

Indonesian Patients' Revisit Intention to Singapore Hospitals

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Abstract

Medical tourism has become one of the most dynamic sectors within the global tourism industry, particularly in Asia. Singapore has emerged as a leading medical tourism destination due to its advanced medical infrastructure, internationally accredited healthcare professionals, strong regulatory framework, and high standards of safety and security. Indonesian patients constitute one of the largest contributors seeking treatment in Singapore, driven by trust in service quality and perceived reliability of healthcare outcomes. This study investigates the influence of safety and security, price reasonableness, and word-of-mouth communication on medical tourism destination image and examines its effect on revisit intention among Indonesian patients. A quantitative research design was employed, with data collected through an online questionnaire targeting individuals who had previously received medical treatment in Singapore. The data were analyzed using SmartPLS through measurement and structural model evaluations. Results show that a positive destination image strongly predicts revisit intention, and that all three external elements have a significant positive effect on destination image. These findings emphasize the importance of developing a trustworthy, secure, and competitively priced medical environment to foster patient loyalty. The study also recommends future research to incorporate additional mediating variables such as trust, perceived medical service quality, and patient motivation to improve the robustness of the model.

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1. Introduction

Medical tourism has become a strategic sector within the global healthcare and tourism industries, particularly in Asia. The growing mobility of patients across national borders reflects broader social changes, including rising income levels, improved access to information, and increasing dissatisfaction with domestic healthcare systems. The global medical tourism market is estimated to generate billions of dollars annually and continues to grow as more individuals seek high-quality healthcare services abroad (Vovk et al., 2021). In Southeast Asia, this trend is especially visible as countries actively position themselves as regional medical hubs. Competition in providing superior healthcare services has intensified, particularly among destinations such as Thailand, Malaysia, India, and Singapore, which attract medical tourists through service innovation, advanced medical technology, and efficient healthcare systems (Cuandra & Candy, 2024; Islam et al., 2025). Among these destinations, Singapore has emerged as a preferred choice for Indonesian patients due to its strong reputation for clinical excellence, strict regulatory systems, and high levels of public safety. The increasing number of Indonesians especially Batam seeking medical treatment in Singapore has also raised serious economic and social concerns (Sentoso et al., 2024), particularly related to the outflow of national healthcare

expenditure and foreign exchange leakage, making this phenomenon highly relevant for academic investigation.

A robust healthcare system has strengthened Singapore's competitiveness in the medical tourism sector. Asa et al. (2024) report that medical tourism contributes billions of dollars annually to Singapore's economy, encompassing expenditures on medical treatment, accommodation, and consumption by international patients. Chandran et al. (2020) further emphasize that economic stability, legal certainty, and public safety reinforce Singapore's reputation as a trusted medical destination. Indonesia represents one of the largest sources of international medical patients traveling to Singapore. According to Asa et al. (2024), this dominance is attributed to geographical proximity, the strong credibility of Singaporean hospitals, and Indonesian patients' preference healthcare services perceived as more professional and reliable. This perspective is reinforced by Diah Kumalasari (2024), who documents the high level of trust Indonesian patients place in the quality of healthcare services provided in Singapore.

The increasing trend of Indonesian patients seeking medical treatment abroad, particularly in Singapore renders this study highly relevant. Diah Kumalasari (2024) reports a consistent rise in Indonesian patients' revisit intention over time. This phenomenon has significant economic implications, as Indonesia experiences an estimated foreign exchange outflow of approximately IDR 200 trillion annually due to residents seeking healthcare services overseas (Kompas.com, 2025). Although prior studies have examined the high propensity of Indonesian patients to seek treatment abroad, most empirical investigations have primarily focused on Malaysia as a medical tourism destination. Research that specifically examines the factors driving Singapore's selection as a medical tourism destination for Indonesian patients remains limited, despite Singapore being one of the most preferred destinations. This study therefore seeks to address this research gap. This gap highlights the need for a more comprehensive examination into how external factors shape patient perceptions and how these perceptions influence revisit intention.

