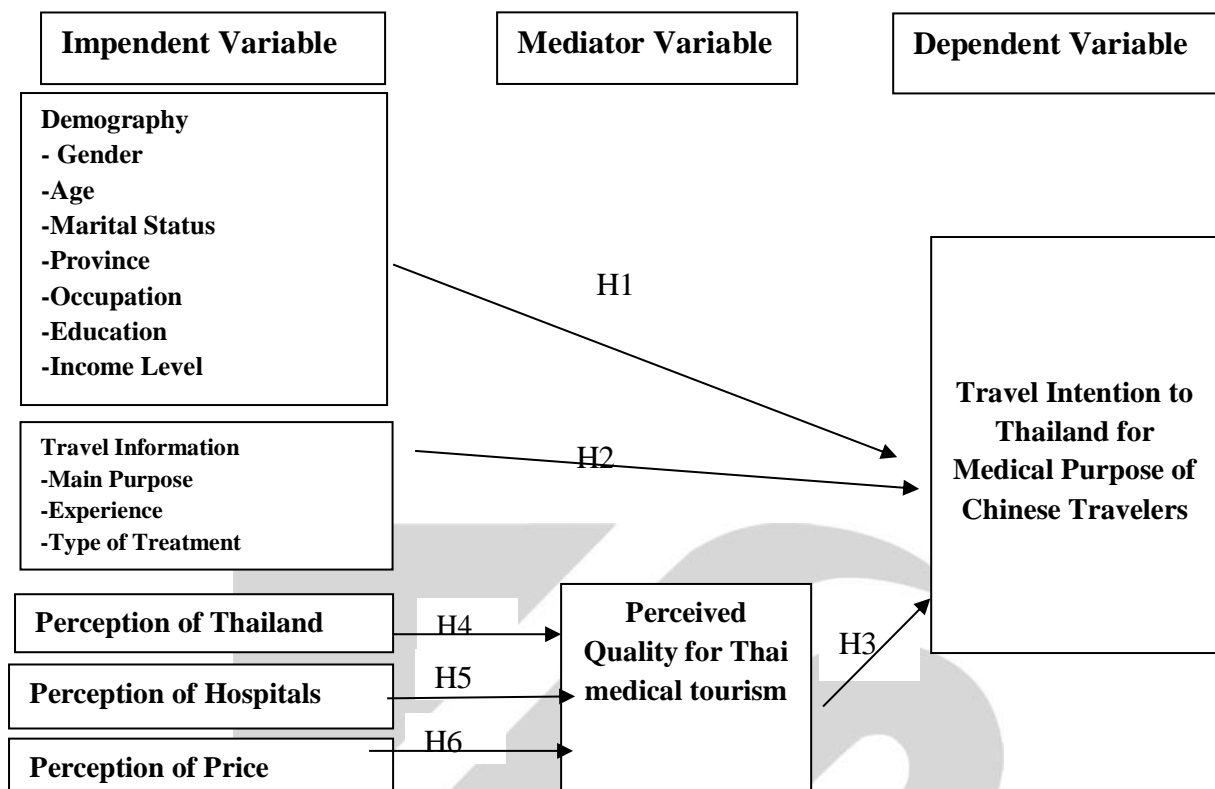


Figure 1.3 Framework of Framework

Source: Adapted from William B. Dodds, K. B. Monroe and Dhruv Grewal.1991

1.8 Hypotheses

Hypotheses within the conceptual framework were identified according to their relation as follow:

H1: Chinese tourist with difference demography factors has difference effect on travel Intention to Thailand for medical purpose.

H1.1: Chinese tourist with difference Gender factors has difference effect on travel Intention to Thailand for medical purpose.

H1.2: Chinese tourist with difference Age factors has difference effect on travel Intention to Thailand for medical purpose.

H1.3: Chinese tourist with difference Marital Status factors has difference effect on travel Intention to Thailand for medical purpose.

H1.4: Chinese tourist with difference Province factors has difference effect on travel Intention to Thailand for medical purpose.

H1.5: Chinese tourist with difference Occupation factors has difference effect on travel Intention to Thailand for medical purpose.

H1.6: Chinese tourist with difference Education factors has difference effect on travel Intention to Thailand for medical purpose.

H1.7: Chinese tourist with difference Income Level factors has difference effect on travel Intention to Thailand for medical purpose.

H2: Chinese tourist with difference Travel Information factors has difference effect on travel Intention to Thailand for medical purpose.

H2.1 Chinese tourist with difference Main Purpose factors has difference effect on travel Intention to Thailand for medical purpose.

H2.2 Chinese tourist with difference Experience factors has difference effect on travel Intention to Thailand for medical purpose.

H2.3 Chinese tourist with difference Type of Treatment factors has difference effect on travel Intention to Thailand for medical purpose.

H3: Chinese tourists with positive perceived quality towards Thailand and Thailand hospitals as medical tourist destination will have positive effect on their travel Intention

H4: Chinese tourists with positive perception towards Thailand national as medical tourist destination will have positive effect on their perceived quality.

H5: Chinese tourists with positive perception towards Thailand hospitals as medical tourist destination will have positive effect on their perceived quality.

H6: Chinese tourists with positive perception towards total cost of Thailand as medical tourist destination will have positive effect on their perceived quality.

1.9 Definition of Terms

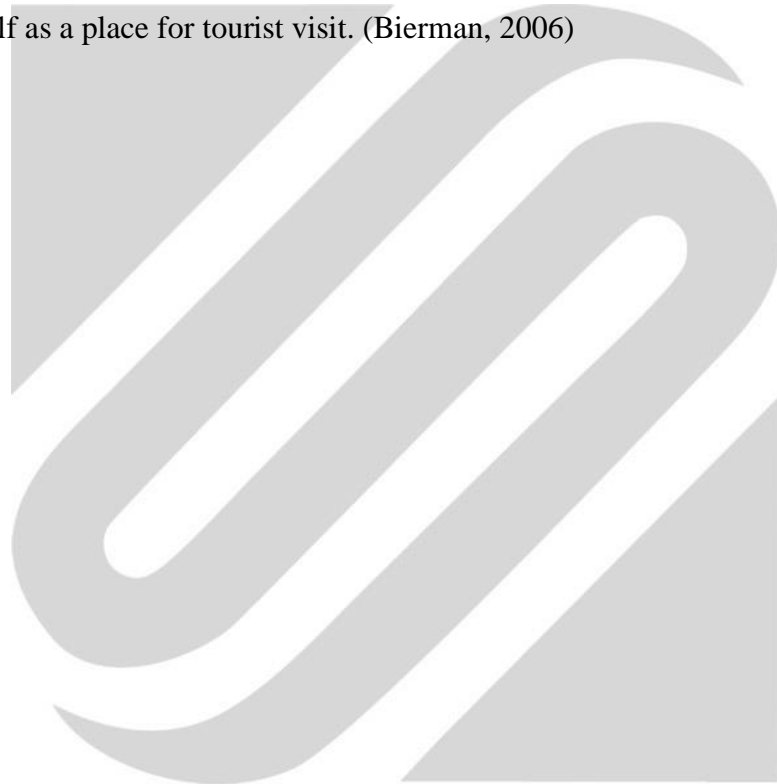
Demography: it is a study of change for human population, such as gender , age education and other.(Macmillan Publishing Limited, 2002)

Perception: it's defined as the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of world. (Schiffman, L. G., & Kanuk, L. L,2004)

Perceived Quality : Consumer's opinion of a product's (or a brand's) ability to fulfill his or her expectations. (Vantamay, 2007)

Medical Tourism: It is people travel from one country to the other country for the purpose of acquire medical treatment at the other country. (Horowitz, M,2007) (John, 2010)

Tourist Destination: It is can be a nation, states, cities, or some area which markets itself as a place for tourist visit. (Bierman, 2006)



CHAPTER 2

LITERATURE REVIEW

This chapter aims to review of previous studies and to explore the meaning of each variable (including both dependent variables and independent variables) and discuss the relationship between them. What's more, this chapter also can provide a comprehensive understand of each factors which can affect the customer's travel Intention in Thailand based on the perception of customer in China. First of all, the definition of each variable will be introduced base on previous studies, and it also will line each variable to together to find the relationship between them. Secondly, the second part will briefly introduce of the medical tourism in world and Thailand, and also introduce the Chinese tourist situation. Thirdly, a summary of previous studies will be showed to introduce the main idea of previous studies.

2.1 Demography

Regarding the impact demographic factors have on purchase intention, Hawkins, Mothersbaugh, and Best (2007, p. 116) described demographics as “a population in terms of its size, distribution, and structure.” In addition, many researchers have confirmed that demographic factors of consumers have influenced their purchase intention and behavior (Peter & Olson, 2008) in terms of product catalogs (Malhotra&McCort, 2001). Research has also shown that gender is a demographic factor that influences consumer behavior. For example, research by Hawkins, Mothersbaugh, & Best, in 2001 found that due to the different values, attitudes, and perceptions, male and female consumers have dissimilar respondents, intention, or behavior

2.1.1 Age

Age of consumers is another demographic factor that influences consumer behavior. For instance, Menkhaus, Pingetzer, Whipple, and Field (1990) researched how demographic factors of consumers relate to the intention of purchasing beef. The result showed that the age of consumers affected their intention to purchase beef more

than their income and education level. The age range was divided into two ranges: (a) ages were between 21 and 44, and (b) ages older than 45 years of age. The research showed consumers who were older than 45 years of age purchased less beef than those who were younger than 45 years of age. This phenomenon was due to older consumers eating less beef due to health reasons related to high cholesterol and overeating. Another similar research conducted on the age of consumers was carried out by Bigne, Ruiz, and Sanz (2005). They explored whether the age of a consumer had an impact on their online shopping of mobile devices in Spain. The demographic factors that were utilized in this study were age, gender, and social class. The results showed that younger consumers have the tendency toward online shopping more than the older consumers. Furthermore, they found younger consumers are more disposed to purchasing products online and are more willing to accept new technology. This study concluded that the age of consumers have their own characteristics, need, and demand, which affects their purchase intention and decision making process of purchasing a product (Arnould et al., 2004)

2.1.2 Gender

There are many researcher found that there is a difference habits between different gender, and those different habits will affect the purchase intention or travel willingness of male and female (Matthies, Kuhn & Klöckner, 2002; Shao, Baker, & Wagner, 2004). First of all, different gender may choose different travel model, and those model including travel model; and those travel preference and travel behavior was strongly affected by habit of different gender, according to this research, the researchers found that stronger ecological norms and weaker car habits of women will affect the travel choice, travel preference and travel behavior of woman, and they used a survey ways to approve that (Matthies et al, 2002). Then, other researchers also found that they used empirical study to prove that gender difference will affect the purchase intention of customer.

2.1.3 Marital Status

According to Hanson and Hanson (1981), they pointed out that the marital status will significant affect the behavior of consumer and then affect the choice of them,

particularly, affecting the travel activity of customer or the purchase intention of customer. Then, Kim and Littrell (2001) confirmed that the marital status is also very important be used to predict the purchase intention of customer, and they also pointed out that different marital status will push those customer consider different things and also have different habits toward purchase intention. Based on those researchers, they divided the marital status to three single, married/living with partner or divorce/separation, different marital status will cause those customer to have different purchase intention. For example, single customer may have stronger purchase intention when they see some good things compare with married customer, because married customer need to consider their family economic situation and they also need to have a good plan to spend their money. So, same things may caused different purchase intention in different marital status, and company can separate those different marital status customer to different segments.

2.1.4 Province

Geographic segment of customer is a very important part of demographic data toward many companies, and the different geographic segment of customer may cause different purchase intention of customer toward one specific products. Just as Chu and Lu (2007) informed that different region people of China may have different habit and purchase intention toward the online music purchasing, and those geographic segment was significantly affecting the habit of Chinese people in different regions because China is very large. And some main areas can be uses to show the main difference between each province of China. According to some researchers, they divided the Chinese customer based on province, and they point out that the sample province can be Guangdong, Guangxi, Build, Yunnan, Zhejiang, Hubei (Chu and Lu, 2007). Those Chinese provinces have different sub-culture, economic environment and different purchase habit, and then those customers who come from different province customer may have different purchase intention when they see same products. That researcher explained that the different sub-culture may cause those Chinese customer who come from different provinces have different preference or habits.

2.1.5 Occupation

According to many researchers, they pointed out that occupation is linked with the purchase intention of customer, and occupation also is included in the part of demography. Just as Daneshvary and Schwer (2000) informed that different occupation may affect the purchase intention of customer, and their data based on 1,456 respondents to check the model of previous paper and examined the effect of the Professional Rodeo Cowboys Association's (PRCA) endorsement of products on consumers' purchase intentions. In the end, they confirmed that different occupation will significantly affect the customer's purchase intention, and they researcher is going to assume that the occupation also will significantly affect the travel Intention for customer which destination is Thailand. According to previous researchers, the occupation can be divided to business owner, freelance, employed, housewife, government service, student, retired. Those customer with different occupation have different background, habits or income, those factors also may cause customer have different purchase intention toward same things. For example, compare with students, business owner and employed people may have stronger purchase power. And company may also can divide those customer to different segments based on different occupation.

2.1.6 Education

According to the paper of Daneshvary and Schwer (2000), they also pointed out the difference of education level will cause customer have different purchase intention based on model and the effect of the Professional Rodeo Cowboys Association's (PRCA) endorsement of products on consumers' purchase intentions. And then, in the paper of Akhter (2003), researchers also used a demographic perspective including gender, age, education, and income, and in the end, his results he confirmed that the education level will cause customer have different purchase intention toward a specific products. Normally, those researcher dived the education background to different level with Junior High School, High School, Vocational School/College, Undergraduate School (Bachelor), Graduate School (Master) and Post-graduate (Doctorate), those customer has different habits because they own different level degree. What's more, different education level customer have different habits and

purchase intention because they received different education. Just as Wee, , Ariff, , Zakuan, Tajudin, Ismail and Ishak (2014) informed that higher education level customer prefer to accept organic food because they are educated that organic food is good for human and they widely own higher income compare with lower education background customer.

2.1.7 Income Level

In the paper of Akhter (2003), income is one of the very important factors which will significantly affect the purchase intention of customer, according to this paper, income is one of the very important part of the demographic information of research, different income level people may have different habit to purchase different thing based on their income level, and researcher also confirmed that in the future research, those demographic data can be used to help marketing people to divide customer to different segments and targets and then use different strategy to get more profits from different segments. Based on previous paper, many researcher point out that the income level can be divided to " Less than 350 Dollar", "351 — 800 Dollar", "801— 1600 Dollar", "1601— 2500 Dollar" and "Over 2500 Dollar". The different income level will cause customer to own different purchasing power and they also have different habit toward their life, higher income level customer prefer higher quality life compare with lower income customer, and then cause those different segment (income segment) customer have different preference toward one products. In the paper of Chowtanapanich and Chaipoopirutana (2014) also confirmed that the different income level will cause customer has different purchase intention.

2.2 Tourist Information

There are many researchers informed that tourist information is significantly affect the willingness of tourist, and the tourist information can be divided to main purpose, experience and type of treatment. Just as Lunt and Carrera (2010) informed that during the development of medical travel, more and more people holding the main purpose of medical treatment to Thailand, and they have different kind of experience and they also have different kind of treatments to visit Thailand hospital.

2.2.1 Main Purpose

According to many researchers, they found that different tourists have different purpose to visit one destination, just as Cirillo and Axhausen (2006) informed that the main purpose of tourists can be shopping, education, medical treatments, business and travel. Those different purposes of tourists will push those people to do different things.

2.2.3 Experience

The second part of tourist information is experience, just as Carlsson and Martinsson (2001) informed that previous travel time is significantly affect tourist future travel intention or willingness of travel. And normally, we can divided the previous experience to "never", "1-2 times", "3-5 times", and more than 5 times, different previous experience will let those tourists have different habit during travel. And the paper of Li, Hensher, and Rose (2010) also confirmed that past experience is significantly affect the travel intention of tourists.

2.2.3 Type of Treatment

There are many patient from Those province (Guangdong, Hujian, Zhejiang, Guangxi, Yunnan, Hubei) would like go abound for medical service during their holiday. The famous medical service is physical examination, cosmetic surgeon and fertility service in Asia medical market.(Cai, 2011)(John, 2010) What's more, according to the paper of Lunt and Carrera (2010), the type of treatment can be divided to many types (cosmetic and dental surgery; cardio, orthopaedic and bariatric surgery; IVF treatment; and organ and tissue transplantation).

2.3 Perception

According to Cherry (2014), perception was described as sensory experience of people toward outside world, and perception also will affect the recognition of people toward the feeling of environmental stimuli and then decide what they will do toward those stimuli. What's more, Cherry (2014) also pointed out that, if people want to get the perception, perception process is necessary, this is a significant process for us to gain information from environment which are important for us. Perception is not only helping us to get experience from the world but also let us to know how to act with

different environment.

According to Cherry (2010), people use five senses to get perception, they are sight, taste, smell, taste, listen and touch. What's more, perception is also one of the most important senses for people, it is ability for people to know the changes of human body position and movements. And all of the above senses affect people cognitive process through the information collection, such as recognizing the picture of one company's brand or slogan.

Just as Kenyon and Sen (2015) informed that the perception process is a series step which starts form the stimulus of environment and the nature response of people toward this outside stimulus. The perception process is continued but normally people did not think this process detailed. If we want to make this process be separated, this process can be divided to outside stimulus, feeling of stimulus, image, transduction, neural processing, perception, recognition and the last step is action. What's more, they also pointed out that, the procession process may be affected by internal factors or external factors. The internal factors can be value, interests and the external factors can be motion, size and so on. Different people may perceive different things different way with different perception. Different people will transfer different environment stimulus to different sense, and those sense will become different value, goal, experience and expectation, and people will react based on those information.

To conclude, perception is a process which can help us to experience the world or environment, and this process help us to get the familiar feeling of different objects, such as the followers, brand name, country name and sounds. All of the those things come from the perception and then get conscious experience, and those experience help us to make decision and to interact toward different objects or things in the world around us, and also of the interaction based on the information that we collect before and then learn how to do when we get different detecting stimuli from the outside environment. Just as Kanuk (2004) concluded that, the perception can be described as the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of world.

2.3.1 Perception of Thailand

According to Etzel and Walker (1974), they found that the degree of congruence

between general national product preference and positive attitudes toward specific products, and there is a significant difference between different countries to own different idea of different products toward different kind of customer. It is same as for the service, such as medical care of hospital.

According to Turner (2007), there are many countries was considered as the main destinations for "medical tourism", those countries include Indonesia, Thailand, Malaysia, the Philippines, Singapore, India, and those countries have their own disadvantages in different area. What's more, author also pointed out many other reasons, researcher informed that many medical facilities or agencies pushed those countries health-related travel, and promoted many famous hospitals. The activities of those agencies and medical facilities also let more and more Chinese people know those famous hospitals in Thailand, and also changed many patients' habits. In Thailand, there are many famous hospitals such as Bumrungrad International Hospital and Bangkok International Hospital. Now, those famous hospitals are now driven by government agencies, and those famous hospitals also are advertised by public-private partnerships, private hospital associations, airlines, hotel chains, investors and private equity funds, and medical brokerages; and those advertisement make people feel they are cheap and reliable. What's more, Turner (2007) also described the medical service in Thailand, is "First World Health Care at Third World Prices". That means, in Thailand, patients can receive very well health care but no need to pay too high price as in developed countries such as U.S and European countries.

