

Medical Treatment In Malaysia After Covid-19: Travel Intentions Among Foreign Tourists

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Abstract

The study sought to ascertain foreign tourists' intent to seek medical treatment in Malaysia following Covid-19. The Theory of Planned Behavior (TPB) model allows for the investigation of foreign tourists' intentions as well as the measurement of tourists' attitudes and feelings toward traveling to Malaysia for medical treatment after Covid-19. The study has implemented a quantitative approach. A survey was carried out on an online platform using Google Forms. The proposed research model is likely to contribute to a better understanding of how these medical tourists express their desire to travel to Malaysia for medical reasons after Covid-19. According to the findings of the analysis, attitude, subjective norm, and perceived behavioral control all significantly reinforce the intention to seek medical treatment in Malaysia after Covid-19. In conclusion, the variables predicted by the TPB model can be viewed as motivators for push and pull, where they can aid in the development of marketing strategies. To attract foreign tourists, marketing practitioners will need to facilitate more inbound medical tourism in Malaysia through advertising and to place more emphasis on specific procedures, preventive methods, and facilities, as well as other promotions that elicit indulgence and confidence.

Keywords: Medical Treatment, Foreign Tourist, Covid-19

1. Introduction

Medical tourism is characterized as visiting another nation to look for wellbeing administrations, including optional medical procedures, dental therapy, richness therapy, organ gift, and security tests. This isn't equivalent to prosperity travel including spas and homeopathic treatments and clinical methodology (Carrera and Bridges, 2006). health tourism is defined as "a coordinated excursion away from the nearby network to safeguard, improve or reestablish one's prosperity" (Khan and Alam, 2014). In 2015 and 2016, Malaysia won ahead of all comers in the International Medical Travel Journal for the "Wellbeing and Medical Tourism Destination of the Year." Malaysia is an essential wellbeing supplier in South-East Asia. Wellbeing explorers visiting Malaysia spare 65% to 80% on medical services costs from US costs. Malaysia is growing up and a famous objective, especially in Indonesia, in other Asian nations. In 2017, Indonesia visited 600,000 out of 1,000,000 clinical sightseers. Malaysia has distinguished the objective of at any rate 1 million clinical sightseers originating from Indonesia by 2020, as indicated by the Malaysia Healthcare Travel Council. After the Ministry of Health controls rates paid in Malaysia by private emergency clinics, quality consideration at reasonable rates draws patients from around Asia and the world.

Malaysia, as a created economy, contributes essentially to the travel industry's pay and thriving. Malaysia's total national output is the second most significant financial area, with a generous ascent in the travel industry (Aziz et al., 2015). However, when Covid-19 was declared a pandemic on 11 March 2020, 784,794 cases worldwide erupted, killing 37,788 cases before 30 March 2020 (Chatterjee et al., 2020). According to Yang et al., (2020), Wuhan was infected by a new and resistant coronavirus in mid-December 2019, the most populous town in central China. Coronavirus is an irresistible ailment that is promptly spread among people, prompting the Extreme Acute Respiratory Syndrome (EASRS) that emerged in 2003. Through this examination, the

scientists dissect the indicators that vacationers from abroad hope to visit Malaysia for Covid-19 treatment. The goal of this study is to focus on medical factors following Covid-19 if Malaysia is known to handle the expansion of the outbreak Covid-19 effectively and to explore the importance of the intentions of international visitors to make variables involving attitudes, social norms, and enforcement.

2. Problem statement

As healthcare expenses and rising, holding up times have driven numerous residents to go universally to get clinical consideration; it is an advancement of the world clinical the travel industry or health the travel industry in clinical consideration. As indicated by Bookman (2007), history additionally shows that in Roman Empire, the Ancient Romans built hotels with warm wellbeing spas and the Ancient Greeks used to travel and visit the safe-haven of the mending God, Asklepios, and they discovered extensive wellbeing the travel industry framework (Kumar and Hussian, 2016). This shows that Malaysia is established throughout the entire existence of different nations. Thusly, the investigation was led to discover that Malaysia is equivalent to different nations. The disconnection methodology includes social distancing measures. Besides, Covid-19 left several hospitals in turmoil with maximum capacity. Specific countries are now looking to scientific approaches, taking care of patients while also reducing the possibility of transfer by diseases to citizens (Nicola et al., 2020). The researchers assess unfamiliar travelers who feel terrified to get treatment in our nation although we practice social distancing.