Despite the extensive literature on medical tourism in Southeast Asia, important gaps remain. Existing studies on Indonesian outbound medical tourism largely focus on Malaysia, while empirical research that specifically examines Singapore as a medical tourism destination for Indonesian patients is still limited (Md Zain et al., 2022). In addition, prior studies often examine safety and security, price perceptions, and word-of-mouth communication separately, without integrating them into a unified framework that reflects the high-risk and trust-intensive nature of medical tourism (Han & Hyun, 2015). Consequently, the behavioural mechanism underlying Indonesian patients' revisit intention to Singapore hospitals remains insufficiently understood (Isa et al., 2019). To address these gaps, this study positions construct linking safety and security, price reasonableness, and word-of-mouth communication to revisit intention among Indonesian patients seeking medical treatment in Singapore.

This study offers several key novelties to the medical tourism literature. First, it extends existing research by explicitly examining Singapore as the focal medical tourism destination for Indonesian patients, a context that has received limited empirical attention compared to Malaysia despite its dominant role in cross-border healthcare flows. Second, this study integrates safety and security, price reasonableness, and word-of-mouth communication into a single structural framework, offering a more comprehensive and theory-driven understanding of destination image formation and patient loyalty in medical tourism. Collectively, these contributions move beyond direct-effect models and provide a more nuanced explanation of Indonesian patients' revisit behaviour in cross-border medical tourism.

This study contributes to the medical tourism and service marketing literature in several important ways. Theoretically, this study advances how safety and security, price reasonableness, and word-of-mouth communication are translated into revisit intention. By moving beyond conventional direct-effect models, this study provides a more nuanced explanation of patient decision-making in high-risk, trust-

intensive healthcare contexts. Conceptually, this study integrates key external perception variables—safety and security, price reasonableness, and word-of-mouth communication—into a unified structural framework that explains destination image formation and behavioural intention. This integrated perspective offers a more holistic understanding of how cognitive and social evaluations jointly shape patient loyalty in medical tourism.

Empirically, this study extends existing knowledge by focusing on Indonesian patients seeking medical treatment in Singapore, a context that has received limited empirical attention despite its strategic importance in Southeast Asian cross-border healthcare. The findings provide context-specific evidence on Indonesian patients' behavioural mechanisms, enriching the geographical and cultural scope of medical tourism research. Practically, the results offer actionable insights for healthcare providers and policymakers by highlighting the strategic importance of maintaining high safety standards, transparent and reasonable pricing, and positive patient-driven communication to strengthen destination image and encourage revisit intention. These insights are particularly relevant for countries seeking to enhance their competitiveness in the regional medical tourism market.

2. Literature Review

Safety and security represent fundamental concepts in medical tourism, referring to the extent to which a destination is perceived as safe, stable, and capable of protecting patients throughout the medical travel process. From the perspective of Perceived Risk Theory (Dowling, 1986), medical tourism assesses destinations by evaluating potential physical, psychological, legal, and privacy-related risks, which tend to be higher than in leisure tourism due to medical procedures and health vulnerability. Consequently, safety and security function as key mechanisms for reducing perceived risk. In the context of medical tourism, safety and security encompass political stability, the effectiveness of legal systems, the reliability of healthcare regulations, hospital safety standards, emergency preparedness, and patient data protection. These elements are particularly critical because medical tourists face higher levels of perceived risk compared to leisure tourists, as medical procedures involve physical vulnerability and long-term health consequences. Islam et al. (2025) argue that safety and security are among the primary considerations influencing medical tourists' destination choice, as they directly affect patients' psychological comfort and trust. When patients perceive a destination as safe and secure, positive associations are formed, strengthening trust in the destination in both the destination country and its healthcare institutions. From an evaluative perspective, safety and security in medical tourism can be categorized into macro-level and micro-level dimensions. Macro-level safety includes political stability, public safety, and legal certainty within the destination country, while micro-level safety relates to hospital accreditation, clinical risk management, infection control, and patient protection mechanisms. Cham et al. (2021) emphasize that tourists' understanding of a country's healthcare security system such as emergency procedures, hospital safety standards, and confidentiality of patient information strengthens destination credibility. These findings indicate that safety and security are not merely initial considerations but exert long-term effects in shaping a professional and competent medical tourism destination image. Therefore, safety and security function as strategic factors that shape and sustain a positive medical tourism destination image over time.