According to Zeugner-Roth and Žabkar (2015), and Költringer and Dickinger (2014), they pointed out that culture, shopping, and nightlife, technology and living standard can be used to measure the perceived image of customer toward destinations. Just as Zeugner-Roth and Žabkar (2015), informed that, one country's culture is significant for potential tourists to create the image of one country, and people would like to share common characteristics, and friendly culture is popular for people. Importantly, they also informed that technology capacity and living standard of one country will affect the perception of people toward one country, people will perceive the country who have high technology capacity is good, and normally people will own high positive country image toward those country; it is quite similar for living standard, people will perceived those countries which have high living standard with

high positive country image, and think those country is good. Then, Költringer and Dickinger (2014) informed that one country's night life is one of the most important activities of people, people will consider night life of one country with the image of entertainment, and then perceive one country's image, they also pointed out that the positive image of night life will bring positive image of people toward one country, what's more, the shopping environment is important for people also, it is another important activity of people, and it is linked with the convenience of life, and will positively affect the country image of people.

For normal people, they think Thailand is a third world country and not very well developed country (still a developing country), but Thailand is a good choice to travel, include medical travel too. (Whittaker, 2008) According to Cohen (2008), Thailand can provide quality medical care service, and also has good medical infrastructure. What's more, Cohen also pointed out that Thailand has many good international hospitals, the development of medical tourism also pushed the development of other tourism, such as food tourism. To conclude, in many people's image, Thailand is not the first world country (is a developing country in Asia) and not very well developed in many areas, but Thailand has very good medical care service, many people have good image toward Thailand international hospital's medical service.

According to D'Alessandro and Pecotich (2013). They found that there are many factors will affect the customer's evaluation toward one specific product or service, and those factors can be country image or brand. They described the perception of one country or country image as Country of origin (COO), and they described Country of origin (COO) as an efficient way for customer to evaluate one product or service when they lack of information.

H4.1: Chinese tourists with positive perception towards Thailand as medical tourist destination will have positive effect on their perceived quality.

2.3.2 Perception of Hospitals

In Thailand, there are many famous hospitals such as Bumrungrad International, Bangkok hospital, Yahee hospital and Samitivej hospital. Those hospitals make people feel that they are high level hospitals, they can provide very reliable health care

service and good quality medical care. Now, those famous hospitals are now driven by government agencies, and those famous hospitals also were advertised by public–private partnerships, private hospital associations, airlines, hotel chains, investors and private equity funds, and medical brokerages; and those advertisement make people feel they are cheap and reliable. According to Turner (2007), many people perceived Thailand international hospital are those hospital has high quality with low price compare with advanced countries' hospital. Those good view and word of mouth also helped the development of Thai international hospital, and also strengthen the reputation of those hospitals and their brand name.

In Thailand, There are list of most famous in health care and medical tourism which Bangkok Hospital, Samitivej Hospital, Bumrungrad Hospital, and Yanhee Hospital. The **Bangkok Hospital** is owned by the Bangkok Dusit Medical Services PLC (BGH). BGH is one of the largest private hospital operators and Thailand have a very strong network brand hospital in 2011, the company has 28 hospitals, seven made JCI certification, registered more than 4000 beds (Supakankunti & Herberholz, 2012). In addition to medical service of individuation, Bangkok hospital provides a patient to provide a full range of support services, including limousine transfers to and from any destination in Bangkok, accommodation arrangement, visa extension service, for the patient's family and even tourism. Bangkok hospital is accreditation by JCI (Joint Commission International). (Supakankunti & Herberholz, 2012)

Samitivej Hospital And its network infrastructure for the middle and high-end of the patients to provide medical services. Like Bangkok hospital, Samitivej hospital is the main provider of medical services, also conforms to the international tourists in Thailand. Samitivej hospitals provide comprehensive medical service by a team of doctors in all areas of professional and modern medical instruments and warm service. Samitivej hospital is also approved by the JCI (Joint Commission International). (Turner 2007)

Bumrungrad Hospital, closes to the most popular upmarket tourist areas in the center of Bangkok, and constructed to comply with US hospital building and safety standard. It also was the first JCI (Joint Commission International) accredited hospital in Thailand. The hospital was redesigned to look more like a luxury hotel, executive suites were created and chefs brought in to redevelop menus (Turner 2007). Hospital

nursing professional treatment for allergies, breast, skin, and skin aesthetic, eye laser refraction, fertility and in vitro fertilization (IVF), high blood pressure, nephrology, neurology, and plastic surgery. The company is also involved in the nature of the lease, provide clinical research services and investment in health care and related business, in Thailand and abroad. (BIN, 2009)

Yanhee hospital In Thailand is one of the best plastic surgery hospital, even with all the region. Hospital has a modern 10th floor of the building, with 400 inpatient beds, and provide the daily average 2000 cases of outpatient medical service. Hospital operating 24 hours a day 3 class plan, with 120 full-time doctors and more than 120 part-time doctors, warm and about 1000 trained nurses, and other health care professionals, and to provide you with high quality medical services. The hospital has many advanced equipment which including 95 consultation, 12 large operating room and 30 and operating room (Health-Tourism.com 2011). The other reason we choose Yanhee hospital that their dieting drug is really popular at China during 2011-2013. But also there is strong controversy with safety of drug using. (Xu Tao 2013)

According to Whittaker and Chee (2015) and Gurland et al (2013), they pointed out that hospital environment, food, leisure activities and private space, health care and communication can be used to measure the perception of customer toward hospitals in Thailand. In the paper, Whittaker and Chee (2015) informed that hospital environment, food, leisure activities and private space are important for patients or people to perceive hospital. They said that, the hospital environment is important for customer to perceive the hospital is high class or not, luxurious surroundings will bring a positive image of hospital to customer. What's more, food and leisure activities is important for patients also, if Thai hospital only provides Thai food, customer will think this hospital is not international enough, and it is same for leisure activities, if hospital can provide different leisure activities to patients who come from different country, they will perceive this hospital with positive image. Then, another most important factor for people to perceive one hotel is private space, just as Whittaker and Chee (2015) informed that, people will have low perception for those hospitals without single room, many people will perceive those hospitals who can provide enough private space to them with high positive image. The last but not the

least, another important factor for patients to perceived hospital are health care, communication. Just as Gurland et al (2013) informed that, patients are very careful about the health care come from both nurse and doctor, they would imagine that the good hotels can provide good health care to patients and reduce their pain; and they also hope they can easy to communicate with health care providers, those hotel who can provide communication convenient will be perceived as high class and international.

Just as Grewal (2000) informed that, the brand name or store name (can be considered as company name) is important for customer to think about one company's products or service quality. It also would be significant for customer to link the quality with a specific brand name or company name. So, based on previous information, we can notice that, we people think about some Thai famous international hospital, people normally link those hospital names with good service quality and lower price compare with advanced countries. So, the perception of one hospital is important for customer to know or feel this hospital is good or not.

According to Lappegard and Hjortdahl (2014), they found that there is a relationship between the perception of hospital and the service quality perception from customer, they pointed out that the hospital name is important for patients to select the hospital what they want.

H4.2: Chinese tourists with positive perception towards Thailand hospitals as medical tourist destination will have positive effect on their perceived quality.

2.3.3 Perception of Price

According to Jacoby, Olson and Haddock (1971), they point out that price is the cost of people paid to get what they want, normally, people will compare what they paid and what they gain, and normally, they perceived that higher price always with higher quality.

According to Blaine et al (2015) and Turner, L. (2007), they pointed out that transportation cost, travel cost, and cost of medical tour can be used to measure the perceived cost of customer. Just as Blaine et al (2015) informed that, transportation costs is a part of travel cost, and normally higher distance means higher transportation costs, many people will consider the transportation cost when they plan one medical

tour. Compare with transportation costs, travel cost include more thing, and the cost of time is one part of travel cost, and people also will consider many other things which is include travel cost, such as the opportunity cost, after combine many things, people will get their own travel cost and then making decision. Then, according to Turner, L. (2007), he pointed out that cost of medical tour include the cost of see doctor, the cost of stay in hospital, and those cost is important for customer to consider the whole cost.

They are price-bargain-conscious shopper, the special shopper, the low-price shopper, the economic-convenience shopper, the price shopper and the price conscious, value-for-money consumer (Shim and Mahoney, 1992). Based on above information we can notice that many kinds of customer are quite priced sensitive, so the price attractiveness is very important for customer.

According to Veale and Quester (2009), they pointed out that Country of origin (COO) and price will significantly affect customer to evaluate products' quality, and those factors (Country of origin and price) is more significant for those customer who never experience one products before. They also pointed out that the image of one country will affect the perception of customer toward one products' quality, and customer will think those products with high price will have high quality, and then the perceived quality will affect customer buying decision.

H4: Chinese tourists with positive perception towards total cost of Thailand as medical tourist destination will have positive effect on their perceived quality.

2.4 Perceived Quality

Perceived quality is based on the physical component of product (such as raw materials) and product-related attributes (such as design and operations), and then customer will evaluate this product based on their feeling and compare with other products (Chu and Lu, 2007). And they also informed that customer will evaluate the benefit they gained from the products to compare with the cost and then to get the perceived quality of one product.

According to Tsiotsou (2005), perceived quality can be considered as an global judgment of customer based on the overall quality of products, and this assessment can be “good” or “bad” which make the abstraction level of definition be lower and to

be a specific consumption setting. And then, Vantamay (2007) also pointed out that perceived quality of customer can be measured by consumer's opinion of a product's (or a brand's) and feel whether those products or brands have ability to fulfill his or her expectations from this firm. According to Rinco 'n-Go 'mez et al (2011) and Choi et al (2004), there are many variables, such as care process, nurses, physician, outcome, communication skill; appointment procedure can be used to measure the perceived quality of customer toward one country.

According to Tsiotsou (2005), perceived quality is significant variable for marketer, because this variable can bring much more benefit to marketing performance and this idea is widely believed by many researchers, and they also believed that higher perceived quality of the product will push customer to repeat purchasing same product in the future. What's more, Tsiotsou (2005) also indicated that perceived quality are normally used in service quality and less be used to measure other market.

According to Rinco 'n-Go 'mez et al (2011) and Choi et al (2004), there are many variables, such as care process, nurses, physician, outcome, communication skill, appointment procedure can be used to measure the perceived quality of customer toward one country. Just as Rinco 'n-Go 'mez et al (2011) informed that, care process, nurses, physician is important for people or patients to perceive the quality of one hospital and one country's whole medical tour industry. They informed that convenient care process will help people to perceive the country's medical tour industry and hospital industry is good with good quality. And the service and concern of nurse and doctor is important for patients, they hope nurse and doctor can be friendly, and provide enough good health care to them, and then, they will perceive one country's hospital industry or medical tour industry is good enough with positive image. And then, according to Choi et al (2004), the outcome of health care provide is important for people, and they also care about the communication skill of health care provider, and how they can get convenient from appointment procedure. They will perceive those hospital or health provide who can explain all detail to them with a positive image, and think they are professional enough.

Just as informed above, many researchers believed that this can push customer to buy the products in the future. However, many researches also point that the

relationship between perceived quality is not strong enough, and many other factors maybe more important than perceived quality (Wel, Alam & Nor, 2011). So, it is important to know whether "perceived quality" is important as a factor to determine the purchase intention of customer.

According to Rosica (2010), the perceived quality depends on the judgments by the consumer and it is the result of a perception process. The previous experience can be considered as a way to measure as quality evaluation by customer, and they may make decision to buy or not to buy based on those previous experiences during thinking process. Because different consumers have different abilities during purchase, and they also have different personal preferences and experience level, then perceived quality must be considered as a variable, different customer may have different --perceived quality toward one product or service. In the paper of Rossi & Tasca (2012), the respondents could depend on their perceived quality which involved the shopping environment, product features and customer service to evaluate their satisfaction of the one specific company in one country, and then to decide whether they want to buy this product or not.

According to Babakus & Bienstock (2004) firm's environment influence the perception of customer satisfaction, therefore, researcher set up several environmental stimuli affecting the tourists' purchase decision in one company. The perceived environment of one company will affect customer perception toward one customer, and those things also will affect customer's future purchase decision (Rowley & Slack, 1999). First of all, the researcher suggests a higher willingness to purchase in relax and comfortable atmosphere, that means customer will perceived some things based on their perception, if they fell nerves. Then, provide tourists with all shopping opportunity and comfortable space with information and instruction to relax. Moreover, keep clean environment is necessary and important for customer. In order to attract potential tourists to purchase a specific products or service, company or firms need to capture their attention and thrill them on an emotive perspective, simple and effective products or service display is utilized. At the end, communication without language barrier would be helpful (Rowley & Slack, 1999).

Due to the global competition, the economy gets more quality oriented in many industries, therefore the travel retailers have to offer quality goods and services to the

customers to satisfy their needs and wants (Pualins, 2005). So, many hospitals in Thailand tried to provide high quality health care service and to attract customer with reasonable price. What's more, a good customer service can be the differentiating component for travel retailers aiming to have the competitive advantage towards competitors and it also represents an important variable of perceived quality. In Thailand hospitals, the customer service can be a great strategic tool to appeal tourists and enhance the level of satisfaction in the purchase process. Moreover, a good customer service, with high quality skilled nurses, with the task of helping the patients in the various phases by providing useful and worthy information, suggestion and being available during the pre-purchase or post-purchase phases becomes the essential variable to present by the level of tourists satisfaction and loyalty (Turban et al., 2002).

According to Kallweit et al. (2014), they found that there is a strong relationship between service quality and purchase intention (willing to buy), they described perceived service quality will caused by customer perception toward the feeling of the gap between what service they expected and what service they received. If customer feels they can get what they expected, they have much large possibility or willingness to buy one product or service from one company.

H6: Chinese tourists with positive perceived quality towards Thailand and Thailand hospitals as medical tourist destination will have positive effect on their Travel Intention.

2.5 Travel Intention

According to Lee et al (2006), purchase intention was described as an intention or willingness of customer to buy a specific brand product, and they thought there are many factors may affect customer travel Intention, such as customer satisfaction, perceived quality and value of customer.

The last but not the least, Chu and Lu (2007) also confirmed that travel Intention can be described as that the degree of customer willingness to buy a product from a specific company. And travel Intention is significant affecting the purchase behavior of customer. So this study described that Travel Intention means whether Chinese customer has intention or willingness to buy but local brands' motor in the future

In this paper, researcher will like to describe willingness to buy (travel) as an intention or willingness of Chinese customer or patients to visit Thailand or see doctors in Thailand, and researcher also assumed that the perception of quality of Chinese customer or patients toward the hospital, country image and living cost of Thailand will affect the travel Intention of Chinese people.

And researcher will based on the paper of Jalilvand (2012) to develop questionnaire and to measure Travel Intention. According Jalivand (2012), he used some questions like " you will visit the destination in the future", " You would like to visit the destination rather than any other tourism destination" and " you will plan to visit the destination in the future" to measure the intention or willingness of potential tourist, the higher number of agree level (like strongly agree) will show higher willingness of tourist to visit one country.

2.6 Medical Tourism

Thailand claim to have the largest number of medical tourists, with a million patients said to be from Japan alone in 2003 and a 20% increase in 2004 and it has even been credited by Singapore with having 800.000 overseas patients in 2003 (Michelle Stolk, 2005) .Besides, Thai hospitals reported that in 2004 some 247,238 Japanese, 118,701 American, 95, 941 UK and 35,092 Australian patients were treated.

Thailand has also sought to emphasize medical screening- the routine testing of patients for wide range of symptoms-and has gained for such straightforward procedures from near parts of Asia, notably Japan and also Singapore where it is more costly. In order to improve quality of medical service some hospitals in Bangkok also established translation facilities which suggest a high proportion of visitors from other part as South-East Asia and the main growth market as China (John c. , 2010)

Thailand is always famous for its healthcare development and excellent medical services, especially private hospitals that normally serve foreign patients and rich Thai people. As of 2010, research shows there were 316 registered private hospitals in Thailand and results from its graceful healthcare services, these hospitals attracted around 1.4 million foreigners to seek medical treatment in 2007 (NaRanong, 2011). Meanwhile, there is a research which is reported by BBC shows that even after the devastating floods of 2011, 19 million tourists visited Thailand in 2011, a 20% jump

from 2010, with an estimated 500,000 traveling specifically for medical treatment. Compare with other countries' patients, the number of Chinese patients is limited, and communication problem is one of the reasons; for example, Bumrungrad International Hospital had 500,000 international patients but only had 6,000 Chinese patients (Ifeng.com, 2014).

Normally, Thai international hospitals are run and owned by Thai companies, which are totally different from Thai government hospitals, doctors in private hospitals could set their doctors fees according to patients' consulting time and levels of difficulties. In addition, most of these hospitals are qualified by Joint Commission International (JCI) to make sure their quality of healthcare (International Medical Health, 2015).

Providing multilingual and multicultural service is a common practice in Bangkok's international hospitals. Along with people from English-speaking countries and Middle Eastern countries, Chinese people constitute a large proportion of foreign patients in Bangkok. Some of them are hired by Chinese company so that they could get free treatment in some private hospitals as they are given insurance by their companies. Some of them are travelers who have emergency during their trip. But most of them are not familiar with English in terms of medical, what we call LEP (limited English proficiency). (Whittaker, 2008)

What's more, author also explain that " Medical tourists" are those patients who tried to avoid treatment delays and tried to obtain timely access to health care in those countries' hospital. And author also pointed out that the main medical travelers also include those uninsured Americans and those people who cannot afford health care fees in their home country. And then, the development of those countries medical tourism also pushed the economic development of those destination countries. Just as each coin has two sides, the development of medical tourism also caused the regional economic inequalities and undermines health equity in some countries, such as India and Thailand. (John c. , 2010)And some unintended, undesired outcomes also will come from the international medical travel might be caused by the international medical travel of those patients seeking affordable health care. The last but not the least, with the globalization development, more and more international patients leaved their own countries and looking for orthopedic surgery, ophthalmologic care, dental

surgery, cardiac surgery and other medical interventions. The main reasons of increasing international medical tourism can be the reductions of health benefits which offered by those international patients' own countries and also let those international patients have less ability to afford medical treatment, so they will looking medical care in other countries privatized, commercial health care delivery (John C. , 2010)

2.7 China tourist situation

According to the United Nations World Tourism Organization, Chinese tourists have overtaken their German counterparts to become the highest holiday spenders in the world. In 2011, the German tourists led the pack, splashing out \$85.9 billion in tourism expenditure (IResearch, 2013).

During the same year, Chinese holidaymakers spent 72.6 billion, a figure that increased dramatically in 2012 when 83 million mainland Chinese spent a whopping \$102 billion. The United States rounds off the top three countries – American tourists spent \$83.5 billion in 2012 (IResearch, 2013).

