



**CUSTOMERS' SATISFACTION ON MEDICAL TOURISM TOWARDS KPJ
HEALTHCARE**

NUR FATEEN BINTI MASUD

2014356167

**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

JULY 2017

ACKNOWLEDGEMENT

Bissmillahirrahmanirrahim,

Assalamualaikum w.b.t. Alhamdulillah and thanks to Allah SWT for whom with His willing giving me the opportunity to complete this research which is the title a study on customers satisfactions on medical tourism towards KPJ Healthcare experience. This research was prepared for University Technology Mara (UiTM), basically, it is to complete the undergraduate program that leads to the Bachelor of Marketing. This report is based on the methods given by the university.

Firstly, I would like to express the deepest thanks to all lecturers at Faculty of Business Management especially to Dr. Akmal Ain Binti Othman, as an advisor for my research, who had guide a lot of task during completed this research on this semester's session 2017. Also thanks again to KPJ Healthcare in which they contribute required information in order to complete this task and support me either direct or indirect.

Last but not least, deepest thanks and appreciation to my parents, family, and others for their cooperation, encouragement, constructive suggestion and full of support for the task completion, from the beginning till the end. Also, thanks to all of my friends and everyone, that supporting and help me during the project progress till it is fully complete.

Table of Contents

Declaration of Original Work	iii
Letter of Transmittal	iv
Acknowledgement	v
Table of Contents	vi
Executive Summary	ix

Chapter 1: Introduction

1.1 Company Profile	1
1.2 Background of the study	2
1.3 Problem Statement	4
1.4 Research Questions	6
1.5 Research Objectives	6
1.6 Significance of the study	7
1.7 Scope and Limitation of the Study	8
1.8 Definition of terms	10

Chapter 2: Literature Review

2.1 Introduction	11
2.2 Overview Of The Medical Tourism Industry	11
2.3 Customers' Satisfactions	12
2.4 Hospital and Staff Factor	13
2.5 Cost and Availability of Treatment Factor	14
2.6 Combination of Tourism and Health Services Factor	15
2.7 Country Flexibility Factor	16
2.8 Conceptual Framework	18

Executive Summary

This study comprises of identifying the factors of medical tourism that influences the most customers' satisfaction towards KPJ Healthcare and also to determine the relationship between medical tourism factors and customers' satisfaction on medical tourism in KPJ Healthcare. A questionnaire was distributed to 100 respondents from various countries through offline and online interaction.

Data collected from the questionnaires had been analysed through frequency distribution test, descriptive analysis, reliability test, correlation statistics, and coefficient of linear regression. In general, the result from the finding shows that all the independent variables had a positive relationship with dependent variable except for the cost and availability of the treatment variable. However, the cost and availability of treatment variable shows a significant relationship, same goes with the hospital and staff variable and the combination of tourism and health services variable.

Moreover, country flexibility variable result indicates there is no significant relationship with customers' satisfaction on medical tourism in KPJ Healthcare although beta value shows positive relationship. This study was needed by KPJ Healthcare to improve their business operation as well as to expend their market share.

Chapter 1: Introduction

1.1 Company Profile.



KPJ Healthcare Sdn Bhd (Kumpulan Perubatan Johor) is one of Malaysian healthcare leading company which also provide medical tourism service in their business activities. Operated since 1981 in Johor, KPJ achieves to be the first healthcare company which had been listed on the Main Board of Bursa Malaysia in November 1994. Since the development of KPJ Healthcare in more than 30 years, it gives them the expertise to become a leading company in the healthcare industry.

The primary activities of the business are the operation of specialist hospitals, comprising of the private hospitals, pathology and laboratory services, pharmaceutical, medical and consumer healthcare products. KPJ Healthcare operates in over 29 hospitals includes 25 hospitals in Malaysia, two in Indonesia, and one each in Thailand and Bangladesh. Besides, KPJ Healthcare also provides retirement village and aged care facilities in Australia. Whereas, medical tourism mostly will be conducted in Malaysia as KPJ Healthcare are based in Malaysia.