H1. Safety and Security positively influence Medical Tourism Destination Image

Price reasonableness refers to patients' perceptions of whether the costs incurred for medical services are fair, acceptable, and proportional to the quality of services received. Within the framework of the Theory of Planned Behavior (Ajzen, 1991), price reasonableness shapes patients' attitudes toward a medical tourism destination by influencing their evaluations of economic fairness and value. In medical tourism, price evaluations extend beyond medical procedure fees to include travel-related

expenses such as accommodation, transportation, and additional non-medical costs. This concept is closely linked to perceived value, as patients assess whether the overall benefits justify the financial sacrifices involved. Teresa & Adam, (2024) state that perceptions of reasonable pricing foster confidence that the destination delivers services commensurate with the costs incurred, thereby contributing to the formation of a rational and patient-oriented destination image. Consequently, price reasonableness plays a crucial role in shaping medical tourism destination image. Evaluatively, price reasonableness can be assessed through aspects such as price transparency, cost comparability, affordability, and consistency between price and service quality. Medical tourists commonly compare healthcare costs across multiple destinations before making decisions, using price as an indicator of system efficiency and service credibility. This is supported by Abriani et al. (2024), who find that price reasonableness significantly influences medical tourism destination image, as patients tend to compare economic value across different healthcare-providing countries. For instance, when higher prices are perceived to be justified by advanced medical technology, professional expertise, and reliable treatment outcomes, the destination image remains positive. Thus, price reasonableness serves not only as a functional consideration but also as a strategic element in building and maintaining a favorable medical tourism destination image.

H2. Price Reasonableness positively influences Medical Tourism Destination Image

Word-of-mouth (WOM) communication refers to informal interpersonal exchanges of information, opinions, and experiences related to products or services, including medical tourism destinations. In this context, WOM may occur through direct personal interactions or digital platforms such as social media, online reviews, and health forums. From the perspective of Social Influence Theory (Friedkin, 1998), individuals' perceptions and decisions are shaped by information, opinions, and behaviors of others within their social networks. In medical tourism, WOM—whether conveyed through direct interpersonal interactions or digital platforms such as social media, online reviews, and health forums—serves as a powerful source of social influence that guides prospective patients' evaluations of destination credibility and trustworthiness. WOM is widely regarded as a highly credible source of information because it is based on real patient experiences rather than formal promotional messages. Cham et al. (2022) highlight that personal reviews, patient testimonials, and online discussions play a critical role in shaping destination image, particularly in healthcare-related travel where trust and credibility are essential. In the medical tourism context, prospective patients frequently rely on referrals from others who have undergone similar treatments. From an evaluative standpoint, WOM communication can be categorized into traditional WOM and electronic WOM (e-WOM), each influencing destination image through different channels. Traditional WOM involves direct recommendations from family members or friends, while e-WOM includes online reviews and discussions shared with a wider audience. Cham et al. (2022) find that Indonesian patients place greater trust in peer reviews and personal recommendations than in direct advertising by medical institutions. Farrukh et al., (2022) further illustrates that WOM strengthens hospital reputation, trust, and reduces perceived risk among prospective patients. Consequently, destinations that consistently generate positive WOM are more likely to develop a strong, credible, and appealing medical tourism destination image.