3. Literature Review

In this section, there are a variety of existing theoretical frameworks for tourism and several medical tourism academic researchers. The researcher discusses the framework related to the attitude, subjective norm, and perceived behavioral control of tourists concerning their intent to visit Malaysia as medical tourism after Covid-19. Besides, this research deals with the theoretical framework for determining the intentions of foreign tourists to visit after Covid-19.

4. Attitude

Attitude is a mental and emotional structure that inherits or characterizes a person. Assessment is the most visible part of the definition of attitudes. The disposition towards an individual reveals that a person has positive or negative characteristics. The importance of whether the worth of items is positive or negative and not an underestimate are two aspects of the appraisal. Components of the concept of attitudes are individuals or attitudes of objects. These objects, like a travel destination, can be abstract such as environment and concrete. They may represent the active or passive behavior of a person. The psychological pattern is the third part of the attitude. If someone invests in the attitude set, respect it internally. At least in a short period, this appraisal will last for long. Personal attitudes are not perceived directly but are derived from how they are reacting to an object in terms of cognition, affection, or behavior.

The cognitive aspect of behavior is the person's belief, interpretation, or awareness of the object. Each belief exists as an attribute for the subject or outcome of the behavior and reflects its subjective value (Bright, n.d.). For example, an absolute conviction can cause an individual's attitude towards a resort. This undoubtedly feels that traveling to luxury resorts allows socializing with others and turning the city into a perfect option. It presents a possible health hazard, however. This belief increases the travelers' trust in the resort summary judgment or disposition. Several aspects influenced the effect of a person's conviction on the decision to visit a destination. First, there are growing origins of conviction. The direct source is a more personal experience of the resort he was previously there. Indirect examples provide interactions with tourism or travel literature colleagues.

Furthermore, the passenger finds any factor to be positive or negative. For some individuals, it is a positive feature, but for some, it is a negative factor as the resort views them differently. Thirdly, trust's significance affects the overall stance. Expensive resorts cannot affect his mindset when visiting a resort for affluent travelers. Unfortunately, for those who have been saved on their holidays over the years, the cost of traveling can be high. Feelings, moods, emotions, and the activity of the sympathetic nervous system that a person experiences in relationships with attitude-objects are a practical component of attitude (Bright, n.d.). For example, commercials broadcast on TV or social media about the Maldives' tropical beach resorts will have a stirring reaction from the audio-visual culture. Television programs or advertising programming include data about the presence of beaches, flights used in a country, and events where semantic knowledge can be found. Around the same time, TV shows or commercials displaying music and showing people enjoying the fun at the pool and the beach will excite the crowd.

The affective state of the viewer reflects the positive feelings towards the visit to the resort, translated into a positive attitude to he or she book vacation travel. Actual action or the behavioral intention of the object-attitude is a component of the behavior of attitude (Bright, n.d.). For example, persons plan to visit the resort or express themselves in favor of visiting the resort. Prior behavior is also part of the component's disposition. For example, persons traveling with their families and friends for cruises to Thailand in the past would establish a better outlook in the future for the same holiday, given that their mood remains stable until his previous voyage to Thailand.

Attitude towards intention to visit relates to the probability that an individual would respond with a specific reaction to a particular circumstance. That action has long been one of the most relevant and fervently studied fields of customer behavior analysis. According to Ajzen et al., (2019) a particular behavior attitude is defined as a level or a position that can or cannot represent an individual's feeling, and an individual with a more favorable conduct attitude has a more explicit desire to do so. Attitude is also known as personal judgment is in favor of or against conduct. When the evaluated results are positive, the person tends to adopt a positive attitude and can take a specific action (Na et al., 2016).

If foreign tourists were happy to be visiting Malaysia for medical treatment, they would be happier to visit Malaysia immediately and raise the chance to return to Malaysia after Covid-19 has expired. Therefore, the behavioral intent defined as the extent of favorable or unfavorable evaluations of understudy of compartment is central to its precedence (Ajzen, 2019). Cheng, Lam, & Hsu, (2006), have argued that the cost-benefit analysis of a person able to exhibit particular conduct is related to a favorable assessment of the intervention and the positive attitude taken (Ajzen, 1991; Cheng et al., 2006) as cited in (Kumar, 2012). Also mentioned that is emphasized that a positive attitude towards a particular behavior strengthens the intention to perform that behavior (Ajzen, 2019). Through this discussion, it can be concluded that the attitude of foreign tourist and intention to visit Malaysia for medical treatment has a positive relationship.