The United Kingdom and Russian Federation complete the top five. British and Russian tourists spent \$52.3 and \$42.8 billion respectively in 2012. In Russia's case, this represents an increase of almost \$10 billion in comparison with 2011 (Zhiyan Consulting Group, 2013)

Base on World health report (World Health Organization, 2000), The China get rank 144 on ranked of the health systems in total 191 country. Even China only get 188 at Ranked of equity in health financing and distribution of assessment. Health systems develop is seriously lags behind when we compare with China high speed GDP develop. At last 30 years the government keeps to improve the health system but it is still worse. Until 2007 there are 19,000 Level three hospitals in China, it is 7% of total medical institution. But that 7% of hospital have to serve 65% of Chinese patients. The limited of high quality medical resource highly excite demand of outbound medical service. (Gan, 2009)

Since 2010 the number of abound tourism have huge increases especial for medical service purpose. The final destination of medical tourism in Asia such as Indian, Singapore, Thailand and Malaysia is very interesting with medical tourist

from China. Thailand issued "medical visa" to attract wealthy people come to receive medical treatment and physical examination (Cai, 2011). This reaches find 90% of patient want to try abounding medical service. There are many patient from Those province (Guangdong, Fujian, Zhejiang, Guangxi, Yunnan, Hubei) would like go abound for medical service during their holiday. The famous medical service is physical examination, cosmetic surgeon and fertility service in Asia medical market. (Cai, 2011) (John C. , 2010)

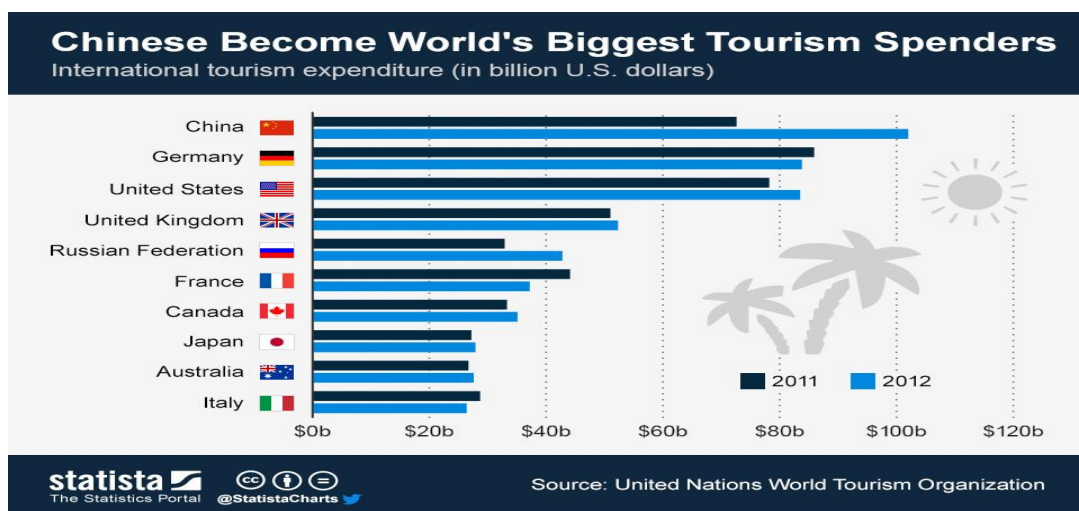


Figure 2.1 Chinese Become Biggest Tourism Spenders

Source: McCarthy, 2014

Since 2010 each year there are 3,000 - 10,000 Chinese people look for abound medical treatment. (Yan, 2014) (Sa, 2013) Chinese people do not only looking for "light medical" service such as physical examination, **cosmetic** surgeon and fertility service. They also interested at "severe medical" service such as Tumour, Cardiovascular and Cerebrovascular diseases. There are 70% of severe case is cancer. America and Japan is main destination for "severe medical" people. America and Japan five-year survival rate is about 70% for cancer, but there is only 25% in China. However the medical treatment cost for America and Japan is 300% than China. (Yangcheng Evening News, 2014) (Yan, 2014)

Now, in China, there are Chinese tourists try to looking for better medical service in other countries. At the beginning, they try to looking for better medical care service in developed countries, like America and European countries. But, many

Chinese tourists found that those countries' medical care price is very high, and not all family can take that. And also Asia countries have strong competitive price compare with other country. (Business review, 2014) So, recently, many Chinese tourists try to move to those South Asian or Southeastern countries, like Thailand, to received better medical service with lower price. (Shu, 2009)

2.8 Related Researches

Zeugner-Roth et al (2015), they pointed out that the perceived destination image is very import for potential tourists to choose the destination and it also can determine their travel intention. What's more, they also pointed out that there are many things may be used to predict the perceived destinations image of one country, and were called country cognition (including culture, standard of living, technical capabilities and so on). In order to measure different variables, researchers used questionnaire to selected some countries to let people decide which factors will help them decide their travel destination, and in the end, they found that culture, standard of living and technical capabilities can help people to perceive one country, and then decide their travel Intention latter.

Z ĩabkar et al (2010), they pointed out that, there is a significant relationship between the perceived image of destination and the perceived quality of customer toward one country, and then will affect the intention of customer toward one country to decide whether they will visit this country or not. They used questionnaires to measure the destination image of customer, perceived quality of customer, and travel intention of customer, they also used questionnaire to collect the general information of customer, such as their gender, nationality, income and age. after collect all of the information, they found there is as significant relationship between perceived image of destination and the perceived quality of customer toward one country, and then will affect the intention of customer toward one country..

Veale and Quester (2009), they pointed out that country of origin (COO) and price will significantly affect customer to evaluate products' quality, and those factors (COO and price) is more significant for those customer who never experience one products before. They also pointed out that the image of one country will affect the perception of customer toward one products' quality, and customer will think those

products with high price will have high quality, and then the perceived quality will affect customer buying decision. In order to check this, they used an experiment and survey way to check those relationships, and in the end, they found that country of origin (COO) has a relationship with the product quality perception toward customer, and price also has a positive relationship with the customer perception of product quality.

Pitic et al. (2014), they found that the relationship between price and perceived quality is not strong enough to support previous papers that say that "high price high quality", they pointed out that there is no necessary to link high price with high value, because normally people pay high price cannot get high quality. In order to check this, conjoint analysis to combine the characteristics of each product (such as perceived quality and price) together, and then used an equation to measure the relationship between price and perceived quality, and in the end, they found that there is no relationship between price and perceived quality.

Lappegard and Hjortdahl (2014), they found that there is a relationship between the perception of hospital and the service quality perception from customer, they pointed out that the hospital name is important for patients to select the hospital what they want. In order to check this relationship between the perception of hospital and perceived service quality of hospital, researchers use survey ways to distributed questionnaires to patients and also get data from patients through deep interview in order to better understand what they think, before that, researcher also divided patients to two groups, in order to check the difference. In the end, researcher found that the perceived quality is important for customer to choose the health care service, and the perception of one hospital (such as general hospital and community hospital) also will bring different perception of quality to customer.

Kuo et al. (2009), they found that there is a strong relationship between service quality and travel intention. They also informed that customer will decide whether they have intention to buy the service in the future or not, and those perceived quality will come from other people's word also. In order to test customer idea, and the relationship between each variable, authors used questionnaire with Likert scale from "strongly agree" to "strongly disagree" to collect information from customer, and then they found the service quality do not have significant relationship with travel

Intention, in the end, the author find this relationship was not supported because of the sample selection, author only select sample from graduate and undergraduate students, so those young people care other factors more than service quality.

Kim and Trail (2010), they found that perceived organization image have relationship with the service quality, and then, service quality will have relationship with travel Intention of customer. They described that perceived organizational image can be described as the people's perception toward one organization's reputation, and then will affect people's perception toward this organizational service quality. In the end, customer collected data from 461 potential customer, and then they found that those relationship and hypothesis can be supported.

Rinco 'n-Go'mez et al (2011), they pointed out that the customer's perceived quality toward healthcare provide will help them decide to choose this destination or not. They also used many items to measure the overall perceived quality of customer toward the hospital, those variable can be: Personnel' stechnical and communication skill, Nurses' humane qualities, Center facilities, Physician's humane qualities, and Appointment procedure. All collect all of the information from participants, and those information include demography information, such as age and gender. In the end, they found there is a significant relationship between perceived quality and travel intention of customer.

Coetzee et al. (2013), they pointed out the service quality of hospital is significant for customer to choose hospital, and they also pointed out that the service quality of nurse is significant for patients, and will affect their perceived service quality of one hospital. So, authors used cross-sectional study to measure 62 hospital based on survey way to measure what they want. And in the end, they proved that the service quality of one hospital will affect patients to choose this hospital.

Jalilvand et al (2012), they pointed out that there many ways can be used to measure the travel intention of potential tourists, and those factors can be used to check the intention level (from strong to weak) of travel. In order to collect information from patients, they also used questionnaire to collect both general information (such as gender, age, education and so on) and specific answer toward different item from participants. And in the end, they found the detonation image, perceived quality with affect the travel Intention of customer, and those intention of

customer will push customer to decide whether they will visit one countries or not in the future, or whether they will recommended to other people or not.



CHAPTER 3

RESEARCHH METHODOLOGY

This chapter provides practical steps to describe the research method to be used in order to conduct the research question. For this chapter, the researcher uses the Research Design, Population and Sample selection, Research instrument, Instrument Validity Reliability, Data Collection Methods, and Data Analysis. This chapter also explains the reason why the researcher has chosen such method and processes.

3.1 Research Design

This study entitled "The Perception and Perceived Quality of Thailand as Medical Tourist Destination for Chinese Market" uses quantitative research methods. The reason why the researcher has chosen the quantitative method is for reliability in order to ensure this research analysis covers the statistical methods used to test hypotheses. In addition, the strength of the quantitative method is suitable for evaluating the results since the researcher is studying tourist perception, which is an intangible factor. Therefore, the quantitative method can assist the researcher to strengthen research analysis

We use quantitative method that we need use self - completion questionnaires to find out data to test our Hypotheses. This Self-completion questionnaire is a series of questions that the respondent answers on their own. Self-completion questionnaires are good for collecting data on relatively simple topics, and for gaining a general overview of an issue. Moreover, the researcher has translated the questionnaire into a Chinese version, which is convenience for responder. The Chinese version questionnaire is translated by researcher himself who understanding this paper with mother tongue level of Chinese. This questionnaire collects data in both online and offline technique. Data analysis will use Data Analysis Program as analysis tool such as descriptive statistics including frequency, percentage, mean, standard deviation (SD), T-test, and ANOVA (F-test) and inferential statistics containing Pearson correlation coefficient These measured results can reflect what findings the study would have achieved.

3.2 Population and Sample selection

The target population of this study is the "Chinese people who interesting or potential interesting about medical tourist at Thailand". The questionnaire was designed and distributed to conduct a survey by both online and offline technique. The online questionnaire conducts a survey via email, Tencent QQ and Online Bulletin Board System. The offline questionnaire conducts a survey via hardcopy for tourist agency who have project for medical tourism at Thailand. So we apply the non-probability sampling method and use convenience sample. Sampling size for this study is based on the method of Taro Yamane (1973) as discussed below

$$n = \frac{N}{1 + N(e)^2}$$

Where 'n' is a sample size

'N' is population size

'e' is the level of precision

The "N" will be number of Chinese outbound tourist at 2014. The report number for number of Chinese outbound tourist is 114 million (China Tourism Academy, 2014). As formula to calculate sample size with 95% confidence level and the "e" is 0.05. Thus we can compute the sample size "n" will be $399.84 \approx 400$ questionnaires.

3.3 Research instrument

This research has used the instrument as below:

The study adopts questionnaire as research instrument to collect primary data via a survey. Survey instrument including 400 questionnaires to the target population is who are Chinese and interested or potentially interested in travelling to Thailand for the purpose of medical tourism. The questionnaire will divided into 3 parts as follow.

Part 1: Multiple choice, Closed-end, single answer questions for general demographic and tourist information which include gender, age, marital status, province, education level, occupation overall quality of health, main purpose of visiting, and previous experience. The data will analysis by T-test and one way ANOVA (F-Test).

Part 2: Closed-end question for the respondents' attitude towards "The

Perception and Perceived Quality of Thailand as Medical Tourist Destination for Chinese Market” which include perception of Thailand, perception of hospital, perception of price and perceived quality. The question using the five-point likert scale to measure the level of the opinion in each category ranging from 5 (Strongly agree) to 1 (Strongly disagree). five-point Likert scale used because this kind of scale can make a compromise between the conflicting goals of offering enough choice (since only two or three options means measuring only direction rather than also strength of opinion) and making things manageable for respondents (since few people will have a clear idea of the difference between, say, the eighth and ninth point on an eleven-point agree-disagree scale). The data will analysis by Correlation.

Part 3: Closed-end question for the respondents’ attitude towards “The Perception and Perceived Quality of Thailand as Medical Tourist Destination for Chinese Market” which Travel Intention. The question using the five-point linker scale to measure the level of the opinion in each category ranging from 5 (Strongly agree) to 1 (Strongly disagree). The data will analysis by Correlation.

Table 3.1 Selected Categories Scales 5 Levels

Score	Level of Agreement
5 Point	Strongly Agree
4 Point	Agree
3 Point	Neutral
2 Point	Disagree
1 Point	Strongly Disagree

In this study, the researcher will use classification method to analyze the data by using formula:

$$\begin{aligned} \text{Class Intervals} &= \frac{\text{highest data value} - \text{lowest data value}}{\text{number of classes}} \\ &= \frac{5-1}{5} \\ &= 0.8 \end{aligned}$$

In addition after done calculation, the descriptive of result will be shown as follow:

Score interval of each item

Table 3.2 Level of Respondents Opinion

Score intervals	Level of Respondents Opinion
1.00 - 1.80	Very Low
1.81 - 2.60	Low
2.61 - 3.40	Medium
3.41 - 4.20	High
4.21 - 5.00	Very High

3.4 Validity and Reliability

The basic requirement to design a questionnaire is to make sure relevancy and accuracy. For relevancy, the question should be specific and have a rationale connection for each item, and should not be made needlessly long; on the other hand, that some important question should not be omitted. In terms of accuracy, it requires the response from a questionnaire is reliable and valid. A questionnaire should use simple, understandable, unbiased, unambiguous, and nonirritating words. Questions should be written in a conversation style and use easy to understand response categories. In order to avoid problems like that most respondents misunderstand a question, skip a series of questions, or misinterpret the instructions for completing the questionnaire, the screening procedure or pre-test need to be utilized in this study.

Before conducting a formal survey, a pre-test will sent to 30 respondents test reliability of the initial questionnaire design. The 30 tested questionnaires will write in two languages which English and Chinese. The respondent was the Chinese student or Chinese tourist in Bangkok. The Chinese version survey can help respondent who may not good at English easily understand the questions.

3.4.1 Reliability Test

The researcher analyzes the reliability by using Chronbach's Alpha with SPSS version 22.0. The result of testing reliability is shown below in appendix D. If the result of the reliability test of the pre-test data and post-testing data are higher than 0.6, it indicates that the questionnaire is reliable enough to be used for survey conduction.

Appendix D presents the questionnaire pretest and post-test reliability by Cronbach's Alpha. The overall reliability test for pre-test is 0.951 with n= 30, which is greater than the standardized definition 0.6: therefore, the questionnaire for research is

valid. The overall reliability test for post-test is 0.900 with $n=4000$, which is greater than the standardized definition 0.6: therefore, the questionnaire for research is valid.

3.5 Data Collection Methods

Data collection for “The Perception and Perceived Quality of Thailand as Medical Tourist Destination for Chinese Market” uses two approaches as following:

3.5.1. Secondary data collection

The first data collection is second-hand information, which has already been collected to support the ideas, concepts, assumptions and information for this study. Secondary data are available or could be found from previous researches and online databases such as newspaper, magazines, internet websites, academic journal, other related theses and independent study.

3.5.2 Primary data collection

Primary data is collected directly from respondents. The researcher should ensure to get at least 400 valid feedbacks. There are total of 400 questionnaires will be planned to distribute to respondents to execute a survey via TENCENT QQ or Internet link or hard copies during July-August 2015. The frequency and percentage for questionnaire collecting is show at Table 3.4.

3.5.2.1 Online Survey

The online questionnaire use "Wenjuan.com" to create an online questionnaire. The researcher use web created a topic for medical tourism Thailand and share the questionnaire linked, Such as ThaiHuaBBS, Taihuanbbs. The researcher also use the social network that TENCENT QQ. The researcher sharing the questionnaire link in difference discussion group (TENCENT QQ Quan) which has key word: Thai medical service, Thai self-travel or Thai reproductive service. There is total 8647 questionnaire distribute by online. But only 147 questionnaires are valid.

3.5.2.2 Offline Survey

The offline survey has been accomplished by questionnaire distribution. First the questionnaires were distributed to respondents by travel agencies in China that provide medical travel to Thailand. The responders were the people who consult

medical project in Thailand. The scan question is that do you interesting about medical Tourism in Thailand? Question will ask by travel agencies staff before questionnaires distributed. There is total 220 questionnaires distribute by travel agencies. But only 204 questionnaires are valid. Thus researcher goes to Kunming Airport to collect left 49 valid questionnaires.

Table 3.3 Frequency and percentage for questionnaire colleting

	Number	Percentage
Online Survey	147	36.75
Offline Survey	253	63.25
- Travel Agencies	204	51.00
- Self- Administrated (Kunming airport)	49	12.25
Total	400	100

3.5.2.3 Questionnaire

The questionnaire is completed anonymously using the five point numerical scale as attitudinal responses to questions about Chinese tourist attitudes toward them choose Thailand as medical tourist destination. The source questions are show below at Table 3.5.

Table 3.4 Source Question

Variable	Question Item	Sources
	Gender	Chen et al. (2014)
		Walkeden and
Part 1:	Age	Walker (2015)
General	Marital status	Chen et al. (2014)
Information		
And Tourist	Province	(Cai, 2011)
Information		
	Income	Walkeden and Walker (2015)
	Level of education	Gurland et al (2013)
	Occupation	Jalilvand (2012)

Table 3.5 Source Question(Cont)

Variable	Question Item	Sources
	Overall quality of health	Gurland et al (2013)
	Main purpose of visiting	Jalilvand (2012)
	Previous experience	Jalilvand (2012)
	Perception of Thailand	
Part2 Perception And Perceived Quality	: The Thai People is friendly	Költringer and Dickinger (2014)
	The shopping environment of Thailand is good	Költringer and
	The nightlife of Thailand is interesting	Költringer and Dickinger (2014)
	Thailand has capabilities of advance technology	Zeugner-Roth and Žabkar (2015)
	Thailand has high standard living quality	Zeugner-Roth and Žabkar (2015)
	Thailand has abundant tourist resource	(Shu, 2009)
	Perception of Hospitals	
	I am familiar with hospital in Thailand.(Bangkok hospital, Bumrungrad hospital, Yahee hospital and Samitive hospital)	(Shu, 2009)
	Thailand hospital has good surroundings	Whittaker and Chee (2015)
	Thailand hospital can good leisure activities related to health conscious people	Whittaker and Chee (2015)
	Thailand hospital can provide enough private space to patients	Gurland et al (2013)
	Thailand hospital can provide high quality of health care	Gurland et al (2013)
	It is easy to communicate with Thai health care provider(e.g. the hospital provide Chinese translators)	Gurland et al (2013)
	Thai doctor has trusted medical skill(e.g. they have international accredited qualification)	Researcher

Table 3.4: Source Question (cont.)