H3. Word-of-Mouth Communication positively influences Medical Tourism Destination Image

Medical tourism destination image refers to patients' overall perceptions and impressions of a destination's healthcare services, facilities, medical professionalism, and supporting environment. This

image is formed through prior experiences, information sources, and personal evaluations, and it plays a central role in shaping patients' behavioral intentions. Maulina et al., (2023) explain that destination image reflects comprehensive perceptions of service quality, comfort, medical expertise, and healthcare system efficiency. A positive image enhances patients' confidence and reduces uncertainty, making them more likely to consider the destination for future medical needs. Evaluatively, destination image influences revisit intention by fostering trust, satisfaction, and emotional attachment. Putra et al., (2024) identify destination image as a strong predictor of revisit intention, as favorable images formed through actual experience encourage patient loyalty. Conversely, a negative image generates doubt and discourages repeat visits or recommendations. Over time, a consistent and positive medical tourism destination image can transform patients into loyal customers and informal advocates. Thus, destination image plays a strategic role in sustaining and expanding the medical tourism market by strengthening revisit intention.

H4. Medical Tourism Destination Image positively influences Revisit Intention

3. Method

This study focuses on the growing phenomenon of Indonesian patients seeking medical treatment abroad, particularly in Singapore, which has become one of the most preferred medical tourism destinations in Southeast Asia. This issue is considered important because outbound medical tourism reflects patients' perceptions of domestic healthcare limitations and contributes to significant economic consequences, including foreign exchange leakage. Moreover, previous studies have predominantly examined medical tourism in alternative destinations such as Malaysia, while empirical evidence focusing on Singapore remains limited. In addition, earlier research often treated destination image as an independent variable rather than examining it solely as a background variable. Therefore, this study was designed to address these gaps by investigating how safety and security, price reasonableness, and word-of-mouth communication influence medical tourism destination image and how this image subsequently affects revisit intention among Indonesian patients.

To achieve the research objectives, this study employs a quantitative research design based on the positivist paradigm, which emphasizes objective measurement and hypothesis testing through statistical analysis (Sentoso et al., 2024). Quantitative methods are appropriate for identifying statistically measurable effects of independent variables on dependent variables (Ghafar, 2024). The data used in this study are primary data, collected directly from respondents to ensure accuracy and relevance to the research context. The population consists of Indonesian residents who have previously traveled to Singapore for medical treatment. As the exact population size is unknown, a non-probability sampling technique with purposive sampling was applied to ensure that respondents met the study criteria.

Data collection was conducted using an online questionnaire distributed to eligible respondents. The questionnaire consisted of two main sections: the first section gathered demographic information, including age, gender, education level, income level, and prior medical travel experience, while the second section measured the study variables using indicators adapted from relevant literature. The minimum sample size was determined following Hair et al. (2019), which suggests that the sample size should be at least ten times the number of indicators. Accordingly, a minimum of 150 respondents was required. The collected data were analyzed using SmartPLS through several stages, including evaluation of the measurement model (validity and reliability testing), assessment of the structural model, and hypothesis testing to determine the significance of the proposed relationships.