5. Subjective Norm

The social pressure, which they experience or are considered unreasonable expectations, gives rise to normal beliefs. Subjective expectations contribute to each individual's beliefs and desire to consider specific individuals and someone else that is important to them, such as their families, colleagues, co-workers, and others, in a certain way (Ham et al., 2015). If unreasonable expectations are to be calculated, formulations must be formulated for a variety of specific problems. The issues in question need to be of a qualitative quality that is in line with subjective standards but often of little variability. Such scholars suggest that arbitrary measurements of expectations may include objects that identify concise criteria and decide how all entities will act similarly. According to Wedayanti and Giantari, (2016), subjective norms are the views that are considered necessary by individuals who advise the individual to perform or not perform certain behaviors and motivation accompanied by a willingness to do or not do something that was considered significant.

According to Verma and Chandra (2017), the subjective norm shall be defined as the points of view of specific individuals that are important to a person and able to affect the decision-making process (e.g., families and family, co-workers, spouses, or business partners, friends). In other words, moral expectations are the societal duty considered by some to behave in some manner and to agree with their convictions. Those who are important to him or her may, therefore, affect the actions of foreign travelers who pursue medical services in Malaysia after Covid-19. Ajzen (1991) explained moreover that the subjective rule included a normative belief of an individual concerning what the talents thought he or she would do or should not do, as well as the motivation of a person to follow these references (Eagry & Chaiken, 1993; Ajzen & Fishbein, 1980), which is cited in (Na et al., 2016).

However, the intention of the foreign tourists of pursuing medical treatment in Malaysia would be relatively limited if the parent or spouse does not want him or her to go to Malaysia to travel for medical tourism. Therefore, subjective expectations can influence the behavioral intent of individuals. Lam & Hsu (2006) and Quintal, Lee, and Soutar (2009) have been cited in this article (Na et al., 2016). Findings indicated subjective norms could positively influence the intention of the holiday destination to be decided. Therefore, it indicated that a subjective standard could affect foreign tourists' intention to visit Malaysia for care. Also, unreasonable expectations can have an impact on the plans of international visitors to visit Malaysia after the conclusion of Covid-19 for medical purposes.

6. Perceived Behavioral Control

Ajzen (1980) defines behavioral control as "refreshing perceived ease or difficulty of conduct that reflects the experience and anticipates barriers and barriers," which means that these factors depict the perception of being confusing or failing to act, and assume a description of experience and the anticipation of resistance. The situation in which a person considers such actions easy or impossible to achieve is conduct management in the form of self-actualization. Individual beliefs, therefore, influence the individual's intentions and encourage him to act in the manner he has done. As stated earlier, the actions of people to conduct depend on their trust in their actual conduct. The expectations are meant to reflect the motivational forces that affect behavior; they indicate how much people are prepared to attempt and how much effort they intend to make to conduct (Behavior & Ajzen, 2019b).

Perceived behavioral control of actions requires a view of one's potential and sense of control of the situation and is characterized as a combination of control locus and self-effectiveness (Ajzen, 2002; Ham et al., 2015). In another word, the individual's understanding that the resources or opportunities necessary to perform a particular behavior are available is dependent upon his assessment of the importance of those resources or opportunities to do so (Chang, 1998; Ajzen & Madden, 1986). In this sense, perceived behavior control might affect the intention of foreign tourists to travel after the end of Covid-19 for medical care in Malaysia.

Moreover, in the context of medical tourism in Malaysia, perceived control belief is interpreted as how an individual can gain access to Malaysia after Covid-19 and whether he or she confident of the medical services offered in Malaysia can help to care for them. In Malaysia, if medical tourism has no functional impact in the lead-up of Covid-19, it will decrease the intention of foreign tourists to go to Malaysia, although he or she is sufficiently positive or subject to medical treatment to travel to Malaysia. It suggests that it is a crucial factor to decide whether foreign tourists expect medical care in Malaysia to be achieved by the Malaysian medical team to resolve its epidemic. Thus, it should be inferred that the behavior controls viewed should be correlated positively with the forecast of the intention of international tourists to visit Malaysia after Covid-19 has finished.