Variable	Question Item	Sources
	Perception of Price (cost)	
	I feel the transportation cost of visiting Thailand is affordable for me(e.g. Flight to Thailand)	Blaine et al (2015)
	I feel the accommodation cost of staying Thailand is affordable for me	Blaine et al (2015)
	I feel the cost of travel in Thailand is affordable for me(e.g. domestic Transportation)	Blaine et al (2015)
	I feel the medical fee of Thailand hospital is affordable for me	Turner, L. (2007)
	The total cost of medical travel to Thailand is in my budget	Turner, L. (2007)
	The total cost of medical care in Thailand is more competitive advantage than those in China	Turner, L. (2007)
	I feel the cost of travel in Thailand is affordable for me(e.g. domestic Transportation)	Blaine et al (2015)
	Perceived Quality	
	The medical care process of Thailand hospital is convenient	Choi et al (2004)
	The nurses in Thailand hospital can provide good health care service to patients	Choi et al (2004)
	The doctor of Thailand hospital has high medical skills	Choi et al (2004)
	I can get what I am desired to have as medical care outcome in Thailand	Choi et al (2004)
	The medical care quality in Thailand has very high standard	Choi et al (2004)
	Thailand hospital staff has good communication skill	Rinco ´n-Go ´mez et al (2011)
	The appointment procedure of Thailand hospital is very convenience for me	Rinco ´n-Go ´mez et al (2011)
	For overall, the perception of Thailand gives me a good perceived quality for medical tourism Thailand.	Researcher

Table 3.5 Source Question (Cont.)

Variable	Question Item	Sources
	The doctor of Thailand hospital has high medical	Choi et al (2004)
	For overall, the perception of Thai hospitals gives me a good perceived quality for medical tourism in Thailand.	Researcher
	For overall, the perception of medical tourism cost give me a good perceived quality for medical	Researcher
Part 3: Travel Intention		
Responder Attitudes	I will go Thailand for medical service because of good quality of medical tourism	Jalilvand (2012)
	I will go Thailand for medical service rather than any other medical tourism destination	Jalilvand (2012)

3.5.2.4 Questionnaire Translation Process

Translation Process plays a central and important role in multilingual survey projects. Although good translation products do not assure the success of a survey, badly translated questionnaires can ensure that an otherwise sound project fails because the poor quality of translation prevents researchers from collecting comparable data. (Harkness, J. A, 2010) There are two main phase for questionnaire translation process. First Part is translation and back-translation. Second part is validating questionnaires by compare two versions. Figure 3.1 is show the flow diagram of the translation and validation processes.

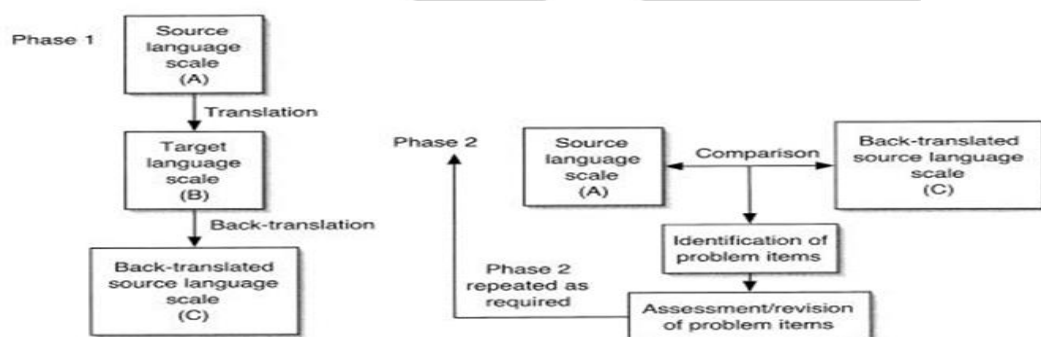


Figure 3.1Flow diagram of the translation (phase 1) and validation (phase 2) processes.

Source: Adapted from Ami, D. Sperber.2004)

In this study, the source language is original English version questionnaire. The target language is Chinese version questionnaire. The researcher was translated English version questionnaire to Chinese version questionnaire. Because of his understand of this study and mother tongue level of Chinese. The back-translate is translated by Lucy Liu who work for elegant translation workroom. The back-translate also show at appendix. After that the researcher are compared two source language versions to try to find out if there are problems in the target language text. But from the result there is no major problem for translation process.

3.6 Data Analysis

After conducting a random sampling, the feedback information from 440 questionnaires will be coded, calculated, analyzed and interpreted by using SPSS software includes frequency, percentage, mean, SD (standard deviation), T-test, ANOVA (F-test), Pearson correlation coefficient, and multiple regression. The statistics Tool show as following.

3.6.1 Descriptive Statistics Analysis

The descriptive statistics is a statics which summarize and describe the data in simple and understandable manner. (William G, Barry J, Jon C, & Mitch, 2010)

1) Frequency Distribution is a set if data organized by summarizing the number of times a particular value of a variable. Frequency distribution was used in describing the profile of respondents, which were different in age, gender, income, marital status, education level and occupation.

2) Percentage Distribution is a frequency distribution organized into a table (or graph) that summarizes percentage values associated with particular values of variable

3) Mean is a measure of central tendency the arithmetic average. The mean is often quoted along with the standard deviation : the mean describes the central location of the data, and the standard deviation describes the spread.

4) Standard Deviation is a quantitative index of a distribution's spread or variability. The square root of the variance is for a distribution.

5) T- test is used when two separate sets of independent and identically

distributed samples are obtained, one from each of the two populations being compared.

6) ANOVA (F-test) is a collection of statistical models used to analyze the differences among group means and their associated procedures.

3.6.2 Inferential Statistics Analysis

The inferential statistics is using the statistics to project characteristic from a simple to an entire population. (William G, Barry J, Jon C, & Mitch, 2010) In this study, Pearson correlation coefficient will be used to examine the relevant relationship between variables. And multiple regressions will be served to test the interdependence between independent variables (three different perception) and dependent variable(perceived quality). Pearson correlation coefficient measures how strong the relationship between variables is. It tells us whether the variables are related or not. Linear regression examines how changes in one variable vary with changes in another. It shows us what the precise form of the relationship between each of perception (Thailand, Hospitals and Price) and perceived quality is. Common requirements for usage of correlation analysis and regression analysis include normality, linearity, and independence.

1) Pearson correlation coefficient (r) is very clear for relationship analysis. The technique proves a correlation between two variables and indicates how strongly and what direction they are associated. The raw data must be in ratio or interval for accuracy. The correlation coefficient results are figured between -1 and +1. If $r=0$, it means the two variables have no linear correlation; $r=1$ means complete positive correlation; $r=-1$ means complete negative correlation. The more the value of r approaches 1 or -1, the stronger correlation they have; the more the value of r approaches 0, the less correlation they have. If the p value less than 0.01(2 tailed), it means reaching a significance level.

2) Linear Regression is a statistical technique for exploring how one variable, the outcome (usually denoted Y), is numerically related to predictor variables (usually denoted X , or $X_1, X_2 \dots X_k$) (William G, Barry J, Jon C, & Mitch, 2010). Linear regression can be used to fit a straight line to these data.

Multiple linear regressions: When there is still one dependent variable but

many predictor variables, the fitting technique is called multiple linear regressions. The multiple linear regressions equation as follow:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \dots + b_kX_k$$

This statistical method is used to examine the relationship between one dependent variable Y and two or more independent variables X_i . The regression parameters or coefficients b_i in the regression equation are estimated using the method of least squares. In this method, the sum of squared residuals between the regression plane and the observed values of the dependent variable are minimized. The regression equation represents a (hyper) plane in a $k+1$ dimensional space in which k is the number of independent variables $X_1, X_2, X_3, \dots, X_k$, plus one dimension for the dependent variable Y .

For this study, the multiple regressions are served to investigate the one to three hypotheses whether every independent variable (perception of Thailand, Hospitals and Price) in assumptive effect factors has a significant influence on the dependent variable (perceived quality).

CHAPTER 4

RESEARCH FINDINGS

This chapter will conduct the result of each factor that influences Chinese medical tourist willingness travel to Thailand as medical tourism destination. There are total of 400 questionnaires were coded and analyzed using SPSS version 22.0 to analyze the hypotheses For this chapter, The process of data analysis will base on descriptive statistics and inferential statistics.

4.1 Descriptive Statistics

4.1.1 Demographic

Analysis of demographic data of the respondents were classified into gender, age, province, occupation, education, and income level to describe the characteristics by using frequency and percentage distribution.

Table 4.1 Frequency and percentage distribution of demographic in term of Gender

Gender	Frequency	Percent
Male	194	48.5
Female	206	51.5
Total	400	100

Table 4.1 shows that there were 400 respondents in this survey. There are 194 of respondents were male which 48.5% of total respondents. And 206 of respondents were female which 51.5% of total respondents.

Table 4.2 Frequency and percentage distribution of demographic in term of Age

Age	Frequency	Percent
Less than 18 years	6	1.5
19 to 30 years	201	50.2
31 to 40 years	131	32.8
41 to 50 years	39	9.8
51to 60 years	23	5.8
Total	400	100

Table 4.2 shows that there were 400 respondents in this survey. For the age range of the respondents that mostly age group 19 to 30 years old which 201 respondents or 50.2% of total respondents. And the second largest age group were 31 to 40 years old which 131 respondents or 32.8% of total respondents. And the mostly small age group were less than 18 years old which 6 respondents or 1.5% of total respondents.

Table 4.3 Frequency and percentage distribution of demographic in term of Marital Status

Marital Status	Frequency	Percent
Single	133	33.3
Married / Living with partner	240	60.0
Divorce / Separation	27	6.8
Total	400	100

Table 4.3 shows that there were 400 respondents in this survey. For the marital status range of the respondents that mostly group Married / Living with partner which 240 respondents or 60.0% of total respondents. And the mostly small group were Divorce / Separation which 27 respondents or 6.8% of total respondents.

Table 4.4 Frequency and percentage distribution of demographic in term of Province

Province	Frequency	Percent
Guangdong	81	20.3
Guangxi	11	2.8
Fujian	22	5.5
Yunnan	148	37.0
Zhejiang	27	6.8
Hubei	24	6.0
Henan	15	3.8
Jiangsu	8	2.0
Jiangxi	14	3.5
Beijing	12	3.0

Table 4.4 Frequency and percentage distribution of demographic in term of Province
(Cont.)

Province	Frequency	Percent
Sichuan	7	1.8
Shandong	10	2.5
Jilin	9	2.3
Other	12	3.0
Total	400	100

Table 4.4 shows that there were 400 respondents in this survey. For the province range of the respondents that mostly province group Yunnan which 148 respondents or 37.0% of total respondents. And the second largest province group were Guangdong which 81 respondents or 20.3% of total respondents. And the third largest province group were Zhejiang which 27 respondents or 6.8% of total respondents. And the last province group were other province which less 5 respondents for their group. There are 12 respondents or 3.0% of total respondents in this big group.

Table 4.5 Frequency and percentage distribution of demographic in term of
Occupation

Occupation	Frequency	Percent
Business Owner	46	11.5
Freelance	73	18.3
Employee	198	49.5
Housewife	20	5.0
Government Officer	30	7.5
Student	33	8.3
Total	400	100

Table 4.5 shows that there were 400 respondents in this survey. For the occupation range of the respondents that mostly largest group were employee which 198 respondents or 49.5% of total respondents. And the second largest group were Freelance which 73 respondents or 18.3% of total respondents. And the mostly small group were housewife which 20 respondents or 5.0% of total respondents.

Table 4.6 Frequency and percentage distribution of demographic in term of Education

Education	Frequency	Percent
Junior High school	13	3.3
High school	21	5.3
Vocational school / college	114	28.5
Undergraduate school (Bachelor)	202	50.5
Higher than Graduate school	50	12.5
Total	400	100

Table 4.6 shows that there were 400 respondents in this survey. For the Education range of the respondents that mostly largest group were Undergraduate school which 202 respondents or 50.5% of total respondents. And the second largest group were Vocational school / college which 114 respondents or 28.5% of total respondents. And the mostly small group was Junior High school which 12 respondents or 3.3% of total respondents.

Table 4.7 Frequency and percentage distribution of demographic in term of Income

Income	Frequency	Percent
Less 350 Dollar	64	16.0
351 to 800 Dollar	138	34.8
801 to 1600 Dollar	120	30.0
1601 to 2500 Dollar	37	9.3
More than 2500 Dollar	41	10.3
Total	400	100

Table 4.7 shows that there were 400 respondents in this survey. For the Income level range of the respondents that mostly largest group were Income between 351 to 800 dollar which 138 respondents or 34.8% of total respondents. And the second largest group were Income between 801 to 1600 dollar which 120 respondents or 30.0% of total respondents. And the mostly small group were Income between 1601 to 2500 dollar which 37 respondents or 9.3% of total respondents.

4.1.2 Tourist Information

Analyses of tourist information's data of the respondents were classified into main purpose, experience, type of treatment to describe the characteristics by using frequency and percentage distribution.

Table 4.8 Frequency and percentage distribution of demographic in term of Main Purpose

Main Purpose	Frequency	Percent
Holiday	129	32.3
Medical Service	206	51.5
Business	26	6.5
Education	34	8.5
Other	5	1.3
Total	400	100

Table 4.8 shows that there were 400 respondents in this survey. For the range of the respondents main purpose travel to Thailand that mostly largest group were medical service which 206 respondents or 51.5% of total respondents. And the second largest group were Holiday which 129 respondents or 32.3% of total respondents. And the third largest group were Education which 34 respondents or 8.5% of total respondents. And the mostly small group were other unknown reason which 5 respondents or 1.3% of total respondents.

Table 4.9 Frequency and percentage distribution of demographic in term of Experience

Experience	Frequency	Percent
Never	174	43.5
1 to 2 time	119	29.8
3 to 5 time	52	13.0
More than 5 time	55	13.8
Total	400	100

Table 4.9 shows that there were 400 respondents in this survey. For the range of the respondents experience travel to Thailand that mostly largest group was never which 174 respondents or 43.5% of total respondents. And the second largest group were 1 to 2 time which 119 respondents or 29.8% of total respondents. And the third largest group were more than 5 time which 55 respondents or 13.8% of total respondents. And the mostly small group were more than 5 time which 52 respondents or 13.8% of total respondents.

Table 4.10 Frequency and percentage distribution of demographic in term of

Treatment	Frequency	Percent
Physical Examination	162	40.5
Cancer	30	7.5
Cosmetic Surgeon	83	20.8
Cardiovascular	16	4.0
Fertility Service	93	23.3
Not Sure	16	4.4
Total	400	100

Table 4.8 shows that there were 400 respondents in this survey. For the range of the respondents choose treatment at Thailand that mostly largest group were physical examination which 162 respondents or 40.5% of total respondents. And the second largest group were Fertility service which 93 respondents or 23.3% of total respondents. And the third largest group were Cosmetic surgeon which 83 respondents or 20.8% of total respondents. And the mostly small group were Cardiovascular and Not sure which both 16 respondents or 4.4% of total respondents

4.1.3 Perception

This part explores Chinese tourists with positive perception towards Thailand as medical tourist destination will have positive effect on their perceived quality. Analyses of Chinese tourist's perception data of the respondents were classified into perception of Thailand, perception of Hospitals and perception of price that

characteristics by using mean, standard deviation, and level of agreement followed by brief explanations of the findings. The mean scores were interpreted based on the mean range indicated by using five-point Likert scale. The standard deviation pointed out the variation in the distribution of the data.

Table 4.11 Mean (\bar{x}), standard deviation (SD) and level of agreement of Perception of Price Chinese tourists that with positive perception towards Thailand national as medical tourist destination will have positive effect on their perceived quality

Perception of Thailand	\bar{x}	SD.	Interpretation	Rank
The Thai People is friendly	4.29	0.792	Very High	2
The shopping environment of Thailand is good	4.29	0.794	Very High	2
The nightlife of Thailand is interesting	4.26	0.914	Very High	4
Thailand has capabilities of advance technology	3.64	0.894	High	5
Thailand has high standard living quality	3.60	0.864	High	6
Thailand has abundant tourist resource	4.60	0.708	Very High	1
Overall	4.12	0.572	High	

Table 4.11 shows that the average level of respondents' opinion is high, and the result of average mean (\bar{x}) is 4.12 and standard deviation (SD) is 0.572. In addition, there are four items in the very high level agreement and two items in the high level agreement. The Highest were "Thailand has abundant tourist resource", the result of mean (\bar{x}) is 4.60 and standard deviation (SD) is 0.708. And second item were "Thai People is friendly", the result of mean (\bar{x}) is 4.29 and standard deviation (SD) is 0.792," and "shopping environment of Thailand is good", the result of mean (\bar{x}) is 4.29 and standard deviation (SD) is 0.794, And last one were "Thailand has high standard living quality", the result of mean (\bar{x}) is 3.60 and standard deviation (SD) is 0.864.

Table 4.12 Mean (\bar{x}), standard deviation (SD) and level of agreement of Perception hospitals that Chinese tourists with positive perception towards Thailand hospitals as medical tourist destination will have positive effect on their perceived quality

Perception of hospitals	\bar{x}	SD.	Interpretation	Rank
I am familiar with hospital in Thailand.(Bangkok hospital, Bumrungrad hospital, Yahee hospital and Samitive	3.57	1.139	High	9
Thailand hospital has good surroundings	4.09	1.034	High	2
Thailand hospital can provide Health food	3.91	1.001	High	8
Thailand hospital can good leisure activities related to health conscious people	3.98	1.054	High	4
Thailand hospital can provide enough private space to patients	3.96	1.041	High	5
Thailand hospital can provide high quality of health care	3.96	1.017	High	5
It is easy to communicate with Thai health care provider(e.g. the hospital provide	3.93	1.000	High	7
Thai doctor has trusted medical skill(e.g. they have international accredited	4.04	0.995	High	3
Thai doctor is patiently take care with their patient	4.22	0.910	Very High	1
Overall	3.96	0.847	High	

Table 4.12 shows that the average level of respondents' opinion is high, and the result of average mean (\bar{x}) is 3.96 and standard deviation (SD) is 0.847. In addition, there is one item in the very high level agreement and there are eight items in the high level agreement.

The Highest were "Thai doctor is patiently take care with their patient", the result of mean (\bar{x}) is 4.22 and standard deviation (SD) is 0.910. And the Second were "Thailand hospital has good surroundings", the result of mean (\bar{x}) is 4.09 and standard deviation (SD) is 1.034. And last item were "I am familiar with hospital in Thailand", the result of mean (\bar{x}) is 3.57 and standard deviation (SD) is 1.139.

Table 4.13 Mean (\bar{x}), standard deviation (SD) and level of agreement of Perception of Price that Chinese tourists with positive perception towards total cost of as medical tourist destination will have positive effect on their perceived quality

Perception of Price	\bar{x}	SD.	Interpretation	Rank
I feel the transportation cost of visiting Thailand is affordable for me(e.g. Flight to Thailand)	4.25	0.818	Very High	2
I feel the accommodation cost of staying Thailand is affordable for me	4.29	0.847	Very High	1
I feel the cost of travel in Thailand is affordable for me(e.g. domestic	3.98	0.875	High	3
I feel the medical fee of Thailand hospital is affordable for me	3.89	0.922	High	4
The total cost of medical travel to Thailand is in my budget	3.85	0.934	High	6
The total cost of medical care in Thailand is more competitive advantage than those in	3.89	0.990	High	4
Overall	4.02	0.715	High	

Table 4.13 shows that the average level of respondents' opinion is high, and the result of average mean (\bar{x}) is 4.02 and standard deviation (SD) is 0.715. In addition, There were two item in the very high level agreement and there are four item in the high level agreement. The first item were "I feel the accommodation cost of staying Thailand is affordable for me", the result of mean (\bar{x}) is 4.29 and standard deviation (SD) is 0.847. And second item" I feel the transportation cost of visiting Thailand is affordable for me", the result of mean (\bar{x}) is 4.25 and standard deviation (SD) is 0.818. And last item "The total cost of medical travel to Thailand is in my budget", the result of mean (\bar{x}) is 3.85 and standard deviation (SD) is 0.934.