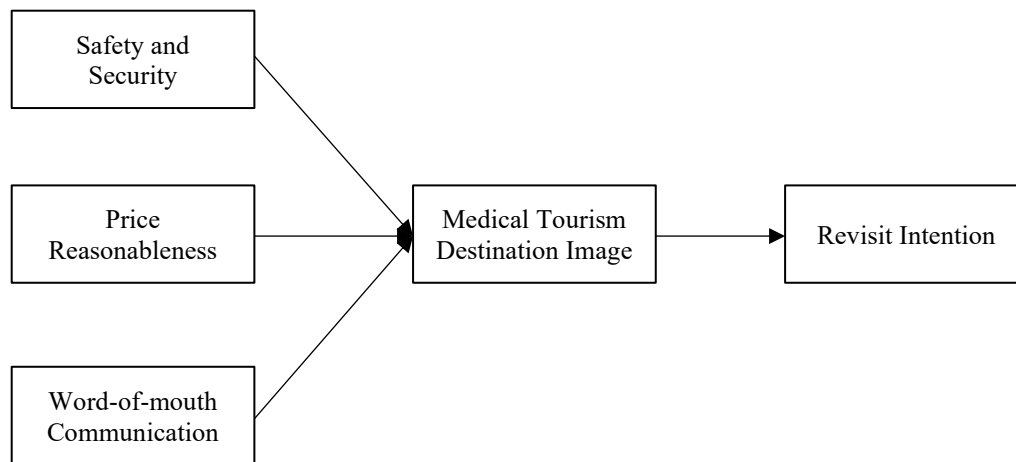


Figure 1. Conceptual Framework

4. Result and Discussion

This study aimed to examine the influence of safety and security, price reasonableness, and word-of-mouth communication influence medical tourism destination image and how destination image subsequently affects Indonesian patients' revisit intention to Singapore hospitals. Data were collected from Indonesian respondents who had previously traveled to Singapore for medical treatment and were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS. The results provide empirical insights into how external perceptions shape destination images and how this image subsequently drives behavioral intention in the context of cross-border medical tourism.

The measurement model evaluation demonstrates that all constructs satisfy the required standards of validity and reliability. As shown in Table 1, all loading factor values exceed the recommended threshold of 0.60, indicating satisfactory convergent validity. In addition, all constructs exhibit Cronbach's Alpha and Composite Reliability values above 0.70, while Average Variance Extracted (AVE) values exceed 0.50, confirming internal consistency and construct reliability. These findings indicate that the measurement model is statistically sound and suitable for further structural analysis. Furthermore, the R-square value for Medical Tourism Destination Image is 0.493, indicating that safety and security, price reasonableness, and word-of-mouth communication jointly explain approximately 49% of the variance in destination image.

From a structural model perspective, the remaining variance in medical tourism destination image suggests the presence of additional explanatory factors not included in this study. Previous research indicates that variables such as travel motivation (Otoo et al., 2021), country image (Chaieb & Chaieb, 2023), dan attitude (Alp & Yilmaz, 2024) may also significantly influence destination image. Meanwhile, the R-square value for revisit intention is 0.189, indicating that destination image explains approximately 19% of Indonesian patients' intention to revisit Singapore for medical treatment. Other factors that may influence revisit intention include perceived medical quality, trust (Fengmin et al., 2022), gender (Cham et al., 2021).

A. Effect of Safety and Security on Medical Tourism Destination Image

The findings indicate that safety and security have a positive and significant effect on medical tourism destination image ($\beta = 0.307$; $p < 0.001$), supporting H1. This result is consistent with previous studies (Asa et al., 2024; Islam et al., 2025), which emphasize that safety perceptions are a critical determinant of destination image in medical tourism. From a theoretical perspective, this relationship can be explained through Perceived Risk Theory, which suggests that individuals facing high-risk

decisions—such as cross-border medical treatment—actively seek cues that reduce uncertainty and perceived vulnerability. In this context, safety and security function as risk-reducing signals that shape patients’ cognitive evaluations of a destination. In medical tourism, safety perceptions extend beyond general public security to include regulatory reliability, hospital accreditation, infection control, emergency preparedness, and patient data protection. Positive evaluations of these dimensions enhance trust in both the destination country and its healthcare institutions, thereby strengthening destination image Islam et al. (2025). This mechanism is particularly relevant for Indonesian patients, who often perceive domestic healthcare services as less predictable and therefore place greater emphasis on institutional stability and procedural safety when seeking treatment abroad. Singapore’s strict healthcare regulations, internationally accredited hospitals, and strong governance framework serve as credible indicators of safety, reinforcing its image as a reliable and professional medical tourism destination. These findings suggest that safety and security are not merely basic prerequisites but play a strategic role in destination image formation by alleviating perceived medical and non-medical risks. As medical tourists are more risk-sensitive than leisure tourists, destinations that successfully communicate and maintain high safety standards are more likely to cultivate a favorable medical tourism destination image. Accordingly, this study confirms that safety and security constitute essential determinants of medical tourism destination image within the context of Indonesian patients seeking medical treatment in Singapore.

