The Influencing Factors of Tourist Satisfaction for Chinese Health Tourism in Thailand

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ABSTRACT

The research was to investigate actual Influencing Factors of Tourist Satisfaction for Chinese Health Tourism in Thailand. The conceptual framework was developed from the literature review and survey in the area and other contemporaneous research in Human resource management. Accordingly, the researchers consider the importance of the factors of Human resource management, service quality, and innovation process.

In this the researchers employed the quantitative research approaches. The instruments of research were steps of a questionnaire. Data were collected from 385 people who are Chinese health tourism to come to health care in the hospital in, Bangkok Thailand. The data collected were analyzed using path modeling and on the basis of observing the actual tourism satisfaction of the organizations studied through all operational links in human resource management.

Findings are as follows: Applications of human resource management, service quality, and innovation process were explanatory of the variance in tourist satisfaction at 64.4 percent ($R^2 = 0.644$). Each factor involves significant aspects with the total being 25. All aspects should be addressed if problems are to be successfully solved over the long haul.

Keywords: Tourist satisfaction, Health tourism, path modeling

INTRODUCTION

After the outbreak of COVID-19, the tourism business faced many problems and had to find measures to revitalize its own economy. Initial efforts focused on improving awareness and marketing and regaining consumer confidence. Travel companies try to adhere to strict safety standards. Increase the quality of service and employ highly trained and experienced tour leaders. In order to be ready to serve tourists in the past few years the level of economic development of our country is constantly improving. People's longing and desire for high-quality life is becoming more and more common, in Chinese business travel and travel. Especially Chinese people who want to come to Thailand to use the services of quality hospitals to maintain their health.

Wealthy health tourists will travel to Thailand for the reason it is convenient, and service quality, there is a good management process. Health tourists are highly personalized and their demands are getting higher and higher, making the tourism business face a huge increase in the competition of the tourism market and the need for services to improve the customer segment. How to improve the quality of service is the most important thing to be given priority.

At the same time, we must face the challenges facing the development of Chinese health tourism. At present, health tourism is faced with some human resource management problems in the development process, such as profound staff loss, uneven talent quality, and the lack of talent with tourism service and management backgrounds. After the outbreak of COVID-19, the impact of the epidemic, and the loss of employees in the aviation service industry has become more serious. Many practitioners are confused about their development, and their tourist satisfaction has decreased. It is urgent to improve the human resource management level of the tourism service company. Under the current severe development situation, the quality of human resource management can determine the future of an enterprise, and the tourist satisfaction survey is the "barometer" of enterprise human resource management, with the utility of an "earthquake monitor" and "compass", is a diagnostic tool to help enterprises find human resource management problems. Exploring the problems and coping strategies of human resource management in health tourism from the perspective of tourist satisfaction can enhance customers' sense of identity in the enterprise, enhance the centripetal force of tourist in the enterprise, and help enterprises to improve human resource management, so as to promote the long-term development of the enterprise.

The concept of Customer satisfaction

Malthouse et al., (2004) believes that customer satisfaction has always been considered a key result of good marketing practice. Baker & Crompton (2000) believes that visitor satisfaction is a measure of a positive emotional response to the actual experience. Fornel (1992) & Fornell et al., (1996) stated that the framework of satisfaction measurement is divided into three important aspects: first, general or overall satisfaction, usually used as unique indicators in many surveys and studies and the cumulative nature of consumer satisfaction in our study; Oliver (1980) confirmed performance beyond or below expectations; and third, Johnson & Fornell (1991) considered ideal product performance relative to the consumer assumptions. Parasuraman et al. (1985) proposed ten major factors affecting customer satisfaction, including reliability, ability, responsiveness, politeness, accessibility, communication, security, credibility, understanding, and visibility.(Baker & Crompton 2000; Wang Xia, Gu Chaolin, Mei Hu, 2005).

The concept of Service quality

The literature reveals that the quality consists of two parts: one is customization or applicability, involving whether the product can meet various consumer needs or whether the product has a consumer scale; the other is reliability, which is related to whether the product can avoid defects for a long time. Anderson, Fornell & Lehmann (1994) believes that perceived service quality is a cognitive response to the service product. The definition of service quality of travel agency is mainly divided into two aspects: one is the service provided by travel agency before tourists participate in tour groups. The services include the itinerary and prices. According to the expectation inconsistency theory, satisfaction is achieved by a two-stage process. Before the purchase, the customer forms an "expectation" of the performance of the product (i. e., the various benefits and utilities that the product will provide); after the customer buys, he compares the actual level of performance obtained by the consumer product with the expectation before the purchase, resulting in a gap or "inconsistency" between the two.

Therefore, the services provided by travel agencies before the tourists participate in the tour will affect the satisfaction of the tourists in the trip. Second, the services provided by the tour guide to the tourists during the journey, including the arrangement of the real itinerary, the tour guide's full-service attitude, etc. The travel services provided by the travel agency are those that can only be perceived after the tourists participate in the tour group. Even if these services do not meet the expectations of the tourists, the tourists have almost no possibility to change the services during the short trip. The tour guide service and itinerary that dissatisfy tourists will seriously affect the feelings and mood of tourists. (Czepiel, Rosenberg & Akerele, 1974; Cronin & Taylor, 1992; Oliver, 1980).