4.1.4 Perceived Quality

This part explores Chinese tourists with positive perceived quality towards Thailand and Thailand hospitals as medical tourist destination will have positive effect on their travel Intention. Analyses data of Chinese tourist's perceived quality of

the respondents that characteristics by using mean, standard deviation, and level of agreement followed by brief explanations of the findings. The mean scores were interpreted based on the mean range indicated by using five-point Likert scale. The standard deviation pointed out the variation in the distribution of the data.

Table 4.14 Mean (\bar{x}), standard deviation (SD) and level of agreement of Perceived Quality that Chinese tourists with positive perceived quality towards Thailand and Thailand hospitals as medical tourist destination will have positive effect on their travel Intention.

Perceived Quality	\bar{x}	SD.	Interpretation	Rank
The medical care process of Thailand hospital is convenient	4.03	0.891	High	1
The nurses in Thailand hospital can provide good health care service to patients	3.77	0.894	High	6
The doctor of Thailand hospital has high medical skills	3.75	0.871	High	7
I can get what I am desired to have as medical care outcome in Thailand	3.88	0.908	High	4
The medical care quality in Thailand has very high standard	3.98	0.905	High	2
Thailand hospital staff has good communication skill	3.85	0.901	High	5
The appointment procedure of Thailand hospital is very convenience for me	3.89	0.877	High	3
For overall, the perception of Thailand gives me a good perceived quality for medical tourism in Thailand.	4.03	0.846	High	P1
For overall, the perception of Thai hospitals gives me a good perceived quality for medical tourism in Thailand.	3.99	0.870	High	P2
For overall, the perception of medical tourism cost gives me a good perceived quality for medical tourism in Thailand.	3.97	0.780	High	P3
Overall	3.92	0.780	High	

Table 4.14 shows that the average level of respondents' opinion is high, and the result of average mean (\bar{x}) is 3.92 and standard deviation (SD) is 0.780. In addition, There are 10 item in the high level agreement. the first were "The medical care process of Thailand hospital is convenient", the result of mean (\bar{x}) is 4.03 and standard deviation (SD) is 0.891. And second large item "The medical care quality in Thailand has very high standard." the result of mean (\bar{x}) is 3.98 and standard deviation (SD) is 0.905. And last item were "The doctor of Thailand hospital has high medical skills", the result of mean (\bar{x}) is 3.75 and standard deviation (SD) is 0.871.

Table 4.15 Mean (\bar{x}), standard deviation (SD) and level of agreement of travel

Intention those Chinese tourists with positive perceived quality towards Thailand and Thailand hospitals as medical tourist destination will have positive effect on their travel Intention.

Willingness to Travel	\bar{x}	SD.	Interpretation	Rank
I will go Thailand for medical service because of good quality of medical tourism	4.02	0.894	High	1
I will go Thailand for medical service rather than any other medical tourism destination	3.67	1.044	High	3
I will suggest Thailand as medical tourism destination to my family and friends.	3.94	1.025	High	2
Overall	3.87	0.884	High	

Table 4.15 shows that the average level of respondents' opinion is high, and the result of average mean (\bar{x}) is 3.87 and standard deviation (SD) is 0.780. In addition, There are All item in the high level agreement the first were "I will go Thailand for medical service because of good quality of medical tourism", the result of mean (\bar{x}) is 4.02 and standard deviation (SD) is 0.894, and second item "I will go Thailand for medical service rather than any other medical tourism destination the result of mean (\bar{x}) is 3.67 and standard deviation (SD) is 1.044. And third item "I will suggest

Thailand as medical tourism destination to my family and friends”, the result of mean (\bar{x}) is 3.87 and standard deviation (SD) is 1.025.

4.2 Descriptive Statistics

4.2.1 Hypotheses Test

In this part, the researcher applied T- test, one way ANOVA (F- test), and Pearson correlation coefficient to analyze and verify hypotheses statements.

Hypotheses 1: Chinese tourist with difference demography factors has difference effect on travel Intention to Thailand for medical purpose.

Hypotheses 1.1: Chinese tourist with difference Gender factors has difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_0 : Chinese tourist with difference Gender factors has not difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_a : Chinese tourist with difference Gender factors has difference effect on travel Intention to Thailand for medical purpose.

Table 4.16 Hypotheses test between Demography in item of Gender and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Gender	N	\bar{x}	SD	t.	Sig.
Male	194	3.97	0.795	2.093	0.037
Female	206	3.78	0.953		
Total	400				

The results of table show the teasing difference between Demography in item of Gender and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination by using T-test. The results found the T-test = 2.093, and Sig. = 0.037 < 0.05.

Hypotheses decision: Accept H_a or Chinese tourist with difference Gender factors has difference effect on travel Intention to Thailand for medical purpose. This was signification at or below 0.05 levels. Base on result Male high level intention chosers than Female towards Chinese tourist chooses Thailand as the medical tourist destination

Hypotheses 1.2: Chinese tourist with difference Age a factor has difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_0 : Chinese tourist with difference Age factors has not difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_a : Chinese tourist with difference Age factors has difference effect on travel Intention to Thailand for medical purpose.

Table 4.17 Hypotheses test between Demography in item of Age and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination

Age	N	\bar{x}	SD	Sun of Squares	df	Mean Square	F	Sig.
Less than 18 years	6	3.28	1.04	19.781	4	4.945	6.690	0.000
19 to 30 years	201	3.77	0.83	291.99	395	0.739		
31 to 40 years	131	3.88	0.86	311.78	399			
41 to 50 years	39	4.03	1.03					
51to 60 years	23	4.67	0.75					
Total	400	3.87	0.88					

*Significant at or below 0.05 level

The results of table show the teasing difference between Demography in item of Age and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination by using F-test. The results found the F-test = 6.690, and Sig. = $0.000 < 0.05$.

Hypotheses decision: Accept H_a or Chinese tourist with difference Age factors has difference effect on travel Intention to Thailand for medical purpose. This was signification at or below 0.05 levels. Thus, testing for least significant difference between Demography in item of Age and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination. The result is show at Table 4.18

The result of the table 4.18 show the testing for least significant difference between Demography in item of Age and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination, signification at or below 0.05 levels. The results show that there are 4 pair difference as follows:

Table 4.18 Testing for least significant difference between Demography in item of Age and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Age	\bar{x}	Less than 18 years	19 to 30 years	31 to 40 years	41 to 50 years	51 to 60 years
Less than 18 years	3.28		-0.49	-0.60	-0.76	-1.39*
19 to 30 years	3.77			-1.06	-2.65	-0.90*
31 to 40 years	3.88				-0.16	0.79*
41 to 50 years	4.03					-0.63
51 to 60 years	4.67					

* Significant at or below the 0.05 level

1) Tourist's age of group less than 18 years old have more important than tourist destination. age of group 51 to 60 years old for travel Intention towards Chinese tourist chooses Thailand as the medical tourist

2) Tourist's age of group 19 to 30 years old have more important than tourist age of group 51 to 60 years old for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

3) Tourist's age of group 31 to 40 years old have less important than tourist age of group 51 to 60 years old for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

4) Tourist's age of group 51 to 60 years old have less important than tourist age of group less than 18 years old, group 19 to 30 years old, and group 31 to 40 years old

for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Hypotheses 1.3: Chinese tourist with difference Marital Status factors has difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_0 : Chinese tourist with difference Marital Status factors has not difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_a : Chinese tourist with difference Marital Status factors has difference effect on travel Intention to Thailand for medical purpose.

The results of table 4.19 show the teasing difference between Demography in item of Marital Status and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination by using F-test. The results found the F-test = 6.009, and Sig. = 0.003 < 0.05.

Table 4.19 Hypotheses test between Demography in item of Marital Status and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination

Marital Status	N	\bar{x}	SD	Sun of Squares	df	Mean Square	F	Sig.
Single	133	3.93	0.98	9.161	2	4.581	6.009	0.003
Married / Living with partner	240	3.79	0.78	302.616	397	0.762		
Divorce / Separation	27	4.38	1.08	311.777	399			
Total	400	3.87	0.88					

* Significant at or below the 0.05 level

Hypotheses decision: Accept H_a or Chinese tourist with difference Marital Status factors has difference effect on travel Intention to Thailand for medical purpose. This was signification at or below 0.05 levels. Thus, testing for least significant difference between Demography in item of Marital Status and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination. The result is show at Table 4.20.

Table 4.20 Testing for least significant difference between Demography in item of Marital Status and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Marital Status	\bar{x}	Single	Married / Living with partner	Divorce / Separation
Single	3.93		0.14	-0.46*
Married / Living with partner	3.79			-0.60*
Divorce / Separation	4.38			

* Significant at or below the 0.05 level

The result of the table show the testing for least significant difference between Demography in item of marital status and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination, signification at or below 0.05 levels. The results show that there are 2 pair difference as follows:

1) Tourist's marital status of Single have more important than tourist marital status of divorce/separation for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

2) Tourist's marital status of married / living with partner have more important than tourist marital status of divorce/ separation for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Hypotheses 1.4: Chinese tourist with difference Province factors has difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_0 : Chinese tourist with difference Province factors has not difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_a : Chinese tourist with difference Province factors has difference effect on travel Intention to Thailand for medical purpose.

Table 4.21 Hypotheses test between Demography in item of Province and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination

Province	N	\bar{x}	SD	Sun of Squares	df	Mean Square	F	Sig.
Guangdong	81	4.29	0.70	36.516	13	2.809	3.939	0.00
Guangxi	11	3.85	0.94	275.262	386	0.713		
Fujian	22	3.38	0.55	311.778	399			
Yunnan	148	3.80	0.94					
Zhejiang	27	4.14	0.97					
Hubei	24	4.13	1.10					
Henan	15	3.56	0.88					
Jiangsu	8	3.42	0.50					
Jiangxi	14	3.70	0.44					
Beijing	12	3.58	0.67					
Sichuan	7	3.42	0.83					
Shandong	10	3.30	0.11					
Jilin	9	4.33	0.03					
Other	12	3.50	1.42					
Total	400	3.87	0.88					

* Significant at or below the 0.05 level

The results of table show the teasing difference between Demography in item of Province and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination by using F-test. The results found the F-test = 6.690, and Sig. = 0.000 < 0.05.

Hypotheses decision: Accept H_a or Chinese tourist with difference Province factors has difference effect on travel Intention to Thailand for medical purpose. This was signification at or below 0.05 levels. Thus, testing for least significant difference between Demography in item of Province and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination. The result is show at Table 4.22

Table 4.22 Testing for least significant difference between Demography in item of Province and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Province	\bar{x}	Guangdo	Guangxi	Fujian	Yunnan	Zhejiang	Hubei	Henan
Guangdong	4.29		0.44	0.90*	0.49*	0.15	0.16	0.74*
Guangxi	3.85			0.47	0.05	-0.29	-0.28	0.29
Fujian	3.38				-0.42*	-0.76*	-0.75	-0.18
Yunnan	3.80					-0.34	-0.33	0.24
Zhejiang	4.14						0.11	0.58*
Hubei	4.13							0.57*
Henan	3.56							
Jiangsu	3.42							
Jiangxi	3.70							
Beijing	3.58							
Sichuan	3.42							
Shandong	3.30							
Jilin	4.33							
Other	3.50							

* Significant at or below the 0.05 level

The result of the table show the testing for least significant difference between Demography in item of province and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination, signification at or below 0.05 levels. The results show that there are 8 pair difference as follows:

1) Tourist's province of Guangdong have less important than tourist province of group Fujian, Yunnan, Henan, Jiangsu, Jiangxi, Beijing, Sichuan, Shandong, and Other for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

2) Tourist's province of Fujian have more important than tourist province of Yunnan, Zhejiang, Hubei, and Jilin for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination

3) Tourist's province of Zhejiang old have less important than tourist

province of Henan, Jiangsu, Sichuan, Shandong, and Other for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Table 4.22 Testing for least significant difference between Demography in item of Province and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination. (Cont.)

Province	\bar{x}	Jiangsu	Jiangxi	Beijing	Sichuan	Shan dong	Jilin	Other
Guangdong	4.29	0.87*	0.60*	0.70*	0.86*	0.99*	-0.45	0.79*
Guangxi	3.85	0.43	0.16	0.27	0.42	0.55	-0.48	0.35
Fujian	3.38	-0.04	-0.31	-0.20	-0.05	0.08	-0.95	-0.12
Yunnan	3.80	0.38	0.10	0.21	0.37	0.50	-0.54	0.30
Zhejiang	4.14	0.72*	0.45	0.55	0.70*	0.84*	-0.20	0.64*
Hubei	4.13	0.71*	0.43	0.54	0.70	0.83*	-0.21	0.63*
Henan	3.56	0.14	-0.14	-0.03	0.13	0.26	-0.78	0.06
Jiangsu	3.42		-0.27	-0.17	-0.01	0.12	-0.92*	-0.08
Jiangxi	3.70			0.11	0.26	0.39	-0.64	0.19
Beijing	3.58				0.15	0.28	-0.75	0.83
Sichuan	3.42					0.13	-0.90*	-0.07
Shandong	3.30						-1.03*	-0.20
Jilin	4.33							0.83*
Other	3.50							

* Significant at or below the 0.05 level

4) Tourist's province of Hubei have less important than tourist province of Henan, Jiangsu, Shandong, and Other for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

5) Tourist's province of Henan has more important than tourist province of Jilin for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

6) Tourist's province of Jiangsu has more important than tourist province of Jilin for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

7) Tourist's province of Beijing has more important than tourist province of Jilin for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

8) Tourist's province of Sichuan has more important than tourist province of Jilin for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

9) Tourist's province of Shandong has more important than tourist province of Jilin for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

10) Tourist's province of Jilin has less important than tourist province of other for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Hypotheses 1.5: Chinese tourist with difference Occupation factors has difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_0 : Chinese tourist with difference Occupation factors has not difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_a : Chinese tourist with difference Occupation factors has difference effect on travel Intention to Thailand for medical purpose.

Table 4.23 Hypotheses test between Demography in item of Occupation and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination

Occupation	N	\bar{x}	SD	Sun of Squares	df	Mean Square	F	Sig.
Business Owner	46	4.58	0.66	29.255	5	5.851	8.160	0.000
Freelance	73	3.80	0.78	282.523	394	0.717		
Employee	198	3.81	0.90	311.777	399			
Housewife	20	3.77	0.81					

Table 4.23 Hypotheses test between Demography in item of Occupation and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination(Cont.)

Occupation	N	\bar{x}	SD	Sun of Squares	df	Mean Square	F	Sig.
Government	30	3.47	0.80					
Student	33	3.85	0.95					
Total	400	3.87	0.88					

The results of table show the teasing difference between Demography in item of Occupation and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination by using F-test. The results found the F-test = 8.160, and Sig. = 0.000 < 0.05.

Hypotheses decision: Accept H_a or Chinese tourist with difference Occupation factors has difference effect on travel Intention to Thailand for medical purpose. This was signification at or below 0.05 levels. Thus, testing for least significant difference between Demography in item of Occupation and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination. The result is show at Table 4.24.

Table 4.24 Testing for least significant difference between Demography in item of Occupation and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Occupation	\bar{x}	Business Owner	Freelance	Employee	Housewife	Government Officer	Student
Business Owner	4.58		0.79*	0.76*	0.81*	1.11*	0.73*
Freelance	3.80			-0.02	0.03	0.33	-0.05
Employee	3.81				0.05	0.35	-0.03

Table 4.24 Testing for least significant difference between Demography in item of Occupation and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.(Cont.)

Occupation	\bar{x}	Business Owner	Freelance	Employee	Housewife	Government Officer	Student
Housewife	3.77					0.30	-0.08
Government Officer	3.47						-0.38
Student	3.85						

* Significant at or below the 0.05 level

The result of the table show the testing for least significant difference between Demography in item of occupation and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination, signification at or below 0.05 levels. The result shows that there is 1 pair difference as follows:

1) Tourist's occupation of group business owner have less important than tourist occupation of freelance, employee, housewife, government officer, and student for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Hypotheses 1.6: Chinese tourist with difference Education factors has difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_0 : Chinese tourist with difference Education factors has not difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_a : Chinese tourist with difference Education factors has difference effect on travel Intention to Thailand for medical purpose.

Table 4.25 Hypotheses test between Demography in item of Education and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination

Education	N	\bar{x}	SD	Sun of Squares	df	Mean Square	F	Sig.
Junior High school	13	4.90	0.37	21.600	4	5.400	7.351	0.000
High school	21	4.33	0.88	290.17	395	0.735		
Vocational school / college	114	3.92	0.92	311.777	399			
Undergraduate school (Bachelor)	202	3.77	0.89					
Higher than Graduate school	50	3.74	0.62					
Total	400	3.87	0.88					

* Significant at or below the 0.05 level

The results of table show the teasing difference between Demography in item of Education and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination by using F-test. The results found the F-test = 7.351, and Sig. = 0.000 < 0.05.

Hypotheses decision: Accept H_a or Chinese tourist with difference Education factors has difference effect on travel Intention to Thailand for medical purpose. This was signification at or below 0.05 levels. Thus, testing for least significant difference between Demography in item of Education and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination. The result is show at Table 4.26.

Table 4.26 Testing for least significant difference between Demography in item of Education and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Education	\bar{x}	Junior High school	High school	Vocational school / college	Undergraduate school (Bachelor)	Higher than Graduate school
Junior High school	4.90		0.56	0.97*	1.13*	1.16*
High school	4.33			0.41	0.57	0.59
Vocational school / college	3.92				0.16	0.18
Undergraduate school (Bachelor)	3.77					0.26
Higher than Graduate school	3.74					

* Significant at or below the 0.05 level

The result of the table show the testing for least significant difference between Demography in item of education and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination, signification at or below 0.05 levels. The result shows that there is 1 pair difference as follows:

Tourist's education of group Junior High school have less important than tourist's education of Vocational school / college, Undergraduate school, and Higher than Graduate school for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Hypotheses 1.7: Chinese tourist with difference Income Level factors has difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_0 : Chinese tourist with difference Income Level factors has not difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_a : Chinese tourist with difference Income Level factors has difference effect on travel Intention to Thailand for medical purpose.

Table 4.27 Hypotheses test between Demography in item of Income Level and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination

Income Level	N	\bar{x}	SD	Sun of Squares	df	Mean Square	F	Sig.
Less 350 Dollar	64	3.42	0.87	16.759	4	4.190	5.610	0.000
351 to 800 Dollar	138	3.99	0.93	295.018	395	0.747		
801 to 1600 Dollar	120	3.90	0.84	311.778	399			
1601 to 2500	37	4.04	0.79					
More than 2500	41	3.98	0.76					
Total	400	3.87	0.88					

* Significant at or below the 0.05 level

The results of table show the teasing difference between Demography in item of Income Level and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination by using F-test. The results found the F-test =5.610, and Sig. = 0.000 < 0.05.

Hypotheses decision: Accept H_a or Chinese tourist with difference Income Level factors has difference effect on travel Intention to Thailand for medical purpose. This was signification at or below 0.05 levels. Thus, testing for least significant difference between Demography in item of Income Level and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination. The result is show at Table 4.28.