Table 1. Measurement Model (Outer Model)

Item	Loading Factor					AVE	Cronbach’s Alpha	Composite Reliability
	SS	PR	WOM	MTD	RI			
SS1	0.823							
SS2	0.811					0.638	0.720	0.730
SS3	0.760							
PR1		0.788						
PR2		0.818				0.659	0.740	0.751
PR3		0.830						
WOM1			0.831					
WOM2			0.818			0.680	0.760	0.766
WOM3			0.825					
MTDI1				0.834				
MTDI2				0.816		0.706	0.790	0.795
MTDI3				0.870				
RI1					0.878			
RI2	0.823					0.814	0.920	0.895
RI3	0.811							

Source: Processed data (2025)

Table 2. Structural Model (Inner Model)

Hypothesis	Path Coefficient	T-Statistic	P-Value
SS -> MTD	0.307	3.404	0.000
PR -> MTD	0.282	3.129	0.001
WOM -> MTD	0.251	2.857	0.002
MTD -> RI	0.435	6.292	0.000

Source: Processed data (2025)

B. Effect of Price Reasonableness on Medical Tourism Destination Image

The analysis demonstrates that price reasonableness has a positive and significant effect on medical tourism destination image ($\beta = 0.282$; $p = 0.001$), thus supporting H2. This finding is consistent with prior studies (Abriani et al., 2024; Teresa & Adam, 2024) that emphasize the role of price perceptions in shaping evaluations of medical tourism destinations. From the perspective of the Theory of Planned Behavior (TPB), price reasonableness represents a salient behavioral belief that influences patients' attitudes toward a destination. When patients perceive healthcare prices as fair and justified, they are more likely to form favorable evaluations, which are reflected in a positive destination image. Within the TPB framework, individuals assess the expected outcomes of a behavior before forming attitudes toward it. In the context of medical tourism, price reasonableness functions as an evaluative cue that signals whether the anticipated benefits of overseas medical treatment outweigh the associated financial costs. Indonesian patients, in particular, tend to compare medical expenses across destinations and evaluate whether higher prices are supported by superior medical expertise, advanced technology, and reliable treatment outcomes. When such evaluations are positive, attitudes toward the destination improve, contributing to a more favorable medical tourism destination image. These findings suggest that price reasonableness in medical tourism is not merely a matter of affordability but reflects patients' cognitive assessments of value, transparency, and fairness. By maintaining consistency between pricing and service quality, Singapore strengthens positive attitudes among Indonesian patients, which in turn enhances its destination image. Accordingly, this study confirms that price reasonableness plays a strategic role in shaping medical tourism destination image through attitude formation as proposed by the Theory of Planned Behavior.

C. Effect of Word-of-Mouth Communication on Medical Tourism Destination Image

The results indicate that word-of-mouth communication has a positive and significant effect on medical tourism destination image ($\beta = 0.251$; $p = 0.002$), thereby supporting H3. This finding is consistent with prior research (Cham et al., 2022), which highlights the critical role of personal reviews, patient testimonials, and online discussions in shaping destination image, particularly in healthcare-related travel. From the perspective of Social Influence Theory, word-of-mouth communication functions as a form of informational and normative influence that guides individuals' evaluations when facing complex and high-risk decisions. In medical tourism, prospective patients often rely on the experiences and opinions of others to reduce uncertainty and validate their choices. Informational influence occurs when Indonesian patients interpret peer experiences as credible sources of knowledge regarding medical quality, safety, and treatment outcomes, while normative influence reflects the tendency to align decisions with socially accepted or recommended options. Given the trust-intensive nature of healthcare decisions, peer-based information is perceived as more reliable than institutional promotion. Consequently, positive word-of-mouth acts as a social signal that shapes collective perceptions and reinforces a favorable medical tourism destination image. These findings suggest that word-of-mouth communication plays a strategic role in destination image formation by embedding individual evaluations within broader social networks. For Indonesian patients considering medical treatment in Singapore, repeated exposure to positive peer recommendations—whether through interpersonal communication or digital platforms—strengthens perceived credibility and social acceptance of the destination. Accordingly, this study confirms that positive word-of-mouth communication significantly enhances medical tourism destination image through social influence mechanisms.

