

## ABSTRAK

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### **FAKTOR-FAKTOR YANG MEMENGARUHI VISIT INTENTION PADA WISATA MEDIS DI INDONESIA**

(xvi + 105 halaman; 23 tabel; 5 gambar; 9 lampiran)

Penelitian ini dilakukan dalam rangka pengujian dan analisis pengaruh *attitude*, *subjective norm*, *perceived behavioral control*, *destination image*, *electronic word of mouth*, dan *perceived risk* terhadap *visit intention* dalam kaitannya dengan wisata medis ke luar negeri. *Theory of planned behavior* digunakan sebagai dasar teori dan kerangka dasar model penelitian dengan modifikasi variabel lainnya. Penelitian ini merupakan usaha dalam memberikan gambaran yang lebih lengkap mengenai faktor-faktor yang membentuk intensi masyarakat melakukan perjalanan wisata medis ke luar negeri. Metode PLS-SEM digunakan di dalam penelitian dengan sampel sebanyak 304 responden yang memenuhi syarat. Pengumpulan data penelitian dilakukan secara *cross-sectional* dan kuesioner diisi oleh responden secara jejaring. Hasil dari penelitian ini mengonfirmasi hipotesis terkait adanya hubungan antara *attitude*, *subjective norm*, *perceived behavioral control*, *electronic word of mouth*, dan *destination image* terhadap *visit intention*. Kelima variabel secara individu memiliki korelasi positif yang signifikan dengan *visit intention*. Temuan yang didapatkan melalui penelitian ini memberikan panduan dalam implikasi manajerial untuk memahami kebutuhan masyarakat terkait pelayanan kesehatan. Perbaikan terhadap *attitude* dan *subjective norm* perlu menjadi prioritas dalam mengembangkan pelayanan di dalam negeri.

Kata kunci: *Theory of planned behavior*, *visit intention*, *destination image*, *electronic word of mouth*, wisata medis

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## ABSTRACT

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### **FACTORS INFLUENCING VISIT INTENTION IN MEDICAL TOURISM IN INDONESIA**

(xvi + 105 pages; 23 tables; 5 figures; 9 appendices)

This study aims to examine and analyze the effects of attitude, subjective norms, perceived behavioral control, destination image, electronic word of mouth, and perceived risk on visit intention concerning outbound medical tourism. The Theory of Planned Behavior is used as the theoretical foundation and framework for the research model, incorporating modifications with additional variables. This research seeks to provide a more comprehensive understanding of the factors influencing individuals' intention to engage in medical tourism abroad. The study employed the PLS-SEM method with a sample of 304 qualified respondents. Data collection was conducted cross-sectionally, and respondents completed the questionnaire online. The results of this study confirm the hypotheses regarding the relationship between attitude, subjective norms, perceived behavioral control, electronic word of mouth, and destination image with visit intention. All five variables individually have a significant positive correlation with visit intention. The findings of this study provide managerial implications for better understanding public needs related to healthcare services. Improvements in attitude and subjective norms should be prioritized to enhance domestic healthcare services.

**Keywords:** Theory of Planned Behavior, visit intention, destination image, electronic word of mouth, medical tourism

References: 44 (1985-2024)