METHODOLOGY

The study of The Influencing Factors of Tourist Satisfaction for Chinese Health Tourism in Thailand, the researcher has studied documents, textbooks, concepts, theories, and related research consistent with the study's objectives. This research is quantitative research in the format is survey research. The research tool was a questionnaire. Data was collected by instrument-based interviews. The population is Chinese health tourists who come to health care in the hospital of Thailand which the researcher did not know the exact number during the research. The researcher chooses the top hospital in serving foreigners 4 hospitals in Bangkok, Thailand, Bumrungrad International Hospital, Bangkok International Hospital, Vejthani Hospital, and Samitivej Sukhumvit Hospital from 1 May - 30 May 2023. The sampling is 385 people by the formula W.G. Cochran (1953) The selected sample used in this study was for Chinese health tourist who come to 4 hospitals on Mondays, Wednesdays, and Fridays for 4 weeks in May 2023, but the exact population was unknown. Therefore, a calculation method was used using the formula W.G. Cochran (1953) at a confidence level of 95% with a tolerance of $\pm$ 5%

The confidence level is 95%. The tolerance of the sample is at the level of 0.05. The tool used in this research was the Questionnaire about human resource management, service quality, innovation process and tourist satisfaction. The form questionnaire was a Questionnaire type Rating Scale that has 5 levels; weight will be assigned according to the Likert method by assigning weight and performance level for each question in the questionnaire, and data will be analyzed by Multiple Regression Analysis to test the influence of variables between human resource management, service quality, innovation process and tourist satisfaction.

RESULTS

The researchers checked their validity using the corrected Item-total correlation. Which is a measure of the correlation between the score of any question and the total score of the category in which the question appears, in the calculation process, the total score must be adjusted by deducting the data value of any question issued in order to prevent the information of the questionnaire from appearing in both places. The decision criteria were that the correlation must not be less than 0.70. The reliability and validity test results are shown in the following table.

Table 3.1 Results of testing reliability and validity by statistical methods

Variable	Corrected Item-Total Correlation	Cronbach's Alpha
Human resource management		0.889
1. Announcement of employees with specific abilities	0.778	
2. Employees with outstanding abilities are selected.	0.876	
3. There is continuous training for employees.	0.712	
4. There is an annual outstanding employee contest.	0.799	
5. There is a performance evaluation every half year.	0.845	
6. Salary is given consistently every month.	0.876	
7. There is regular compensation and overtime pay.	0.883	
8. Welfare for sickness, maternity leave, business leave	0.766	
Service Quality		0.864
1. Taking care of customers closely, always asking for customer needs.	0.864	
2. Provide advice and answer customer questions regularly.	0.856	
3. Provide assistance and advice on product quality for customers to understand.	0.785	
4. Talk to customers to make them comfortable and friendly.	0.844	
5. Explain details of how to use each type of product for customers to use in the right way.	0.787	
Innovation Process		0.877
1. Using innovations in patient care such as patient beds aerator	0.829	
2. The use of innovative medical materials	0.868	
3. Always using innovative medical equipment	0.879	
4. The use of innovative blood pressure measuring instruments for accuracy and speed.	0.739	
5. Using innovation to move patients to avoid impact	0.786	
6. Using innovation to carefully clean the patient	0.838	
Tourist Satisfaction		0.828
1. Tourists planning to visit hospitals in Thailand	0.725	
2. Tourists love a variety of medical treatments in Thailand.	0.829	
3. Tourists love the variety of nursing innovations in Thailand.	0.824	
4. Tourists tell friends to receive treatment at hospitals in Thailand.	0.838	
5. Tourists like Thai-style conversation and service.	0.756	
6. Tourists never complain about products and vices.	0.873	

To study factors affecting tourists satisfaction of Chinese health tourist in Thailand

