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## **Revista de Cercetare si Interventie Sociala**

ISSN: 1583-3410 (print), ISSN: 1584-5397 (electronic)

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Revista de cercetare și intervenție socială, 2023, vol. 82, pp. 78-91

<https://doi.org/10.33788/rcis.82.6>

Published by:  
Expert Projects Publishing House



On behalf of:  
„Alexandru Ioan Cuza” University,  
Department of Sociology and Social Work  
and  
HoltIS Association

# Sentimental Value on Medical Tourism: A Social Congruence Theory Perspective

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## Abstract

Medical tourism is a trip abroad that is carried out by someone whose aim is to get health care, both general check-ups, treatment and rehabilitation. The most popular destination countries for medical tourism are India, Thailand, Singapore and Malaysia. The number of Indonesians who travel to neighboring countries to get medical services is quite large. The number of Indonesian patients who go to Malaysia is 70% and Singapore is 65% of the total international patients undergoing treatment in the country. In general, people who undergo medical tourism are people who have more economic capacity. Medical tourism or often referred to as medical tourism is a new tourism innovation or a health service program in the form of health maintenance, improvement and recovery packaged in the form of tourism activities. This study aims to determine the effect of functional values, hedonic values, and sentimental values on behavioral intention in the medical tourism sector. This research uses a quantitative approach with online surveys. The analysis tool used is Structural Equation Modelling Partial Least Square with a sample of 100 respondents for patients visiting middle to upper-class hospitals for examination or treatment or rehabilitation of their health after or suffering from illness in Indonesia and Malaysia. The results of this study indicate that functional values and hedonic values affect sentimental values, and functional values, hedonic values, and sentimental values affect behavioral intentions. So,

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it can be concluded that all relationships between variables are influential and significant.

*Keywords:* consumer behavior; functional value; hedonic value; behavioral intention; health services; medical tourism.

## Introduction

In Indonesia, the tourism industry has contributed more than 13% to GDP in 2017. In addition to increasing state revenues, the tourism industry can also create jobs for the surrounding community (Ratnasari, Gunawan, Mawardi, *et al.*, 2020) destination brand and emotional experiences on customer satisfaction and behavioral intention. Design/methodology/approach: This study uses a quantitative survey approach to 400 respondents consisting of Muslim foreign and domestic tourists who had visited Lombok in the past three years. The sampling technique is by purposive sampling. The analysis technique used in this study is structural equation modeling-partial least square (SEM-PLS. According to Ilya Arifin, Head of Health Tourism Indonesia and Group Marketing and Corporation Communication KPJ Healthcare Berhard (Johor Corporation Member) (2014) said that the average health tourism growth is around 25% to 45% per year (Blyhte, 2022). The Group, which has a network of 24 specialist hospitals in Malaysia and Singapore, as well as 2 hospitals in Indonesia, has served more than 2.5 million patients annually, consisting of 2.4 million outpatients and the rest of the inpatients (Blyhte, 2022). Medical tourism requires a special marketing strategy to be right on target, but the main challenges faced are socio-cultural and religious differences. Developed and developing countries compete to offer a variety of medical procedures with the best quality services from hospitals. This resulted in medical tourists having difficulty choosing destination countries and health service providers (Abubakar & Ilkan, 2016). In addition to objective quality, the quality of subjective judgments is also very influential, such as perceived experience including the dimensions of thoughts and feelings (J. Ye *et al.*, 2017).

From an economic perspective, value is the result of a cost-benefit analysis and the drivers of individual behavior. Then from a traditional perspective, value is considered economic value which is the result of an evaluation between the “get” and “give” components (Payne & Holt, 1999). In experience, there are dimensions of thinking and feeling which are principally related to utilitarian values and hedonic consumption (Holbrook & Hirschman, 1982). Utilitarian value is a form of functional and monetary quality elements, while hedonic value is a form of joy that is obtained from an element of satisfaction from social, emotional, and epistemic elements. Intense competition in tourism companies causes mutual dependence on one another, and almost all companies offer aspects of hedonic and utilitarian values to customers. However, pleasure-oriented consumption often

relies on distinct service features, such as useful goods and functional amenities, in addition to hedonic tenders. Service providers certainly want their companies to experience sustainable growth, so they must be able to understand customer behavior, including experience, satisfaction, and future behavior. Competition in the global tourism market is increasingly intense for health tourism service providers (Iglesias *et al.*, 2019).

