

UNIVERSITI TEKNOLOGI MARA

**INVESTIGATING FACTORS
AFFECTING MEDICAL TOURISTS'
BEHAVIOURAL INTENTION OF
DESTINATION FOR SHARIAH-
COMPLIANCE MEDICAL CARE:
THE MEDIATING EFFECTS OF
ATTITUDE AND PERCEIVED
BEHAVIOURAL CONTROL**

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ABSTRACT

Human behaviour studies are widely acknowledged in the social psychology literature among scholars. Predicting consumers' future purchase behaviours is still a critically important aspect of forecasting and planning for many service providers in the industry. This study intends to determine the influencing factors affecting medical tourists' intentions towards choosing a preferred destination that provides shariah-compliance healthcare as a result of an increase in travelling demand for Islamic medical practices. The study assesses the robustness of the theory of planned behaviour (TPB) and extends the theory of destination intention behaviour in shariah-compliance medical services. TPB elements include attitude, subjective norm, and behavioural control, with the addition of new constructs, which are knowledge and shariah-compliance, were applied in this study. This study also investigates the relationship between religiosity and attitude, and that of perceived destination image and perceived value towards perceived behaviour control. A total of 300 survey questionnaires were distributed using a purposive sampling approach to targeted respondents with only 215 usable questionnaires received for data analyses. The data were analysed using SmartPLS 3.0 software to test the structural model and measurement model. In testing the direct relationship of the extended construct of TPB, the results revealed that attitude, subjective norm, knowledge, and shariah-compliance had significant influences with destination intention behaviour. Knowledge proved to be the strongest contributing factor towards intention, followed by shariah-compliance, subjective norm, and attitude. Meanwhile, perceived behaviour control showed an insignificant relationship with destination intention behaviour. Further to that, this study confirmed the relationship of religiosity and attitude, to which attitude acted as a mediator towards destination intention behaviour. Perceived behaviour control on the other hand, did not have any mediating relationship between perceived destination image and perceived value towards intention. This study has contributed towards a greater understanding of destination intention behaviour among Muslim tourists. Furthermore, it has also provided managerial implications via the development of more effective marketing strategies and subsequently setting a benchmark in providing a shariah-compliance medical tourism sector.

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