The result of the table 4.29 show the testing for least significant difference between Demography in item of income level and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination, signification at or below 0.05 levels. The results show that there is 1 pair difference as follows:

Table 4.28 Testing for least significant difference between Demography in item of Income Level and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Income Level	\bar{x}	Less 350 Dollar	351 to 800 Dollar	801 to 1600 Dollar	1601 to 2500 Dollar	More than 2500 Dollar
Less 350 Dollar	3.42		-0.57*	-0.48*	-0.63*	-0.57*
351 to 800 Dollar	3.99			0.09	-0.06	0.00
801 to 1600 Dollar	3.90				-0.15	-0.08
1601 to 2500 Dollar	4.04					0.06
More than 2500 Dollar	3.98					

* Significant at or below the 0.05 level

- 1) Tourist's income level of group Less 350 Dollar have more important than tourist income level of group 351 to 800 Dollars, group 801 to 1600 Dollar, group 1601 to 2500 Dollar, and group More than 2500 Dollar for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Hypotheses 1: Chinese tourist with difference demography factors has difference effect on travel Intention to Thailand for medical purpose

Hypotheses H_0 : Chinese tourist with difference demography factors has not difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_a : Chinese tourist with difference demography factors has difference effect on travel Intention to Thailand for medical purpose.

Base on result show at above. Hypotheses decision: Accept H_a or Chinese tourist with difference demography factors has difference effect on travel Intention to Thailand for medical purpose. This was signification at or below 0.05 levels.

Hypotheses 2: Chinese tourist with difference Travel Information factors has difference effect on travel Intention to Thailand for medical purpose.

Hypotheses 2.1: Chinese tourist with difference Main Purpose factors has difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_0 : Chinese tourist with difference Main Purpose factors has not difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_a : Chinese tourist with difference Main Purpose factors has difference effect on travel Intention to Thailand for medical purpose.

Table 4.29 Hypotheses test between Tourist Information in item of Main Purpose and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination

Main Purpose	N	\bar{x}	SD	Sun of Squares	df	Mean Square	F	Sig.
Holiday	129	3.39	0.94	46.752	4	11.688	17.420	0.000
Medical Service	206	4.15	0.71	265.026	395	0.671		
Business	26	3.94	1.05	311.778	399			
Education	34	4.05	0.74					
Other	5	3.67	0.82					
Total	400	3.87	0.88					

* Significant at or below the 0.05 level

The results of table show the teasing difference between Tourist Information in item of Main Purpose and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination by using F-test. The results found the F-test = 17.420, and Sig. = 0.000 < 0.05.

Hypotheses decision: Accept H_a or Chinese tourist with difference Main Purpose factors has difference effect on travel Intention to Thailand for medical purpose. This was signification at or below 0.05 levels. Thus, testing for least significant difference between Tourist Information in item of Main Purpose and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination. The result is show at Table 4.30.

The result of the table 4.31 show the testing for least significant difference between Tourist Information in item of Main Purpose and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination, signification at or below 0.05 levels. The result shows that there is 1 pair difference as follows:

Tourist's Main Purpose of Holiday have less important than tourist Main Purpose of medical service, business, and education for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Table 4.30 Testing for least significant difference between Tourist Information in item of Main Purpose and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Main Purpose	\bar{x}	Holiday	Medical Service	Business	Education	Other
Holiday	3.39		-0.76*	-0.55*	-0.69*	-0.28
Medical Service	4.15			0.21	0.10	0.48
Business	3.94				-0.11	0.27
Education	4.05					0.38
Other	3.67					

* Significant at or below the 0.05 level

Hypotheses 2.2: Chinese tourist with difference Experience factors has difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_0 : Chinese tourist with difference Experience factors has not difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_a : Chinese tourist with difference Experience factors has difference effect on travel Intention to Thailand for medical purpose.

Table 4.31 Hypotheses test between Tourist Information in item of Experience and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination

Experience	N	\bar{x}	SD	Sun of Squares	df	Mean Square	F	Sig.
Never	174	3.68	0.92	20.681	3	6.894	9.378	0.000

Table 4.31 Hypotheses test between Tourist Information in item of Experience and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination. (Cont)

Experience	N	\bar{x}	SD	Sun of Squares	df	Mean Square	F	Sig.
Never	174	3.68	0.92	20.681	3	6.894	9.378	0.000
1 to 2 time	119	4.04	0.78	291.096	396	0.735		
3 to 5 time	52	4.31	0.75	311.778	399			
More than 5 time	55	3.73	0.90					
Total	400	3.87	0.88					

The results of table show the teasing difference between Tourist Information in item of Experience and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination by using F-test. The results found the F-test =9.378, and Sig. = 0.000 < 0.05.

Hypotheses decision: Accept H_a or Chinese tourist with difference Experience factors has difference effect on travel Intention to Thailand for medical purpose. This was signification at or below 0.05 levels. Thus, testing for least significant difference between Tourist Information in item of Experience and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination. The result is show at Table 4.32.

Table 4.32 Testing for least significant difference between Tourist Information in item of Experience and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Experience	\bar{x}	Never	1 to 2 time	3 to 5 time	More than 5 time
Never	3.68		-0.36*	-0.63*	-0.55
1 to 2 time	4.04			-0.27	0.30
3 to 5 time	4.31				0.57*
More than 5 time	3.73				

* Significant at or below the 0.05 level

The result of the table show the testing for least significant difference between Tourist Information in item of Experience and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination, signification at or below 0.05 levels. The result shows that there is 2 pair difference as follows:

1) Tourist's Experience of Never have more important than tourist Experience of "1 to 2 time", and "3 to 5 time" for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

2) Tourist's Experience of "3 to 5 time" have more important than tourist Experience of \ "more than 5 time" for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Hypotheses 2.3: Chinese tourist with difference Type of Treatment factors has difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_0 : Chinese tourist with difference Type of Treatment factors has not difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_a : Chinese tourist with difference Type of Treatment factors has difference effect on travel Intention to Thailand for medical purpose.

The results of table show the teasing difference between Tourist Information in item of Type of Treatment and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination by using F-test. The results found the F-test = 15.004, and Sig. = 0.000 < 0.05.

Hypotheses decision: Accept H_a or Chinese tourist with difference Type of Treatment factors has difference effect on travel Intention to Thailand for medical purpose. This was signification at or below 0.05 levels. Thus, testing for least significant difference between Tourist Information in item of Type of Treatment and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination. The result is show at Table 4.34.

Table 4.33 Hypotheses test between Tourist Information in item of Type of Treatment and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination

Type of Treatment	N	\bar{x}	SD	Sun Squares	of df	Mean Square	F	Sig.
Physical Examination	162	3.68	0.91	49.980	5	9.996	15.004	0.000
Cancer	30	4.54	0.69	261.797	394	0.664		
Cosmetic Surgeon	83	3.78	0.82	311.778	399			
Cardiovascular	16	4.08	1.41					
Fertility Service	93	4.23	0.87					
Not Sure	16	2.85	0.88					
Total	400	3.87	0.88					

* Significant at or below the 0.05 level

The result of the table 4.34 show the testing for least significant difference between Tourist Information in item of Type of Treatment and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination, signification at or below 0.05 levels. The result shows that there is 5 pair difference as follows:

Table 4.34 Testing for least significant difference between Tourist Information in item of Type of Treatment and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Type of Treatment	\bar{x}	Physical Examination	Cancer	Cosmetic Surgeon	Cardiovascular	Fertility Service	Not Sure
Physical Examination	3.68		-0.87*	-0.09	-0.41	-0.56*	0.82*
Cancer	4.54			0.77*	0.46	0.21	1.69*
Cosmetic Surgeon	3.78				-0.31	-0.46*	0.92*

Table 4.34 Testing for least significant difference between Tourist Information in item of Type of Treatment and travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.(Cont.)

Type of Treatment	\bar{x}	Physical Examination	Cancer	Cosmetic Surgeon	Cardiovascular	Fertility Service	Not Sure
Cardiovascular	4.08					-0.15	1.23*
Fertility Service	4.23						1.38*
Not Sure	2.85						

* Significant at or below the 0.05 level

1) Tourist's Type of Treatment of Physical Examination has more important than tourist Type of Treatment of Cancer and Fertility Service for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination. But also tourist's Type of Treatment of Physical Examination have less important than tourist Type of Treatment of Not Sure for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

2) Tourist's Type of Treatment of Cancer has less important than tourist Type of Treatment of Cosmetic Surgeon and Fertility Service for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

3) Tourist's Type of Treatment of Cosmetic Surgeon has more important than tourist Type of Treatment of Fertility Service for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination. But also tourist's Type of Treatment of Cosmetic Surgeon have less important than tourist Type of Treatment of Not Sure for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

4) Tourist's Type of Treatment of Cardiovascular has less important than tourist Type of Treatment of Not Sure for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

5) Tourist's Type of Treatment of Fertility Service has less important than tourist Type of Treatment of Not Sure for travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

Hypotheses 2: Chinese tourist with difference Travel Information factors has difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H₀: Chinese tourist with difference Travel Information factors has not difference effect on travel Intention to Thailand for medical purpose.

Hypotheses H_a: Chinese tourist with difference Travel Information factors has difference effect on travel Intention to Thailand for medical purpose.

Base on result show at above. Hypotheses decision: Accept H_a or Chinese tourist with difference Travel Information factors has difference effect on travel Intention to Thailand for medical purpose. This was signification at or below 0.05 levels.

Table 4.35 Pearson correlation coefficient test between Perception and Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination.

		Perception of Thailand	Perception of Hospitals	Perception of Price
Perceived Quality	Pearson	0.632**	0.833**	0.820**
	Sin.(1-tailed)	0.000	0.000	0.000
	N	400	400	400

**Correlation is significant at the 0.01 level (2-tailed)

The results of table show the Pearson correlation coefficient test between Perception of Thailand and Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination by using Pearson correlation. The results found the Pearson correlation is 0.632, and Sig. = 0.000 < 0.01. Thus there is a moderate positive relationship between Perception of Thailand and Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination.

Hypotheses 4: Chinese tourists with positive perception towards Thailand national as medical tourist destination will have positive effect on their perceived quality.

Hypotheses H₀: Chinese tourists with positive perception towards Thailand national as medical tourist destination will not have positive effect on their perceived quality..

Hypotheses H_a: Chinese tourists with positive perception towards Thailand national as medical tourist destination will have positive effect on their perceived quality.

Hypotheses decision: Accept H_a or Chinese tourists with positive perception towards Thailand national as medical tourist destination will have positive effect on their perceived quality. This was signification at or below 0.01 levels.

The results of table show the Pearson correlation coefficient test between Perception of Hospitals and Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination by using Pearson correlation. The results found the Pearson correlation is 0.820, and Sig. = 0.000 < 0.01. Thus there is a strong positive relationship between Perception of Hospitals and Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination.

Hypotheses 5: Chinese tourists with positive perception towards Thailand hospitals as medical tourist destination will have positive effect on their perceived quality.

Hypotheses H₀: Chinese tourists with positive perception towards Thailand hospitals as medical tourist destination will not have positive effect on their perceived quality.

Hypotheses H_a: Chinese tourists with positive perception towards Thailand hospitals as medical tourist destination will have positive effect on their perceived quality.

Hypotheses decision: Accept H_a or Chinese tourists with positive perception towards Thailand hospitals as medical tourist destination will have positive effect on their perceived quality. This was signification at or below 0.01 levels.

The results of table show the Pearson correlation coefficient test between Perception of Price and Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination by using Pearson correlation. The results found the Pearson correlation is 0.833, and Sig. = 0.000 < 0.01. Thus there is a strong positive relationship between Perception of Price and Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination.

Hypotheses 6: Chinese tourists with positive perception towards total cost of Thailand as medical tourist destination will have positive effect on their perceived quality.

Hypotheses H₀: Chinese tourists with positive perception towards total cost of Thailand as medical tourist destination will not have positive effect on their perceived quality.

Hypotheses H_a: Chinese tourists with positive perception towards total cost of Thailand as medical tourist destination will have positive effect on their perceived quality.

Hypotheses decision: Accept H_a or Chinese tourists with positive perception towards total cost of Thailand as medical tourist destination will have positive effect on their perceived quality. This was signification at or below 0.01 levels.

Base on result show at above. Hypotheses decision: Accept H_a or Chinese tourists with positive perception towards Thailand as medical tourist destination will have positive effect on their perceived quality. This was signification at or below 0.01 levels.

Hypotheses 3: Chinese tourists with positive perceived quality towards Thailand and Thailand hospitals as medical tourist destination will have positive effect on their travel Intention.

Hypotheses H₀: Chinese tourists with positive perceived quality towards Thailand and Thailand hospitals as medical tourist destination will not have positive effect on their travel Intention.

Hypotheses H_a: Chinese tourists with positive perceived quality towards Thailand and Thailand hospitals as medical tourist destination will have positive effect on their Travel Intention.

The results of table show the Pearson correlation coefficient test between Perceived Quality and Travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination by using Pearson correlation. The results found the Pearson correlation is 0.653, and Sig. = 0.000 < 0.01. Thus there is a moderate positive relationship between Perception of Price and Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination.

Table 4.36 Pearson correlation coefficient test between Perceived Quality and Travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination.

		Perceived Quality
	Pearson Correlation	0.653**
Travel	Sin.(1-tailed)	0.000
Intention.	N	400

**Correlation is significant at the 0.01 level (2-tailed)

Hypotheses decision: Accept H_a or Chinese tourists with positive perceived quality towards Thailand and Thailand hospitals as medical tourist destination will have positive effect on their Travel Intention. This was signification at or below 0.01 levels.

4.2.2 Regression Analysis

This part we will use multiple regression method to deep analysis that the relation between Perception of Thailand with Perceived Quality, Perception of Hospital with Perceived Quality, and Perception of Price with Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination. In general, the multiple regression tests will output at least 4 tables per time. They are: variables entered or removed table, model summary table, ANOVE table, and coefficient table. The variables entered or removed table shows which independent variables were selected into the regression model. The model summary table contains the R, R-squared and adjusted R-squared for the model, and the standard error of the estimate. In a simple model, the R-squared can be used to explain how many the changes of dependent variable came from the changes of independent variable. But if a model in which included one dependent variable and two or more than two independent variables, the interpretation should use the adjusted R-squared. The ANOVE table shows the results of F-test and describes how good the model as a whole is. And the coefficients table displays the results of t-test and points out how statistically significant each independent variable is. We can use the un-standardized coefficients to build a predictive model, and utilize standardized coefficients to compare the influences that each item produced toward dependent variable. The 95%

confidence interval means a range that we can be 95 percent confident that the parameter falls within.

The results of table 4.37 show relation between Perception of Thailand and Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination by using multiple regression models. The results found adjusted $R^2=0.455$ shows that the factor of Perception of Thailand can account for 45.5% of the variation of Perceived Quality. But also the $R^2= 0.453$ that values are very close with adjusted R^2 , anticipating minimal shrinkage based on this indicator. Last $F=54.257$ and $Sig= 0.000 < 0.05$, Thus, testing for least significant difference between each item of Perception of Thailand and Perceived Quality, and that the regression model is good to test.

Table 4.37 multiple regression analysis between Perception of Thailand with Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination.

Perception of Thailand	Unstandardized		Standardized		Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta	t.	
(Constant)	0.464	0.224		2.076	0.039*
The Thai People is friendly	0.119	0.046	0.121	2.562	0.011*
The shopping environment of Thailand is good	0.147	0.051	0.150	2.866	0.004*
The nightlife of Thailand is interesting	0.011	0.038	0.013	0.286	0.775
Thailand has capabilities of advance technology	0.337	0.041	0.385	8.297	0.000*
Thailand has high standard living quality	0.093	0.042	0.103	2.250	0.025*
Thailand has abundant tourist resource	0.154	0.049	0.140	3.119	0.002*

* Significant at or below the 0.05 level

Table 4.37 multiple regression analysis between Perception of Thailand with Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination.(Cont.)

Perception of Thailand	Unstandardized Coefficients		Standardized Coefficients	t.	Sig.
	B	Std. Error	Beta		
R^2 (R Square)= 0.453 R^2 (Adjusted R Square)= 0.455					
F.=54.257 df.= 6 Sig.=0.000					
Dependent Variable: Perceived Quality					

* Significant at or below the 0.05 level

The analysis shows that “The Thai People is friendly”, “The shopping environment of Thailand is good”, “Thailand has capabilities of advance technology”, “Thailand has high standard living quality”, and “Thailand has abundant tourist resource”, each of item has respectively a Sig. are less than 0.05 ($p=0.000<0.05$), which shows that each item have influences on Perceived Quality . But the “The nightlife of Thailand is interesting” has Sig. = 0.775 >0.05 which mean this item don’t have influences on Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination. Among those item, the “Thailand has capabilities of advance technology” (Beta=0.385) have more influence than other.

Table 4.38 Multiple regression analysis between Perception of Hospitals with Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination.

Perception of Hospitals	Unstandardized Coefficients		Standardized Coefficients	t.	Sig.
	B	Std. Error	Beta		
(Constant)	1.034	0.118		8.767	0.000*
I am familiar with hospital in Thailand	0.065	0.026	0.095	2.504	0.013*

Table 4.38 Multiple regression analysis between Perception of Hospitals with Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination.(Cont.)

Perception of Hospitals	Unstandardized		Standardized		t.	Sig.
	Coefficients		Coefficients			
	B	Std. Error	Beta			
Thailand hospital has good surroundings	-0.026	0.041	-0.035		-0.654	0.514
Thailand hospital can provide Health food	0.057	0.041	0.073		1.368	0.172
Thailand hospital can good leisure activities related to health conscious people	0.060	0.038	0.082		1.592	0.112
Thailand hospital can provide enough private space to patients	0.238	0.051	0.318		4.704	0.000*
Thailand hospital can provide high quality of health care	0.108	0.039	0.141		2.755	0.006*
It is easy to communicate with Thai health care provider	0.061	0.048	0.078		1.266	0.206
Thai doctor has trusted medical skill	0.138	0.042	0.176		3.265	0.001*
Thai doctor is patiently take care with their patient	0.031	0.027	0.037		1.166	0.244
R^2 (R Square)= 0.709 R^2 (Adjusted R Square)= 0.703 F.=105.814 df.= 9 Sig.=0.000*						
Dependent Variable: Perceived Quality						

* Significant at or below the 0.05 level

The results of table 4.38 show relation between Perception of Hospitals and Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination by using multiple regression models. The results found adjusted $R^2=0.703$ shows that the factor of Perception of Thailand can account for 70.3% of the variation of Perceived Quality. But also the $R^2=0.709$ that values are very close with adjusted R^2 , anticipating minimal shrinkage based on this indicator. Last $F=105.814$ and $Sig=$

0.000 <0.05, Thus, testing for least significant difference between each item of Perception of Hospitals and Perceived Quality, and that the regression model is good to test.

The analysis shows that “I am familiar with hospital in Thailand”, “Thailand hospital can provide enough private space to patients”, “Thailand hospital can provide high quality of health care”, and “Thai doctor has trusted medical skill”, each of item has respectively a Sig. are less than 0.05 ($p=0.000<0.05$), which shows that each item have influences on Perceived Quality . But the “Thailand hospital has good surroundings”, “Thailand hospital can provide Health food”, “Thailand hospital can good leisure activities related to health conscious people”, “It is easy to communicate with Thai health care provider”, and “Thai doctor is patiently take care with their patient”, respectively have a Sig. large than 0.05 which mean this item don’t have influences on Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination. Among those item, the “Thailand hospital can provide enough private space to patients” (Beta=0.385) have more influence than other one.

Table 4.39 Multiple regression analysis between Perception of Price with Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination.