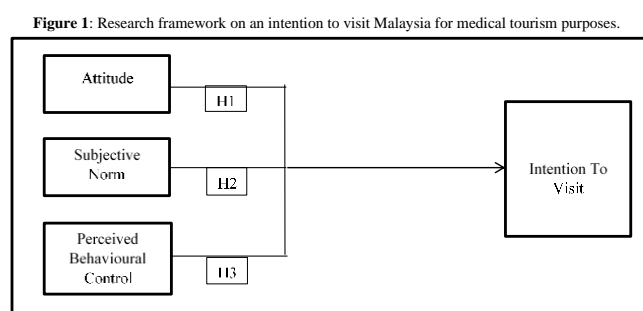
7. Intention to Visit for Medical Treatment

The behavioral purpose was described by Ajzen and Fishbain (1975) as the propensity to react to events by an individual; that is, an individual's chances of deciding an action or decision. A range of consumption can be predicted by using behavioral intentions. Someone wants to go to Thailand, for starters, since there is a destination. In the sense of tourism, the more intensely intend to visit a destination, the more likely is to visit it (Lu, Hung, Wang, Schuett, & Hu, 2016). The aim is to play a role if someone wants to visit the destination very much. There are often benefits and disadvantages when it goes to the destination, but it takes whatever the purpose. It is, therefore, crucial that tourists are observed, and their effect on tourist activity be understood (Lu et al., 2016). This study describes the intention to visit as a conditional desire and a propensity to provide visitors with internal and external knowledge to visit a specific destination.

8. Framework of Study

Past studies showed that TPB constructions were strongly interlinked with actual behavior (Perkins et al., 2007; Eccles et al., 2006). This model was used as a basis for research to forecast the intention to travel to Malaysia for care following Covid-19. Figure 1 demonstrates the research model for the analysis. To increase the inbound market for medical tourists after Covid-19, the current model is expected to be based on how this medical tourist will travel to Malaysia as a medical destination after Covid-19.

Figure 1: Research framework on an intention to visit Malaysia for medical tourism purposes.



Hypothesis

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There are three specific hypotheses proposed according to attitude, subjective norm, and perceived behavioral control positively influence the intention of foreign tourists to visit Malaysia for medical purposes after Covid-19.

H1: Attitude positively influences to predict foreign tourists' intention to visit Malaysia for medical treatments purpose after Covid-19.

H2: Subjective norm will positively influence foreign tourists' intention to visit Malaysia for medical treatments purpose after Covid-19

H3: Perceived behavioral control will have a significant positive association to predict foreign tourists' intention to visit Malaysia for medical treatment purposes after Covid-19.

9. Methodology

This research aims to evaluate the actions of tourists in Malaysia after Covid-19 in terms of their attitudes, subjective laws, and perceived behavior management. The tourists who entered Malaysia with the intention of medical care after Covid-19 were take away from the sample population. In an online sample of the participants, each pre-test respondent is confronting. Over five weeks, the questionnaire was distributed online, for instance, in Google form. All respondents will be on online interaction with the questionnaire about the research. Social media such as Instagram and Facebook are the best medium to find and interact with foreign tourists, as they are the only respondents for this research. The primary target respondent for this research is from neighbor country such as Indonesia, Thailand, and Philippine. The approach chosen by the sample selection researchers was decide based on the limitations of the respondent and the time spent collecting the data. Therefore, to find out whether the sample size suggested by Krejcie and Morgan (1970) is adequate, the next section is intended to explain the sample size estimate. In this study, the method of data collection is based on an online questionnaire. The online questionnaire is select for many factors, including the skill about the reservations of the respondents and limited time to interview the respondents. To create our questionnaire for the types of set alternatives, we use simple dichotomy and deciding questions of choice. The questionnaire consists of two sections based on previous instruments by An Yu Qing, Ang Ruo Xuan, Tan Boon Kar, Tan Li Wei, and Woo Jin Xiong (2016). Section A demonstrates the severity, weakness, and auto effectiveness, and reaction efficacy of all four independent variables. The Likert scale questions are developed in section B. The Likert scale is used to measure attitude to the extent that respondents agree to a range of statements on the issue, which draw on cognitive and affective components of attitudes. The Likert scale questions are used to measure attitudes (Salkind, 2012). Thus, when we use a larger scale, validity and quality are lower. Researchers who measure the behavioral intent of tourists have used questionnaires using 5 Likert. A pilot test was performed to ensure that the questionnaire was quick, reliable, and thorough. There is at least 30 respondent to test the reliability of the questionnaire foreign tourist intention to travel for medical treatment in Malaysia after Covid-19 ended. Due to Movement Control Order (MCO), the best way to manage the survey is through an online survey. The link will be used to distribute the questionnaires about the foreign tourist intention to visit Malaysia for medical purposes after Covid-19. Interaction media such as Facebook and Instagram will be used. The link to the questionnaire will be actively 24 hours, and any respondents can take answer the question at any time. The respondents are from the foreign tourist who visits Malaysia for medical purpose, or foreign tourist will visit Malaysia for medical purpose after Covid-19. The data will be evaluated using the Social Science Statistical Package (SPSS). In this study, two types of analysis will be performed. The first is a descriptive statistic on the demographic