## Literature review

Medical tourism or health tourism is a growing term in the tourism industry due to the large number of people traveling to other countries to get lower-cost but good-quality medical care as well as vacations (Aagja & Garg, 2016; Thawesaengskulthai *et al.*, 2015). The selected medical services vary according to the wishes and needs of the patient, such as surgery, transplantation, plastic surgery, and others. Some factors influence health tourists, namely factors of encouragement and interest. Push factors are intrinsic human strengths, for example, increased confidence and personal appearance, while pull factors are extrinsic styles related to goals, such as reputation, country popularity, advanced technology, price, advertising, and doctor's experience (Johnston *et al.*, 2010; B. H. Ye *et al.*, 2011)

Functional value is the utility that is felt and obtained from an alternative through functional, utilitarian, or physical attributes (C. K. C. Lee *et al.*, 2015) to take responsibility for their actions and to realize the impact of consumption decisions on future generations. However, educating and informing consumers alone is unlikely to change deeply entrenched unsustainable consumption behaviour. A multi-faceted approach is required - enforcing sustainable development initiatives through legislation, promoting corporate social responsibility programs on the part of business, and (most importantly) the term functional refers to the perceived utility of a product or service capable of providing utilitarian or physical performance due to the dimensions of durability, reliability, dependability, and price (Gonçalves *et al.*, 2016). Consumers with functional or utilitarian needs are very concerned about the functional value of the brand (budget hotels emphasize their functional positioning). Here, "functional" implies that the product or feature is useful for achieving a specific goal. This also applies to products whose goals are hedonic (Y. Liu *et al.*, 2020).

Hedonic value is a feeling of pleasure, comfort, safety, comfort, and relaxation that arises from the use of certain brands. The hedonic value attached to a brand can create brand personality attractiveness which can influence consumer perceptions of a product or service attribute according to consumer expectations (Ekawati *et al.*, 2021). Hedonic consumers are described as pleasure seekers, fantasies, arousal, sensory stimulation, and enjoyment, as well as problem solvers. When a consumer goes on a shopping tour, the hedonic value obtained is pleasure and enjoyment in the shopping process. The hedonic value of shopping reflects the entertainment

potential and emotional value that comes from shopping itself. In the tourism industry services must also provide hedonic services and problem solvers in the value of experience, because it is important for travel motivation. The need for utilitarian services and amenities is especially needed when traveling away from home (Chopra, 2006; Deb, 2012; Holbrook & Hirschman, 1982).

Cambria *et al.* (2013) proposed a conceptual framework for sentiment analysis, including micro text analysis, semantic parsing, subjectivity detection, anaphora resolution, sarcasm detection, topic spotting, aspect extraction, and polarity detection. According to the level of text granularity, sentiment analysis is divided into three categories, namely the document level, sentence level, and aspect level (B. Liu, 2015). Several recent studies have used an aspect-based sentiment analysis approach to obtain more accurate sentiment information (Tang *et al.*, 2019; Valdivia *et al.*, 2019; C. Yang *et al.*, 2019) identify associated opinions, and classify sentiment polarity. Although various topic models have been proposed to process some of these tasks in recent years, there was little work available for effective sentiment analysis. In this paper, we propose a joint aspect based sentiment topic (JABST).