Perception of Price	Unstandardized Coefficients		Standardized Coefficients	t.	Sig.
	B	Std. Error	Beta		
(Constant)	0.536	0.119		4.521	0.000*
I feel the transportation cost of visiting Thailand is affordable for me	0.111	0.042	0.116	2.654	0.008*
I feel the accommodation cost of staying Thailand is affordable for me	-0.013	0.042	-0.14	-0.315	0.753
I feel the accommodation cost of staying Thailand is affordable for me	-0.013	0.042	-0.14	-0.315	0.753

Table 4.39 Multiple regression analysis between Perception of Price with Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination.(Ccont.)

Perception of Price	Unstandardized		Standardized	t.	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
I feel the cost of travel in Thailand is affordable for me	0.081	0.041	0.091	1.957	0.051
I feel the medical fee of Thailand hospital is affordable for me	0.190	0.035	0.224	5.451	0.000*
The total cost of medical travel to Thailand is in my budget	0.110	0.034	0.132	3.278	0.001*
The total cost of medical care in Thailand is more competitive	0.382	0.028	0.485	13.892	0.000*
R^2 (R Square)= R^2 (Adjusted R Square)= 0.741 0.745 F.=191.062 df.= 6 Sig.=0.000* Dependent Variable: Perceived Quality					

* Significant at or below the 0.05 level

The results of table 4.39 show relation between Perception of Thailand and Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination by using multiple regression models. The results found adjusted $R^2=0.741$ shows that the factor of Perception of Thailand can account for 74.1% of the variation of Perceived Quality. But also the $R^2=0.745$ that values are very close with adjusted R^2 , anticipating minimal shrinkage based on this indicator. Last $F=191.062$ and $Sig=0.000 < 0.05$, Thus, testing for least significant difference between each item of Perception of Price and Perceived Quality, and that the regression model is good to test.

The analysis shows that “I feel the transportation cost of visiting Thailand is affordable for me”, “I feel the medical fee of Thailand hospital is affordable for me”, “The total cost of medical travel to Thailand is in my budget”, and “The total cost of medical care in Thailand is more competitive advantage than those in China”, each of

item has respectively a Sig. are less than 0.05 ($p=0.000<0.05$), which shows that each item have influences on Perceived Quality . But the “I feel the accommodation cost of staying Thailand is affordable for me”, and “I feel the cost of travel in Thailand is affordable for me”, respectively have a Sig. large than 0.05 which mean this item don’t have influences on Perceived Quality towards Chinese tourist chooses Thailand as the medical tourist destination. Among those item, the “The total cost of medical care in Thailand is more competitive advantage than those in China” (Beta=0.485) have more influence than other one.

4.3 Results of hypothesis testing

Table 4.40 Results of hypothesis testing

Hypotheses Statement	Test Results
H1: Chinese tourist with difference demography factors has difference effect on travel Intention to Thailand for medical purpose.	Accept H1
-H1.1: Chinese tourist with difference Gender factors has difference effect on travel Intention to Thailand for medical purpose.	Accept H1.1
-H1.2: Chinese tourist with difference Age factors has difference effect on travel Intention to Thailand for medical purpose.	Accept H1.2
H1.3: Chinese tourist with difference Marital Status factors has difference effect on travel Intention to Thailand for medical purpose.	Accept H1.3
-H1.4: Chinese tourist with difference Province factors has difference effect on travel Intention to Thailand for medical purpose.	Accept H1.4
-H1.5: Chinese tourist with difference Occupation factors has difference effect on travel Intention to Thailand for medical purpose.	Accept H1.5
-H1.6: Chinese tourist with difference Education factors has difference effect on travel Intention to Thailand for medical purpose.	Accept H1.6
H2: Chinese tourist with difference Travel Information factors has difference effect on travel Intention to Thailand for medical purpose.	Accept H2
H2.1 Chinese tourist with difference Main Purpose factors has difference effect on travel Intention to Thailand for medical purpose.	Accept H2.1

Table 4.40 Results of hypothesis testing (Cont.)

Hypotheses Statement	Test Results
H2.2 Chinese tourist with difference Experience factors has difference effect on travel Intention to Thailand for medical purpose.	Accept H2.2
H2.3 Chinese tourist with difference Type of Treatment factors has difference effect on travel Intention to Thailand for medical purpose	Accept H2.3
H3: Chinese tourists with positive perceived quality towards Thailand and Thailand hospitals as medical tourist destination will have positive effect on their travel Intention.	Accept H3
Hypothesis 4: Chinese tourists with positive perception towards Thailand national as medical tourist destination will have positive effect on their perceived quality.	Accept H4
H 5: Chinese tourists with positive perception towards Thailand hospitals as medical tourist destination will have positive effect on their perceived quality.	Accept H5
H 6: Chinese tourists with positive perception towards total cost of Thailand as medical tourist destination will have positive effect on their perceived quality.	Accept H6

CHAPTER 5

CONCLUSION, DISCUSSION AND RECOMMENDATIONS

In this chapter, the researchers will evaluate the results of the study found. This is the last chapter of the research project. It will lead to the purpose of this study the specific context. It will also provide the limitations, recommendations, and suggestions for future studies. The steps as follows:

- 5.1 Conclusion
- 5.2 Discussion
- 5.3 Limitation of the Study
- 5.4 Recommendations

5.1 Conclusion

This study examines the Chinese outbound tourism market that special for the perception and perceived quality of Thailand as medical tourist destination. Survey questionnaires were used as a research instrument to collect variables data from 400 responder who are Chinese and interested or potentially interested in travelling to Thailand for the purpose of medical tourism. Based on our reach objective the results were compiled and presented as follows:

5.1.1. To analysis the effect of demographic on travel intention toward Chinese people when choosing Thailand as a medical tourism destination.

The demographic information of the respondents, categorized by gender, age, marital status, province, education level, occupation received from 400 respondents. The researcher found that that the gender of the respondents in this research composed of 48.5% males and 51.5% females. The highest percentage of respondents' age is in the 19 to 30 years old (50.2%). And the second largest age group was 31 to 40 years old (32.8%). And the mostly small age group was less than 18 years old (1.5%). The highest percentage of respondents' marital status belongs to group Married / Living (60.0%). And the second largest group was Single (33.3%). And the last group was Divorce / Separation (6.8%). The highest percentage of respondents' province belongs to group Yunnan (37.0%). And the second largest group was

Guangdong (20.3%). And the last group was other (6.8%). The highest percentage of respondents' occupation belongs to group employee (49.5%). And the second largest group was Freelance (18.3%). And the last group was housewife (5.0%). The highest percentage of respondents' Education belongs to group Undergraduate school (50.5%). And the second largest group was Vocational school / college (12.3%). And the last group was Junior High school (3.3%). The highest percentage of respondents' Income level belongs to group Income between 351 to 800 dollar (34.8%). And the second largest group was Income between 801 to 1600 dollar (30.0%). And the last group was Income between 1601 to 2500 dollar (9.3%).

5.1.2. To analysis the effect of travel information on travel intention toward Chinese people when choosing Thailand as a medical tourism destination.

The tourist information of the respondents, categorized by main purpose, experience, and type of treatment received from 400 respondents. The highest percentage of respondents' main purpose travel to Thailand belongs to group medical service (51.5%). And the second largest group was Holiday (32.3%). And the last group was other unknown reason (1.3%). The highest percentage of respondents' experience travel to Thailand belongs to group never (43.5%). And the second largest group was 1 to 2 times (29.8%). And the last group was more than 5 time (13.8%). The highest percentage of respondents' term of Treatment travel to Thailand belongs to group physical examination (40.5%). And the second largest group was Fertility service (23.3%). And the last group was not sure (4.4%).

5.1.3. To analysis the relationship between differences perceptions (Thailand, Hospital, and Price) with perceived quality for Thai medical tourism toward Chinese people choosing Thailand as a medical tourism destination..

The respondent explores Chinese tourists with positive perception towards Thailand as medical tourist destination will have positive effect on their perceived quality. Analyses of Chinese tourist's perception data of the respondents were classified into perception of Thailand, perception of Hospitals and perception of price that the most high level important perception are perception of Thailand(mean of

4.12). The second highest was perception of price (mean of 4.02). The last high item was perception of Hospitals (mean of 3.96). The summaries are showing below:

1.) Chinese tourists with positive perception towards Thailand as medical tourist destination will have positive effect on their perceived quality in high level mean which was 4.12, standard deviation which was 0.572. There are four items in the very high level agreement and two items in the high level agreement. The Highest were “Thailand has abundant tourist resource”. And second item were “Thai People is friendly”. And last one were “Thailand has high standard living quality”.

2.) Chinese tourists with positive perception towards Thailand as medical tourist destination will have positive effect on their perceived quality in high level mean which was 4.02, standard deviation which was 0.715. There were two items in the very high level agreement and there are four items in the high level agreement. The first item was “I feel the accommodation cost of staying Thailand is affordable for me”. And second item” I feel the transportation cost of visiting Thailand is affordable for me”. And last item “The total cost of medical travel to Thailand is in my budget”,

3.) Chinese tourists with positive perception towards Thailand hospitals as medical tourist destination will have positive effect on their perceived quality in high level mean which was 3.96, standard deviation which was 0.847. There is one item in the very high level agreement and there are eight items in the high level agreement. The Highest were “Thai doctor is patiently take care with their patient”. And the Second were “Thailand hospital has good surroundings”. And last item were “I am familiar with hospital in Thailand”.

5.1.4. To analysis the relationship between perceived quality for Thai medical tourism with travel intention toward Chinese people choosing Thailand as a medical tourism destination.

The respondent explores Chinese tourists with positive perceived quality towards Thailand and Thailand hospitals as medical tourist destination will have positive effect on their travel Intention. Analyses of Chinese tourist’s from the respondents the result in high level means which was 3.92, standard deviation which was 0.780. There are 10 items in the high level agreement. The first were “The medical care process of Thailand hospital is convenient”. And second large item

“The medical care quality in Thailand has very high standard.” And last item were”
The doctor of Thailand hospital has high medical skills”.

5.2 Discussion

After to studies the Chinese outbound tourism market that special for the perception and perceived quality of Thailand as medical tourist destination. So the results of research are consistent with the research hypotheses that were presented in literature review of chapter two. The factors of demography, tourist information and perceived quality are leading factors affect Chinese tourist willingness travel to Thailand as medical tourist destination. In addition the Perception of Thailand, Perception of hospitals, and perception of price have strong effect on their perceived quality toward Chinese tourist chooses Thailand as the medical tourist destination.

1.) Demography

The result found that all factors of demography have affected on Chinese tourist travel Intention Thailand as the medical tourist destination. The responder is Chinese people who are interesting or potential interesting about medical tourist at Thailand, In the item of gender there are 48.5% males and 51.5% females, but male(mean 3.97) are more interesting than female for choose Thailand as their medical tourist destination. It is accord with different gender will affect their purchasing behavior by Matthies et al (2002). In the item of age the highest percentage of respondents' age is in the 19 to 30 years old (50.2%). And the second largest age group was 31 to 40 years old (32.8%). And we can see the increase of mean is accompanied by increase of age, it is mean the older age group wills more interesting travel to Thailand. It is difference result of Bigne, E., Ruiz, C., & Sanz, S. (2005) that early-middle age (such as 35-45) consumers have the tendency toward medical tourist more than the other consumers. In the item of Marital Status that highest percentage of respondents' marital status belongs to group Married / Living (60.0%). And the second largest group was Single (33.3%). In the item of Province that group the highest group Yunnan (37.0%). And the second largest group was Guangdong (20.3%).Just like Cai(2011) provinces (Guangdong, Fujian, Zhejiang, Guangxi, Yunnan, Hubei) are main provinces would like go abound for medical service during their holiday. In this result 78% of responder from those provinces, thus we agree with Cai. In the item of

occupation that biggest group is employee (49.5%). And the second largest group was Freelance (18.3%). But group of business owner has highest mean 4.58 for travel Intention. Just as Daneshvary and Schwer (2000) informed that different occupation may affect the travel Intention of customer. In the item of Education that biggest group is Undergraduate school (50.5%). And the second largest group was Vocational school / college (28.5%). But group of Junior High school has highest mean 4.90 for travel Intention. Just as Daneshvary and Schwer (2000), they also pointed out the difference of education level will cause customer have different travel Intention. In the item of Income level that biggest group is 351 to 800 Dollars (34.8%). And the second largest group was 801 to 1600 Dollars (30.0%). But group of 1601 to 2500 Dollars has highest mean 4.04 for travel Intention. Just as Akhter (2003), different income level people may have different habit to purchase different thing based on their income level.

2.) Tourist Information

The result found that all factors of tourist Information have affected on Chinese tourist travel Intention Thailand as the medical tourist destination. The responder is Chinese people who are interesting or potential interesting about medical tourist at Thailand. In the item of Main Purpose that biggest group is Medical Service (51.5%). And the second largest group was Holiday (32.3%). But group of Medical Service has highest mean 4.15 and group of Holiday has lowest mean 3.39 for travel Intention. Just as Cirillo and Axhausen (2006), those different purposes of tourists will push those people to do different things. There are still big groups people see Thailand as a tourist place than medical place, even they take will medical service at Thailand. So they have low willingness for medical service at Thailand. In the item of Experience that biggest group is never (43.5%). And the second largest group was 1 to 2 times (29.8%). But group of 3 to 5 time has highest mean 4.31 and group of Never has lowest mean 3.68 for travel Intention. Just as Li, Hensher, and Rose (2010) also confirmed that past experience is significantly affect the travel intention of tourists. The limited experience between 1-5 time had more affect than never, but the interesting thing when the experience more than 5 time they had less affect than limited experience. In the item of kind of treatment that biggest group is Physical

Examination (40.5%). And the other large groups were Fertility Service (23.3%) and Cosmetic Surgeon (20.8%). But group of Cancer has highest mean 4.54 and group of Not Sure has lowest mean 2.85 for travel Intention. Just as Cai (2011) The famous medical service is physical examination, cosmetic surgeon and fertility service in Asia medical market.

3.) Perception

The result found that all factors of difference perception have affected on their perceived quality towards Thailand as medical tourist destination. The responder is Chinese people who are interesting or potential interesting about medical tourist at Thailand. For the Perception of Thailand, they have a influence on perceived quality towards Thailand as medical tourist destination. The correlation of two variables has reached 0.632. Thus there is a moderate positive relationship between Perception of Thailand and Perceived Quality. The subdivided factor of “The nightlife of Thailand is interesting” has been finding no relation with perceived quality. In addition, the five subdivided factors “The Thai People is friendly”, “The shopping environment of Thailand is good”, “Thailand has capabilities of advance technology”, “Thailand has high standard living quality”, and “Thailand has abundant tourist resource” all got much attention from respondents. Among those item, the “Thailand has capabilities of advance technology” (Beta=0.385) have more influence than other. But Költringer and Dickinger (2014) informed that one country's nigh life is one of the most important activities of people, people will considered nigh life of one country with the image of entertainment, and then perceive one country's image, they also pointed out that the positive image of night life will bring positive image of people toward one country. We believe the night life is important part for country image. But in case for medical tourism the night life has no relation with perceived quality, it may show the medical tourist doesn't carry about night life because they may not visit it.

For the Perception of Hospitals, they have a positive influence on perceived quality towards Thailand as medical tourist destination. The correlation of two variables has reached 0.833. Thus there is a strong positive relationship between Perception of Hospitals and Perceived Quality. The subdivided factors of Thailand hospital has good surroundings”, “Thailand hospital can provide Health food”, “Thailand hospital can good leisure activities related to health conscious people”, “It

is easy to communicate with Thai health care provider”, and “Thai doctor is patiently take care with their patient” have been finding no relation with perceived quality. And then, the subdivided factors ““I am familiar with hospital in Thailand”, “Thailand hospital can provide enough private space to patients”, “Thailand hospital can provide high quality of health care”, and “Thai doctor has trusted medical skill” all got much attention from respondents. Among those item, “Thailand hospital can provide enough private space to patients” (Beta=0.385) have more influence than other one. Study for result we find privacy is most carry part for Chinese medical tourist, and familiar, quality care, and trustful skill. According Whittaker and Chee (2015) informed that hospital environment, food, leisure activities and private space are important for patients or people to perceive hospital. They said that, the hospital environment is important for customer to perceive the hospital is high. What's more, food and leisure activities are important for patients also. class or not, luxurious surroundings will bring a positive image of hospital to customer But we can find Chinese tourist don't care anything about hardware and most software from hospital. They just need a trustful doctor give them a good care on a private place.

For the Perception of Price, they have a positive influence on perceived quality towards Thailand as medical tourist destination. The correlation of two variables has reached 0.820. Thus there is a strong positive relationship between Perception of Price and Perceived Quality. The subdivided factors of “I feel the transportation cost of visiting Thailand is affordable for me”, “I feel the medical fee of Thailand hospital is affordable for me”, “The total cost of medical travel to Thailand is in my budget”, and “The total cost of medical care in Thailand is more competitive advantage than those in China” all got much attention from respondents. Among those item, “The total cost of medical care in Thailand is more competitive advantage than those in China” (Beta=0.485) have more influence than other one. Study for result we find the transport cost, medical cost and competitive advantage cost have affected on perceived quality. According to Blaine et al (2015) and Turner, L. (2007), they pointed out that transportation cost, travel cost, and cost of medical tour can be used to measure the perceived cost of customer. That is why domestically cost as accommodation and transfer cost is not factor which Chinese attention on.

4.) Perceived Quality

The result found that all factors of difference perceived quality have affected on their travel Intention towards Thailand as medical tourist destination. The responder is Chinese people who are interesting or potential interesting about medical tourist at Thailand. Perceived quality have effect on “travel Intention” towards Thailand as medical tourist destination. The correlation of two variables has reached 0.653. Thus there is a moderate positive relationship between Perceived Quality and travel Intention. The subdivided factor of “The medical care process of Thailand hospital is convenient” has been finding no relation with travel Intention. In addition, the other subdivided factors “The appointment procedure of Thailand hospital is very convenience for me”, “The nurses in Thailand hospital can provide good health care service to patients”, and “The doctor of Thailand hospital has high medical skills” all got much attention from respondents. Among those item, the “The nurses in Thailand hospital can provide good health care service to patients” (Beta=0.240) have more influence than other. According to Kallweit et al. (2014), they found that there is a strong relationship between service quality and travel Intention (willing to buy), they described perceived service quality will caused by customer perception toward the feeling of the gap between what service they expected and what service they received .

5.3 Limitation of the Study

There are many limitations for this study. Firstly, the research was conducted in a limited period of time, so the study cannot describe any longitudinal factors which may affect the data. Additionally, the researcher selected a limited number of factors which are likely to affect a respondent’s decision when choosing a destination for medical tourism; however, these factors may not represent all possible factors which could influence a respondent. Also, some of respondents may have had limited knowledge of hospitals in Thailand, because respondents were not selected or excluded based on their level of knowledge or experience regarding the subject. Lastly, there is no way of verifying that all respondents filled out the questionnaires truthfully, as is the case with almost any study.

5.4 Recommendations

5.4.1 Recommendations for This Research

Medical tourism is become more popular day by day. In this time the result study people from most population country to one of best medical tourist destination become necessity. The result of this research will help the Thai authorities especially the medical tourism industry to understand the demographic constitute for Chinese tourist who choses Thailand as medical tourist destination, but also understand the image of Thai medical tourist for Chinese people. Thus the hospitals can re-evaluate their market positioning and better advertisement service at Chinese market. There are some suggest it may help.