10 Analysis

Descriptive Analysis

The questionnaire was distributed to the public online. A total of 215 useable questionnaires were collected. There were 215 usable questionnaires collected from online questionnaires. There was no missing data. The main objective of descriptive analysis is to understand the profile of the respondent. Table 1 below shows a summary of the description analysis.

Table 1 Demographic Profile of the Respondents

No.	Characteristics	Frequency	Percentage
Gender			
1	Male	110	51.2
2	Female	105	48.8
	Total	215	100.0
Age			
1	20-29 years old	172	80.0
2	30-39 years old	29	13.5
3	40-49 years old	11	5.1
4	50 and above	3	1.4
	Total	215	100.0
Citizenship			
1	Indonesian	48	22.3
2	Thailand	6	2.8
3	Singaporean	14	6.5
4	Korean	7	3.3
5	Philippines	11	5.1
6	Other	129	60.0
	Total	215	100.0
Monthly income			
1	Below \$250	59	27.4
2	\$250-\$500	42	19.5
3	\$500-\$700	69	32.1
4	\$700 and above	45	20.9
	Total	215	100.0

In this study, there are a total of 110 (51.2%) male respondents and 105 (48.8%) female respondents. The percentage shows that male respondents are much higher than female respondents are. The most predominant age of respondents is from the age group 20-29 years, with 172 respondents (80.0%), followed by the age group of 30-39 years, with 29 respondents representing 13.5% of the study. The minority of the respondents are from the age groups, 40-49 years, 50 years and above, with 11 and 3 respondent(s), representing 5.1%, and 1.4%, respectively. The questionnaires were distributed on an online platform such as Facebook, Instagram, Twitter, email, and instant messenger. There are many respondents from a variety of countries participating in this study. Most of the respondents are from Indonesia, with 48 respondents (22.3%) followed by respondents from Singapore with 14 respondents (6.5%). Besides, the Philippines, Korea, and Thailand have 11, 7, and 6 respondents, representing (5.1%), (3.3%) and (2.8%) respectively as we can see most respondents record on other section by combining many countries such as Bangladesh, Nigeria, Brunei, Egypt, Japan, India and many more. In terms of the monthly income segment, most of the respondents have an income between \$500-\$700, which was 69 respondents (32.1%) followed by the income group of below \$250, with 59 respondents (27.4%). Ranked third is \$700 and above, with 45 respondents (20.9%) and a total of 42 respondents (19.5%) have an income of \$250-\$500.

Descriptive Analysis

Descriptive were reviewed to explore the normality and skewness of data. This necessary to understand if the sample obtained falls within the correct range and skewness of the sample. If the samples are not usually distributed, the non-parametric methodology will be used for further testing, and if the samples are normally distributed, the parametric technique will be used for further research. Table 2 outlines the mean, standard deviation, skewness, and kurtosis for each of the attributes. Field, (2005) suggests when considering skewness and kurtosis that normality can be seen with a threshold up to 3.29, meaning that all data was normally distributed.