Behavioral intention is the result of a person's satisfaction with a product or service provided by a provider (Ratnasari, Gunawan, Septiarini, *et al.*, 2020). Satisfaction felt by consumers can influence consumer behavior intentions high or low depending on the amount of satisfaction received. Service providers must understand consumer behavior to facilitate management to develop products or services that suit the needs and desires of consumers. Consumers' desire to behave is often based on the possibility of taking action (Ongsakul *et al.*, 2020). In the tourism industry, tourist behavior is very important for tourism managers because it has an impact on the number of tourist visits to revisit. Then when tourists feel satisfied, they are willing to spend more money to enjoy these services (Ratnasari, Gunawan, Septiarini, *et al.*, 2020).

### *Functional Value and Sentimental Value*

The most important concept in a company's marketing practice is perceived value. Perceived dimensional value and its effect on customer responses have been studied previously (Aulia *et al.*, 2016). Perceived value is not only seen from the functional value based on the product, performance, or function but must also be based on the customer's feelings after using it. So functional and sentimental or emotional value are the two most important dimensions of perceived value. The results showed that the service quality of restaurants and hotels functions as a driver of positive emotions among customers (Amin & Nasharuddin, 2013; Gracia *et al.*, 2011; H. Han & Jeong, 2013). Emotions arise as a result of evaluations after using a product or service. So the theory of emotional cognitive assessment shows that the evaluation of services/products resulting from the use (functional value) causes emotional and affective responses (Ladhari *et al.*, 2017).

### *Hedonic Value and Sentimental Value*

According to Eren *et al.* (2012) hedonic values are assumed to be related to satisfaction through feelings of pleasure, fantasy, and enjoyment that are contrary to goal achievement. The hedonic value in shopping reflects the entertainment value of shopping activities and the relationship between consumers and their shopping reference group. Hedonic values in shopping play an important role in guiding consumers to unplanned buying behavior. Often consumers experience these purchases when driven by hedonic desires or other reasons beyond economic reasons, such as a liking for a product or emotional influence (Usvita, 2015). The hedonic value in shopping also refers to the level of perception where shopping is considered emotionally useful which ultimately gives a variety of positive and beneficial feelings. This means that the hedonic value of shopping has an effect on positive emotions.

### *Functional Value and Behavioral Intention*

Utilitarian values are goal-oriented and functional when using a product. The utilitarian aspect of consumer value plays an important role in behavioral intention. So ready-to-eat food marketing activities should focus on efficiently facilitating a culinary experience, e.g. healthy food options, convenience, fast serving, and reasonable prices. Then restaurant owners are expected to focus on means to increase utilitarian value so as not to reduce the interest of visitors to come for functional reasons (Hong *et al.*, 2017). A study says a gift is considered beneficial (has a beneficial value) for the recipient if there is a perception of usefulness. Recipients may consider the appropriate gifts received to serve as a perceived utility. The utility factor has been cited as an important determinant of behavioral intention to accept the use of a particular technology (Venkatesh *et al.*, 2003).

### *Hedonic Value and Behavioral Intention*

A research social trading platform is not only a place to share buying experiences and obtain useful product information but also a buying channel. The internet is a means for potential customers to gather information for pragmatic purposes (Bilgihan & Bujisic, 2015). According Lin & Lu (2015), if customers obtain hedonic values while browsing the web, they may be motivated to increase the amount of time they spend visiting the Web site and be encouraged to make repeat visits. Customer hedonic values can shape loyalty and can determine successful marketing (Bilgihan & Bujisic, 2015; Stathopoulou & Balabanis, 2016). Ozturk *et al.* (2016) utilitarian and hedonic value had significant impacts on users' continued usage intentions. Furthermore, perceived risk, subjective norm and innovativeness significantly influenced utilitarian and hedonic value; also, perceived ease of use had a significant impact on utilitarian value. This study offers important theoretical

contributions, as it provides valuable information to researchers in developing and testing related theories. In addition, the study brings clear practical implications to hotel operators, online travel agencies (OTAs believed hedonic value significantly influences users' continuous use intention.