1. All of factor from demography is influence on travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination. The company of hospital can use it for narrow their target customer. Such as age, they find out willingness level increase defend on age increase. So they may want focus their market on middle-high age. And 78% of responder from provinces (Guangdong, Fujian, Zhejiang, Guangxi, Yunnan, Hubei), Especially Yunnan (37.0%) and Guangdong(22.0%) are get most of responder. So they may put their market behavior to those provinces.

2. All of factor from tourist information is influence on travel Intention towards Chinese tourist chooses Thailand as the medical tourist destination. The company of hospital should understand lot of people still mainly think Thailand is tourist place. So they need more advertise for Thai medical service. And we find people with limited experience between 1-5 times more interested on Thailand as medical place. So they need focus on limited experience people. We Chinese medical tourist are interested at Physical Examination, Fertility Service, and Cosmetic Surgeon, those surgeon is target project for Chinese medical tourist.

3. The three perceptions is influence on perceived quality for Thai medical tourism. But we find the perception of Thailand is week affect than hospital and price. That is why we should pay more attention on hospital part and price part. Such as people who want come to Thailand as medical destination have less interested on night life of Thailand. So ignore it at introduction plan. And Chinese medical tourist

just need a trustful doctor give them a good care on a private place. So put privacy and trustful doctor in the introduction plan.

5.4.2 Recommendations for Future Research

Suggestions for future research are proposed as follows:

1. A study to have larger sample size than 400 or collect data in an independent province in order to interpret research results more accurately, such as Yunnan, Guangdong, or Guangxi.
2. A study to explore more factors that directly affect Chinese tourist willingness travel to Thailand as medical tourist destination.
3. A study to find the satisfaction of Chinese tourist taking medical service at Thailand
4. A study to comprehensively use quantitative and qualitative research methodologies to investigate perception and perceived quality of Thailand as medical tourist destination.

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APPENDIX A
SURVEY QUESTIONNAIRE (ENGLISH VERSION)



Questionnaire

Thank you very much for your participation to complete this questionnaire which is intended to measure the factors which affect Chinese medical tourists' travel Intention to Thailand, and you need to take 10 to 15 minutes to finish this questionnaire. This questionnaire is a part of the research of student in MBA Program, Stamford International University, Thailand. Your opinion will provide advantage to this study. Please carefully read all of statements and accurately answer all of them. Your information will only be used for academic purposes only.

Part A: General Information and Tourism Information

1. Gender:
 - Male
 - Female

2. Age:
 - < 18
 - 19- 30
 - 31- 40
 - 41-50
 - 51-60
 - > 60

3. Marital Status:
 - Single
 - Married/Living with partner
 - Divorce/Separation

4. Which Province you come from?
 - Guangdong
 - Guangxi
 - Build
 - Yunnan
 - Zhejiang
 - Hubei
 - Other Please Specify:_____

5. What is your Occupation?

- Business Owner Freelance
 Employee Housewife
 Government Officer Student
 Retired
 Other Please Specify: _____

6. What is your highest education level completed?

- Junior High School High School
 Vocational School/College Undergraduate School (Bachelor)
 Graduate School (Master) Post-graduate (Doctorate)

7. What is your income range monthly (in US Dollar, 1 Dollar \approx 6.2 Yuan)?

- Less than 350 Dollar 351 — 800 Dollar
 801— 1600 Dollar 1601— 2500 Dollar
 Over 2500 Dollar

8. What is your main purpose of visiting Thailand?

- Holiday Medical Services Business
 Education Other

9. Previous experience of visiting Thailand?

- Never 1 - 2 Time
 3-5 times more than 5 times

10. If you come to Thailand for medical treatment, what kind of treatment you want to chooses?

- Physical examination Cancer
 Cosmetic surgeon Cardiovascular
 Fertility service Other Please Specify: _____

Part B: Please write a ‘√’ in the box to show you agree or disagree with the following statement

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1. Perception of Thailand					
1.1 The Thai People is friendly					
1.2 The shopping environment of Thailand is good					
1.3 The nightlife of Thailand is interesting					
1.4 Thailand has highly developed science and technology					
1.5 Thailand has high standard living quality					
1.6 Thailand has abundant tourist resource for visit					
2. Perception of Hospitals					
2.1 I am familiar with hospital in Thailand.(Bangkok hospital, Bumrungrad hospital, Yahee hospital and Samitive hospital)					
2.2 Thailand hospital has good decoration					
2.3 Thailand hospital can provide Health food					
2.4 Thailand hospital can good leisure activities related to health conscious people					
2.5 Thailand hospital can provide enough privacy to patients					
2.6 Thailand hospital can provide high quality of health care					
2.7 It is easy to communicate with Thai health care provider(e.g. the hospital provide Chinese translators)					
2.8 Thai doctor has trusted medical skill(e.g. they					

have international accredited qualification)					
2.9 Thai doctor is patiently take care with their patient					
3. Perception of Price					
	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
3.1 I feel the transportation cost of visiting Thailand is affordable for me(e.g. Flight to Thailand)					
3.2 I feel the accommodation cost of staying Thailand is affordable for me					
3.3 I feel the cost of travel in Thailand is affordable for me(e.g. domestic Transportation)					
3.4 I feel the medical fee of Thailand hospital is affordable for me					
3.5 The total cost of medical travel to Thailand is in my budget					
3.6 The total cost of medical care in Thailand is more competitive advantage than those in China					
4. Perceived Quality					
4.1 The medical care process of Thailand hospital is convenient					
4.2 The nurses in Thailand hospital can provide good health care service to patients					
4.3 The doctor of Thailand hospital has high medical skills					
4.4 I can get what I am expect to have as medical					

care outcome in Thailand					
4.5 The medical care quality in Thailand has very high standard					
4.6 Thailand hospital staff has good communication skill					
4.7 The appointment procedure of Thailand hospital is very convenience for me					
4.8 For overall, the perception of Thailand give me a good perceived quality for medical tourism in Thailand.					
4.9 For overall, the perception of Thai hospitals give me a good perceived quality for medical tourism in Thailand.					
4.10 For overall, the perception of medical tourism cost give me a good perceived quality for medical tourism in Thailand.					

Part C Please write a ‘√’ in the box to show you agree or disagree with the following statement

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
6. Travel Intention					
6.1 I will go Thailand for medical service because of good quality of medical tourism					
6.2 I will go Thailand for medical service rather than any other medical tourism destination					
6.3 I will suggest Thailand as medical tourism destination to my family and friends.					

THANK YOU VERY MUCH FOR YOUR TIME AND YOUR COOPERATION



APPENDIX B
SURVEY QUESTIONNAIRE (CHINESE VERSION)



调查问卷

非常感谢您的参与,完成这个问卷调查旨在衡量因素影响中国医疗游客愿意去泰国旅游,你需要 10 到 15 分钟完成此问卷。此研究问卷是学生在 MBA 学习课程的一部分,斯坦福国际大学,泰国。你的意见将为本研究提供极大的帮助。请仔细阅读所有的语句,准确地回答他们。你的信息只会被用于学术目的。

Part A: 基本信息

1. 性别: 男 其他
 女
2. 年龄: < 18 19- 30 31- 40 41-50 51-60 > 60
3. 婚姻状况
 单身 结婚/同居
 离婚/ 分居
4. 省份
 广东 广西
 福建 云南
 浙江 湖北
 其他 请注明: _____

5. 职业

- 企业主 自由职业者
 员工 家庭主妇
 公务员 学生
 退休
 其他 请注明: _____

6. 学历

- 初中 高中
 职高/大专 本科
 研究生 (硕士) 博士生

7. 月收入 (美元, 1 美元 ≈ 6.2 元)?

- 少于 350 美元 351 — 800 美元
 801 — 1600 美元 1601 — 2500 美元
 多于 2500 美元

8. 整体身体健康?

- 差 一般 好
 非常好 很棒

9. 你去泰国的主要目的是什么?

- 假日 医疗服务 商务
 教育 其他

10. 你之前来过泰国吗?

- 没有 1 - 2 次
 3-5 次 超过 5 次

11. 如果你来到泰国接受治疗, 你想选择什么样的治疗?

- 健康检查 癌症
整形 心脑血管
生殖服务 其他 请注明: _____

Part B: 以下问题请用 1- 5 给以下问题打分, 来展示你的同意或不同意

	非常不同意 (1)	不同意 (2)	不确定 (3)	同意 (4)	非常同意 (5)
1. 感知泰国					
1.1 泰国人民很友好					
1.2 泰国的购物环境很好					
1.3 泰国有很有趣的夜生活					
1.4 泰国有先进的技术					
1.5 泰国有高水平的生活质量					
1.6 泰国拥有丰富的旅游资源					
2. 感知泰国的医院					
2.1 我熟悉泰国的医院。(曼谷医院,康民医院,医院和千禧医院 三美医院)					
2.2 泰国医院有很好的环境					
2.3 泰国医院可以提供健康的食物					
2.4 泰国医院可以很好的休闲活动给有需求的人					
2.5 泰国医院可以为病人提供足够的私人空间					
2.6 泰国医院可以提供高质量的医疗服务					
2.7 很容易与泰国卫生服务提供者沟通(比如说医院可以提供中文翻译)					
2.8 泰国医生有可以信赖的能力(比如说医生有国际认可的资格)					
2.9 泰国医生对他们的病人是耐心的					
3. 感知价格					
3.1 我觉得去泰国的交通成本对我来说是负担得起可以接受的(比如说乘飞机前往曼谷)					
3.2 我觉得在泰国的住宿成本对我来说是负担得起的					

3.3 我觉得在泰国当地的旅行费用对我来说是负担得起的(比如说出租车的使用)					
3.4 我觉得在泰国医院的医疗费用对我来说是负担得起					
3.5 泰国医疗旅游的总成本在我的预算中					
3.6 比起在中国, 去泰国的医疗服务成本是更划算的					
4. 感知质量					
4.1 在泰国医院接受医疗服务的过程是方便的					
4.2 泰国医院的护士可以为患者提供良好的医疗服务					
4.3 泰国医院的医生有很高的医疗技能					
4.4 在泰国我可以得到我想要的医疗结果					
4.5 泰国的医疗质量是非常高标准的					
4.6 泰国医院工作人员有良好的沟通能力					
4.7 泰国医院的预约过程对我来说是非常方便的					
4.8 总的来说,对泰国的感知给我一个很好的感知质量在泰国医疗旅游					
4.9 总的来说,对泰国医院的感知给我一个很好的感知质量在泰国医疗旅游。					
4.10 总的来说,对价格的感知给我一个很好的感知质量在泰国医疗旅游。					

Part C 以下问题请用 1-5 给以下问题打分, 来展示你的同意或不同意

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
5. 愿意前往					
5.1 我未来将去泰国接受医疗服务,因为其良好的医疗旅游的质量					
5.2 我未来将去泰国接受医疗服务, 而不是其他旅游目的地					
5.3 我将把作为泰国医疗旅游目的地,对我的家人和朋友推荐					

非常感谢你的时间和你的合作



APPENDIX C
SURVEY QUESTIONNAIRE (BACK TRANSLATE)



Questionnaire

Thank you very much for your participation to complete this questionnaire which is intended to measure the factors which affect Chinese medical tourists' willingness to travel to Thailand, and you need to take 10 to 15 minutes to finish this questionnaire. This questionnaire is a part of the research of student in MBA Program, Stamford International University, Thailand. Your opinion will provide advantage to this study. Please carefully read all of statements and accurately answer all of them. Your information will only be used for academic purposes only.

Part A: General Information

1. Gender: Male
 Female

2. Age: < 18 19- 30 31- 40 41-50 51-60 > 60

3. Marital Status:

<input type="checkbox"/> Single	<input type="checkbox"/> Married/Living with partner
<input type="checkbox"/> Divorce/Separation	

4. Which Province you come from?

<input type="checkbox"/> Guangdong	<input type="checkbox"/> Guangxi
<input type="checkbox"/> Build	<input type="checkbox"/> Yunnan
<input type="checkbox"/> Zhejiang	<input type="checkbox"/> Hubei
<input type="checkbox"/> Other Please Specify:_____	

5. What is your Occupation?

- Business Owner
 Freelance
 Employed Housewife
 Government Service Student
 Retired
 Other Please Specify: _____

6. What is your highest education level completed?

- Junior High School High School
 Vocational School/College Undergraduate
 School (Bachelor)
 Graduate School (Master) Post-graduate (Doctorate)

7. What is your income range monthly (in US Dollar, 1 Dollar \approx 6.2 Yuan)?

- Less than 350 Dollar 351 — 800 Dollar
 801— 1600 Dollar 1601— 2500 Dollar
 Over 2500 Dollar

8. Overall quality of health?

- Poor Fair Good
 Very Good Excellent

9. What is your main purpose of visiting Thailand?

- Holiday See the doctor Business
 Education Other

10. Previous experience of visiting Thailand?

- Never 1 - 2 Time
 3-5 times more than 5 times

11. If you come to Thailand for medical treatment, what kind of treatment you want to chooses?

- Physical examination Cancer
Cosmetic surgeon Cardiovascular
Fertility service Other Please Specify: _____

Part B: Please write a '√' in the box to show you agree or disagree with the following statement

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1. Perception of Thailand					
1.1 The Thai People is friendly					
1.2 Thailand's shopping environment is very good					
1.3 The nightlife of Thailand is interesting					
1.4 Thailand has advance technology					
1.5 Thailand has a high level of quality for thier life					
1.6 Thailand is rich in tourism resources					
2. Perception of Hospitals					
2.1 I am familiar with hospital in Thailand.(Bangkok hospital, Bumrungrad hospital, Yahee hospital and Samitive hospital)					
2.2 Thailand hospital has good environment					
2.3 Thailand hospital can provide good food					
2.4 Thailand hospital can provide good leisure activities					
2.5 Thailand hospital can provide enough private space for patients					
2.6 Thai hospital can provide high quality medical services					

2.7 It is easy to communicate with Thai health care provider(e.g. the hospital provide Chinese translators)					
2.8 Thai doctor has trusted medical skill(e.g. they have international accredited qualification)					
2.9 Thai doctor is patience with their patient					
3. Perception of Price (cost)					
3.1 I feel the transportation cost of visiting Thailand is affordable for me					
3.2 I feel the accommodation cost of visiting Thailand is affordable for me					
3.3 I feel costs of Thai local travel is affordable for me					
3.4 I feel the price of Thailand hospital is affordable for me					
3.5 The total cost of medical tour in Thailand is in my budget					
3.6 The cost of see doctor in Thailand is more cost-effective than my China					
4. Perceived Quality					
4.1 medical service process is convenient in Thailand hospital					
4.2 The nurses of Thailand hospital can provide good medical care service to patients					
4.3 The doctor of Thailand hospital is good					
4.4 You can get you desired health care outcome in Thailand					
4.5 The health care quality is good in Thailand					
4.6 Thailand hospital staff has good communication skill					
4.7 The appointment procedure of Thailand					

hospital is good					
4.8 For overall, the perception of Thailand give me a good perceived quality for medical tourism in Thailand.					
4.9 For overall, the perception of Thai hospitals give me a good perceived quality for medical tourism in Thailand.					
4.10 For overall, the perception of medical tourism cost give me a good perceived quality for medical tourism in Thailand.					

Part C Please write a ‘√’ in the box to show you agree or disagree with the following statement

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
6. Willingness to Travel					
6.1 I will visit Thailand in the future, Because of its good quality of the medical tourism					
6.2 I would visit Thailand for medical service rather than any other tourism destination					
6.3 I will go Thailand for medical service because of good quality of medical tourism.					



APPENDIX D
The Result of Pretest and Posttest by Chronbach's Alpha

Table 3.3 The Cronbach's Alpha coefficient of each question for pre-testing and Post-Testing

Question Item	Pre-testing Cronbach's Alpha	Post-testing Cronbach's Alpha
Perception of Thailand	$\alpha = 0.697$	$\alpha = 0.901$
The Thai People is friendly	0.669	0.734
The shopping environment of Thailand is good	0.644	0.708
The nightlife of Thailand is interesting	0.617	0.765
Thailand has capabilities of advance technology	0.605	0.755
Thailand has high standard living quality	0.706	0.754
Thailand has abundant tourist resource	0.692	0.748
Perception of Hospitals	$\alpha = 0.875$	$\alpha = 0.859$
I am familiar with hospital in Thailand.(Bangkok hospital, Bumrungrad	0.866	0.942
Thailand hospital has good surroundings	0.882	0.933
Thailand hospital can provide Health food	0.869	0.933
Thailand hospital can good leisure activities related to health conscious people	0.843	0.935
Thailand hospital can provide enough private space to patients	0.859	0.929
Thailand hospital can provide good health care	0.852	0.934
Thailand hospital can good leisure activities related to health conscious people	0.843	0.935

Table 3.3 The Cronbach's Alpha coefficient of each question for pre-testing and post-testing. (cont.)

Question Item	Pre-testing Cronbach's Alpha	Post-testing Cronbach's Alpha
It is easy to communicate with Thai health care provider(hospital provide Chinese translators)	0.852	0.931
Thai doctor has trusted medical skill(e.g. they have international accredited qualification)	0.856	0.933
Thai doctor is patiently take care with their patient	0.868	0.954
Perception of Price (cost)	$\alpha = 0.872$	$\alpha = 0.865$
I feel the transportation cost of visiting Thailand is affordable for me(e.g. Flight toThailand)	0.856	0.875
I feel the accommodation cost of visiting Thailand is affordable for me	0.826	0.869
I feel the cost of travel in Thailand is affordable for me(e.g. domestic Transportation)	0.829	0.845
I feel the medical fee of Thailand hospital is affordable for me	0.867	0.854
The total cost of medical tour in Thailand is in my budget	0.860	0.860
The total cost of medical care in Thailand is more competitive advantage than those in China	0.859	0.872
Perceived Quality	$\alpha = 0.893$	$\alpha = 0.850$
The medical care process of Thailand hospital is convenient	0.906	0.922

Table 3.3 The Cronbach's Alpha coefficient of each question for pre-testing and post-testing. (cont.)

Question Item	Pre-testing Cronbach's Alpha	Post-testing Cronbach's Alpha
The nurses in Thailand hospital can provide good health care service to patients	0.875	0.923
The doctor of Thailand hospital has high medical skills	0.862	0.918
I can get what I am desired to have as medical care outcome in Thailand	0.868	0.917
The health care quality is good in Thailand	0.862	0.919
Thailand hospital staff has good communication skill	0.897	0.964
The appointment procedure of Thailand hospital is very convenience for me	0.863	0.917
For overall, the perception of Thailand gives me a good perceived quality for medical tourism in Thailand.	0.802	0.918
For overall, the perception of Thai hospitals gives me a good perceived quality for medical tourism in Thailand.	0.871	0.918
For overall, the perception of medical tourism cost gives me a good perceived quality for medical tourism in Thailand.	0.777	0.921
Travel Intention	$\alpha = 0.845$	$\alpha = 0.911$
I will go Thailand for medical service because of good quality of medical tourism	0.976	0.842
I would visit Thailand rather than any other tourism destination	0.605	0.806

Table 3.3 The Cronbach's Alpha coefficient of each question for pre-testing and post-testing. (cont.)

Question Item	Pre-testing Cronbach's Alpha	Post-testing Cronbach's Alpha
I will suggest Thailand as medical tourism destination to my family and friends.	0.650	0.810
Overall questionnaire	$\alpha = 0.951$	$\alpha = 0.900$



BIOGRAPHY

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