D. Effect of Medical Tourism Destination Image on Revisit Intention

The results demonstrate that medical tourism destination image has a strong and significant effect on revisit intention ($\beta = 0.435$; $p < 0.001$), thereby supporting H4. This finding is consistent with prior studies (Maulina et al., 2023; Putra et al., 2024), which emphasize that favorable destination images foster trust, satisfaction, and loyalty among medical tourists. From the perspective of the Theory of Planned Behavior (TPB), destination image represents a comprehensive attitudinal evaluation that directly influences individuals' intention to perform a behavior, in this case, revisiting a medical tourism destination. Within the TPB framework, attitudes are formed through cumulative evaluations of expected outcomes associated with a behavior. In medical tourism, destination image encapsulates patients' beliefs regarding treatment quality, safety, professionalism, and overall healthcare experience. When Indonesian patients develop a positive image of Singapore—shaped by perceptions of safety and security, reasonable pricing, and positive word-of-mouth—they are more likely to form favorable attitudes toward seeking medical treatment there again. These positive attitudes reduce perceived uncertainty and increase confidence in future healthcare decisions, thereby strengthening revisit intention. These findings suggest that medical tourism destination image functions as a critical psychological mechanism that translates external perceptions into long-term behavioral intention. Rather than acting merely as an outcome variable, destination image operates as an attitudinal driver of patient loyalty within the TPB framework. Accordingly, this study confirms the central role of medical tourism destination image in sustaining revisit intention among Indonesian patients seeking medical treatment in Singapore.

5. Conclusion

This study provides empirical evidence on the determinants of Indonesian patients' revisit intention to Singapore hospitals by examining the roles of safety and security, price reasonableness, and word-of-mouth communication. The findings confirm that these external perception factors significantly shape destination image, which in turn plays a decisive role in influencing revisit intention. This result highlights that patients' decisions to return for medical treatment are not driven solely by functional attributes but are strongly shaped by their overall cognitive and attitudinal evaluations of the destination.

From a theoretical perspective, this study advances medical tourism research by reconceptualizing destination image as an attitudinal mechanism, rather than merely a direct predictor of behavioral intention. Grounded in the Theory of Planned Behavior, the findings demonstrate that safety perceptions, price evaluations, and social influence contribute to belief formation, which collectively shape attitudes toward the destination and subsequently drive revisit intention. The study extends existing medical tourism models beyond direct-effect relationships and offers a more nuanced explanation of patient decision-making in high-risk, trust-intensive healthcare contexts.

From a practical standpoint, the results suggest that policymakers and healthcare providers should adopt a holistic strategy that goes beyond clinical excellence. Strengthening regulatory transparency, ensuring consistent safety standards, maintaining fair and transparent pricing structures, and actively managing patient experiences to generate positive word-of-mouth are critical in fostering a favorable destination image and long-term patient loyalty. For countries such as Singapore, sustaining competitiveness in the medical tourism market requires continuous reinforcement of trust, value, and social credibility rather than reliance on promotional efforts alone.

Despite its contributions, this study has several limitations. The use of cross-sectional data restricts the ability to capture changes in patient perceptions over time, and the focus on Indonesian patients seeking treatment in Singapore may limit the generalizability of the findings to other nationalities or destinations. Future research is encouraged to employ longitudinal designs, incorporate additional psychological or relational variables such as trust or perceived medical quality, and conduct

comparative analyses across multiple medical tourism destinations to further enrich understanding of revisit behavior.

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