### *Sentimental Value and Behavioral Intention*

Buyers have important emotional value in carrying out shopping activities. Byun & Mann, (2011) and Li *et al.*, 2009) stated that perceived human crowding can also have a positive impact on consumer emotions because retail environment associations usually have many buyers and crowding can be considered as a popular store or a store with a reputation. the good one. The actual number of shoppers in a store and their level of social interaction usually determines the degree of tension, higher confusion, and undesirable outcomes for retailers, such as minimizing time spent in the store, buying fewer, changing shopping plans, or even delaying shopping for a later time. So it can be concluded that emotions significantly influence satisfaction and buying behavior formed by store owners perceived in a crowd, they play an important role as a mediator in the relationship between retail crowd and customer satisfaction which can be negative or positive (Byun & Mann, 2011; Machleit *et al.*, 2000; Ryu *et al.*, 2010).

## **Methodology**

### *Aims and Hypotheses Development*

This study aims to determine the effect of functional values, hedonic values, and sentimental values on behavioral intention in the medical tourism sector.

Based on the literature review and the aims of this study, the following hypotheses were developed:

- H1: Functional value has a significant effect on sentimental value
  - H2: Hedonic value has a significant effect on sentimental value
  - H3: Functional value has a significant effect on behavioral intention
  - H4: Hedonic value has a significant effect on behavioral intention
  - H5: Sentimental value has a significant effect on behavioral intention
- The conceptual framework in this study is shown in Figure 1.

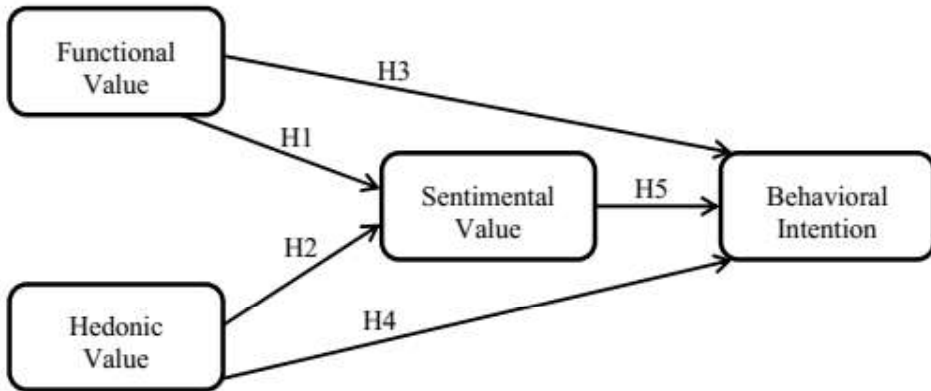


Figure 1. Conceptual Framework

This research use a quantitative approach, the analysis of quantitative data / statistics with the aim to test the hypothesis that has been set. Santoso *et al.* (2019) stated the number of samples that recommended is 50 - 100. The number of samples can also use a formula based on the theory Snedecor and Cochran (Gaikwad *et al.*, 2015), namely:

$Z_{\alpha}$  = Deviation Standard = 1.96

$p$  = The proportion of the population = 0.5

$q = 1-p = 0.5$

$d^2$  = Degree of error = 0.1

Based on the formula, we get 100 respondents in the sample. Characteristics of the sample is appropriate and equal to the population characteristics already described at page previously, namely patients who know about implementation of medical tourism at Indonesia and Malaysia. In this research using accidental sampling technique which is nonprobability sampling. This study uses analysis technique Structural Equation Modelling Partial Least Square (PLS) using software smartPLS 2.0. PLS is used to test the theory of the weak and weak data such as the small sample size or a problem in data normality (Ghozali, 2013)

## Results

Based on the respondent profile table, 65% of respondents came from Indonesia and 35% from Malaysia with the percentage of male respondents being 60% and female 40% of. The majority of respondents were aged 46-56 years as much as 32%. The majority of respondents' jobs are private employees with a percentage of 35%.



