

ABSTRACT

This research was conducted to determine the retired medical foreign tourists' satisfaction for medical health-care services among top three selected private hospitals in and around Bangkok. The data was collected by using self-administered questionnaire, distributed to international retired medical tourists who availed medical treatment in the hospital. The sample size of this study was 400 respondents, of Bangkok Hospital, Bumrungrad Hospital, and Samitivej Hospital, respectively.

This research examined the relationship between demographic characteristics, including nationality, gender, age, income, and type of traveling (traveling in group or individual), and purpose of traveling (traveling for business or holiday) and satisfaction of medical health care services of top three selected private hospitals in and around Bangkok.

The researcher found that there were no significant differences among international retired medical tourists in their satisfaction for medical health-care services in three selected private hospital in and around Bangkok when classified by nationality, gender, age, income, and purpose of traveling.

The findings further revealed significant differences among international retired medical tourists' satisfaction for medical health care services when classified by type of traveling (traveling in group or individual). The hospitals need to improve their promotion strategy which is not effective enough as many tourists are not fully aware of the hospitals' discount or promotion packages for medical check-up and other services. The tourists should be informed of the hospitals services and promotional medical tourism packages so as to choose the services of a hospital.

Findings also revealed that the degree of satisfaction of International Retired Medical Tourists were as follows: strong satisfaction for decoration, cleanliness, general presentation, nursing care, medical care, apparatus used, comfort, privacy, visiting hours, confidentiality, information given and foreign languages services, personal attention, waiting list, and length of stay satisfaction for menu and food quality. There were no dissatisfaction for the aspects of medical health care services. Finally, this research concluded by providing the recommendations, and suggestions for future research.