The results of the study of factors affecting tourist satisfaction of Chinese health tourist in Thailand are as follows:
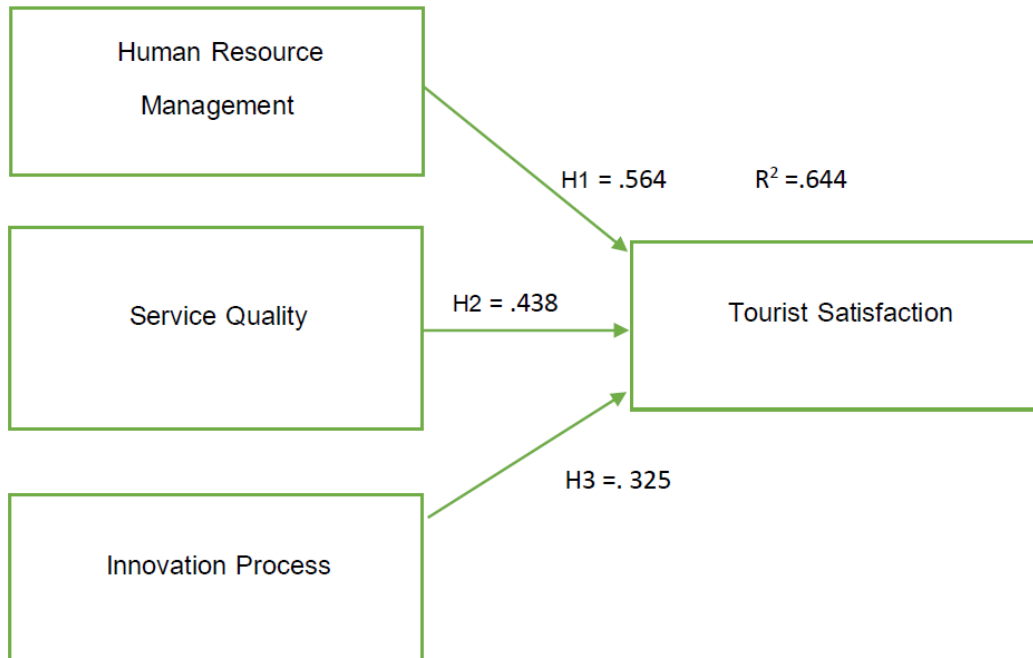

Figure 4 Results of path analysis

Research hypothesis testing

The researcher formulates research hypotheses for testing in accordance with the route equation according to the route analysis model with the following equations and assumptions:

$$TOS = \beta_0 + \beta_1 HRM + \beta_2 SEQ + \beta_3 INP + \zeta_1 \ldots\ldots\ldots(1)$$

Hypothesis 1 Human resource management has a direct influence on tourist satisfaction

Hypothesis 2 Service quality has a direct influence on tourist satisfaction

Hypothesis 3 Innovation process has a direct influence on tourist satisfaction

Table 4.9 Hypothesis Testing Results

Path	Path coefficient	t-stat	p-value	Hypothesis
H1: Human resource management → tourist satisfaction	0.564	4.518***	0.000	support
H2: Service quality → tourist satisfaction	0.438	3.296***	0.000	support
H3: Innovation process → tourist satisfaction	0.325	4.339***	0.000	support

CONCLUSION

The study of the factors affecting the tourist satisfaction of Chinese health tourism in Thailand was based on regression equation analysis. It was found that checking the preliminary terms of linearity and checking the regression coefficient had a positive linear relationship between the variables. All 3 factors including human resource management, service quality, and innovation process of Chinese health tourism in Thailand were positively linear, which was consistent with agreement. It was also found that there were mutually positive influences, human resource management, service quality, and innovation process. There is a positive direct influence on tourist satisfaction, indicating that the study's results confirm the consistency of the Chinese health tourism, tourist satisfaction variable that is consistent and has a real interplay and can be used in business of Chinese health tourism in Thailand.

DISCUSSION

Based on the literature review, this study determines the human resource management theory and competitive theory of the study, proposes a theoretical model and research hypothesis, divides the tourist satisfaction affecting Chinese health tourism business into four dimensions human resource management, service quality, innovation process, and tourist satisfaction, verifies the reliability of the survey data and the mean, standard deviation Regression analysis and structural equation test the hypothesis to confirm the significance of each dimension of Chinese health tourism affecting tourists satisfaction. In general, the research on the structure and dimensions of the assumed variables in this paper enriches the current theoretical achievements and provides an analytical basis for subsequent research. The results show that the effects of tourist satisfaction are human resource management, service quality, innovation process, and tourist satisfaction. Combined with the empirical studies, the following conclusions can be drawn.

Adjusted R^2=0.644 including the following aspects, the factors affecting tourist satisfaction of Chinese health tourism are human resource management (Beta=0.564), service quality (Beta=0.438), innovation process (Beta=0.325).
We will discuss the following results:

The human resource management, service quality, and innovation process positively affect the tourist satisfaction of Chinese health tourism

From the above analysis, human resource management, service quality, and innovation process positively all have an important impact on tourist satisfaction.

The research results of this paper show that high reliability is also the most important indicator for tourists to measure the value of travel in the four dimensions related to the tourist satisfaction of travel agencies, that is, tourists prefer the services provided by Chinese health tourism to be reliable, have no consumption trap, and fulfill the service as promised. To perform the service to tourists in accordance with the contract is the basic requirement of health tourism to provide services, but due to the vicious competition in the market, exaggerated to attract consumers and other reasons, tourist complaints frequently, the service reliability of travel agencies is difficult to guarantee, which makes the basic commitment of travel agencies can be fulfilled can make tourists feel good value for money.

Service quality is easier to satisfy visitors. The large number of tourists and the small number of service guide in the tour group makes the personalized service even more precious. Especially in overseas travel, tour guides for tourists are more important. In a foreign country, tourists are faced with the language barrier, different dining habits, cultural and lifestyle differences, unfamiliar routes, and other troubles, so there will inevitably be a lot of discomforts. At this time, the tour guide's guidance and care for tourists are more important. The tour guide's concern for tourists, helps tourists to adapt to the foreign environment, quickly integrate into and enjoy the travel, so that tourists are more satisfied with the travel service.

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