Table 2: The Mean, Standard Deviation, Skewness, and Kurtosis of Each Item

Construct	Item	Mean	Std. Deviation	Skewness	Kurtosis
Attitude	Well-managed	4.01	.843	-.963	1.650
	Trustworthy	4.06	.818	-.775	.615
	Satisfied my needs	3.86	.882	-.662	.470
	Recommended treatment	3.85	.971	-.891	.779
	Quality treatment	3.90	.917	-.751	.558
Subjective Norm	High qualification	3.99	.803	-1.076	2.108
	Well-known health specialist is liable	4.00	.829	-1.085	2.097
	Good procedure	4.04	.787	-1.002	1.824
	Follow the right procedure to manage patient	4.03	.788	-.984	1.770
Perceived Behavioural Control	Best choice for health	3.88	.876	-.656	.310
	Money	3.36	1.040	-.359	-.249
	Expensive	3.31	1.018	-.270	-.263
	Long hour journey	3.45	.945	-.264	.048
	Accodmation and facilities	3.49	.999	-.548	-.026
Intention to Visit	Find a solution to all problems	3.53	.916	-.279	.044
	Fulfill my hope and experiencing inner peace and harmony	3.76	.852	-.840	1.496
	Have a favourable image through different attributes	3.74	.883	-.995	1.711
	A set of thought, emotions and convictions	3.64	.869	-.989	1.727
	The accommodation and quality facilities on the destination	3.64	.891	-.902	1.423
	Travel with family	3.88	.933	-.918	1.180

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The highest mean for the variable of attitude is 'well-managed, which has a value of 4.06, and the lowest mean value is 'recommended treatment', which has a value of 3.85. The kurtosis values for 'well managed' to 'quality treatment' are between -2 and 2, which indicates these variables are standard. In the construct of subjective norm, the highest mean is 'good procedure', which has a mean value of 4.04; the lowest mean value is 'best choice for health', which has a mean value of 3.88. The highest skewness value is 'well-known health specialist is liable', which has a value of -1.085 and the lowest value of skewness value is 'best choice for health', which has a value of -0.656. The kurtosis values for 'high qualification' until 'best choice for health' are in the range -2 to 2, which are typically distributed. The highest mean value for variable perceived behavioral control is 'find a solution to all problems, which has a value of 3.53, while the lowest mean value is 'expensive', which has a value of 3.31. The kurtosis values are in the range of -2 to 2. Therefore, this variable is in the normal range of distribution. The highest mean value for the intention to visit variable is 'travel with family, which has a value of 3.88, and the lowest mean value is 'set of thought, emotions, and convictions' and 'the accommodation and quality facilities on the destination', which have the same value of 3.64. All items in this variable are within the range of normal distribution (-2 to 2). Therefore, we can say that overall, these values are normally distributed. According to the data for kurtosis value, all the items are within the range of normal distribution; therefore, the parametric method will be used for the subsequent analysis.

Correlation Analysis

Pearson Correlation is a measure of the degree of the linear relationship between two variables. By linear relationship, that means the relationship can be well-characterized by a straight line. Correlation ranges from -1.0 to 1.0. The letter r gives Pearson correlation; for example, $r = .55$. So, .55 in the range of -1.0 to 1.0. There is no correlation between 2.0 and above and -1.8 for examples. Those indicate mistakes and need to recheck on what makes it go wrong. There are three types of relationship with Pearson Correlation. The first is if the value of r is 0, then it indicates no relationship between two variables, and if the value r is 1, it is interpreted as a perfect positive correlation, while if the value of r is -1, it is interpreted as a negative correlation.

Table 4 Summary of Correlation

	Intention to Visit
Attitude	.682**
Subjective Norm	.632**
Perceived Behavioural Control	.654**

N = 215
 **. Correlation is significant at the 0.01 level (2-tailed).

H1: Attitude positively influences to predict foreign tourists' intention to visit Malaysia for medical treatments purpose after Covid-19.

There is a great strong relationship between the attitude and intention to visit and a positive correlation ($r=0.682$, $p<0.01$). The correlation analysis supports that the attitude has a significant favorable influence to predict foreign tourists' intention to visit Malaysia for medical treatments purpose after Covid-19.; therefore, H1 is supported.

H2: Subjective norm will positively influence foreign tourists' intention to visit Malaysia for medical treatments purpose after Covid-19

There is an excellent strong relationship between the subjective norm and intention to visit and a positive correlation ($r=0.632$, $p<0.01$). The correlation analysis supports that the subjective norm has a significant positive influence on foreign tourists' intention to visit Malaysia for medical treatments purpose after Covid-19. Therefore, H2 is supported.

H3: Perceived behavioral control will have a significant positive association to predict foreign tourists' intention to visit Malaysia for medical treatment purposes after Covid-19.

There is an excellent strength relationship between the perceived behavioral control and intention to visit and a positive correlation ($r=0.654$, $p<0.01$). The correlation analysis supports that the perceived behavior has a significant positive association with foreign tourists' intention to visit Malaysia for medical treatment purposes after Covid-19; therefore, H3 is supported. Overall, this analysis supports and accepts all the hypotheses developed in Chapter 2. The summary of the supported hypotheses is shown in Table 5.

Table 5 Summary of Status Hypotheses

	Hypotheses	Status
H1	Attitude positively influences to predict foreign tourists' intention to visit Malaysia for medical treatments purpose after Covid-19.	Supported
H2	Subjective norm will positively influence foreign tourists' intention to visit Malaysia for medical treatments purpose after Covid-19.	Supported
H3	Perceived behavioral control will have a positive significant association to predict foreign tourists' intention to visit Malaysia for medical treatment purposes after Covid-19.	Supported

11. Conclusion

The main objective, as mention in Chapter 1, is to identify the potential of the health tourism industry after this Covid-19 disease. The result of the analysis in Chapter 4 proved that all the independent variables lead to the intention of foreigners to visit Malaysia after Covid-19 for medical purposes. The independent variables are attitude by H1, subjective norm by H2, and perceived behavioral control by H3. In this manner, there are five components used in the questionnaires which are medical treatment in Malaysia is well-managed, can trustworthy, satisfying the need, a procedure that would be recommended, and one of the quality treatments in Asia. In subjective norm, five components also used in the questionnaires which consist of believes medical treatment in Malaysia is a qualification, managed by an expert, proper procedure, following the right process, and a good choice in terms of health. In perceived behavioral control, the five components that are used are money, expensive expenses, long hour journey, accommodation and facilities and other problems are not the barriers to have medical treatment in Malaysia.

The next objectives are to determine whether the tourism industry can be developed through domestic tourism after things are getting better from Covid-19. Perceived behavioral control by H3 and whether the tourism industry can be developed is significantly in a relationship. Finally, to examine whether Malaysia can be one of the best healthcare tourism industries in the world. It is proved by H2 subjective norm and whether Malaysia can be the best healthcare tourism industry is a significant relation. In conclusion, all the objectives are achieved perfectly. From the demographic analysis, it is surprising that citizenship and Malaysia is the country that would like to recommend has a high correlation in attitude. It is proved that Malaysia has potential in the health tourism industry. In summary, the variables predicted in the TPB model can be considered as motivating factors for push and pull, where they can help to improve the development of marketing strategies. Marketing practitioners will need to facilitate more inbound medical tourism in Malaysia through advertising and to put more emphasis on specific procedures, preventive methods, and facilities, along with photographs that elicit indulgence and confidence that can attract visits by foreign tourists.

12. Implication And Recommendation

Overall, the variables described in the model can be referred to as "push and pull motivational factors," and they can be used to create marketing campaigns. This allows medical practitioners to promote outbound medical tourism in Malaysia through advertisements, particularly in ads emphasizing innovative procedures, traditional medical practices, and facilities, as well as other promotions that evoke indulgence and confidence, which would attract visitors. Furthermore, additional horizontal integration innovations, such as resorts with services integrated with medical treatment centers, can boost positive feelings among international tourists.

To ensure an outstanding health care program, it is necessary to prioritize licensing processes, emerging technology compliance laws, therapies, and professionalism. Organizations and tourist authorities need to recognize and seek to control the excellent image of word of mouth by understanding the role of the reference community in the decision-making of international visitors. As a result, constant input from tourists via feedback cards or formalized market analysis before and after a visit is critical for the development of better marketing strategies in the tourism industry. It is strongly advised that better collaboration between the Ministry of Tourism and professional bodies be established to effectively support medical tourism in Malaysia. A group trip or package tour may be introduced to provide not only medical care but also a health food restaurant and luxury lodging kit. Also, the Ministry of Health of Malaysia will ensure that information on medical tourism is freely available to be able to access. Provide help and encourage international medical visitors to enter Malaysia for medical treatment.

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