Table 1. Profile of Respondents

Demography	Category	Number of respondent	Percentage (%)
Gender	Male	60	60%
	Female	40	40%
Age	< 25 years	10	10%
	25-35 years	15	15%
	35-45 years	25	25%
	46-56 years	32	32%
	>56 years	18	18%
Types of Work	Government	20	20%
	Employee	25	25%
	Private Employee	35	35%
	Entrepreneur	18	18%
	Others	2	2%
Nationality	Indonesia	65	65%
	Malaysia	35	35%

Table 2. Results of Hypotheses

Variable Relationship	T Statistics ( O/ STDEV )	Original Sample (O)	Accepted / Rejected of Hypotheses
Functional value -> Setimental value	2.175	0.097	Accepted
Hedonic value -> Sentimental value	2.024	0.645	Accepted
Functional value -> Behavioral intention	3.154	0.539	Accepted
Hedonic value -> Behavioral intention	2.466	0.119	Accepted
Sentimental value -> Behavioral intention	3.087	0.255	Accepted

Based on table 2 it can be seen that there is a significant influence of functional value on sentimental value with a t-count of  $2.175 > 1.96$ . With these results, the research hypothesis is accepted. There is a significant effect of the hedonic value on the sentimental value with a t-count of  $2.024 > 1.96$ . With these results, the research hypothesis is accepted. There is a significant effect of functional value on the behavioral intention with a t value of  $3.154 > 1.96$ . With these results, the research hypothesis is accepted. There is a significant influence of the hedonic value on the behavioral intention with a t value of  $2.466 > 1.96$ . With these results, the research hypothesis is accepted. There is a significant effect of sentimental value on the behavioral intention with a t value of  $3.087 > 1.96$ . With these results, the research hypothesis is accepted.

## Discussion

The research results obtained indicate that the functional value has a significant positive effect on sentimental value based on the results of the analysis of the t-statistical value of 2.175 and the original sample value of 0.097. This means that the higher the functional value, the greater the sentimental value of medical tourism. Functional benefits mainly derive from the usefulness of receiving purchase-related or consumption-related information that enables consumers to better understand, use, modify, or improve products (Homburg *et al.*, 2015). Perceived functional value positively affect sentimental value. Sentimental value is a kind of deep value experience. Secondary value is experienced after lower-level values, such as functional values, have been realized. Only then will high-level values appear. This study found that perceived hedonic and functional values stimulate perceived sentimental values. That is, only satisfying consumers' functional needs, and hedonic needs can stimulate their sentimental value (Y. Liu *et al.*, 2020).

Hedonic value has a significant positive effect on sentimental value in medical tourism based on the results of the analysis of the t-statistical value of 2.024 and the original sample value of 0.645. These findings indicate that a high hedonic value will also affect a higher sentimental value. Consumers seek aesthetic fulfillment, pleasure, entertainment, and pleasure from products and services that are dominated by hedonic attributes (such as when traveling, culinary, or playing video games), consumer feelings and emotions generated by product attributes or consumption experiences are an important part of the satisfaction. consumers with hedonic products or services (Ben-Ur *et al.*, 2015).

Functional value influences behavioral intention in medical tourism based on the results of the analysis of the t-statistical value of 3.154 and the original sample value of 0.539. This shows that with high functional value, the behavioral value will also increase. L. Han *et al.* (2017) in his research also found a significant positive relationship between functional value and behavioral intention. There is

a lot of empirical evidence showing that functional value perceived by consumers is the most important factor influencing purchase intention and actual buying behavior (Gonçalves *et al.*, 2016).

The relationship between hedonic values and behavioral intention in medical tourism is significantly positive based on the results of the analysis of the t-statistical value of 2.466 and the original sample value of 0.119. The findings indicate that the greater the hedonic value of an individual, the greater the behavioral intention of that individual. This finding is in line with the findings of Sharma *et al.* (2020) who state that hedonic values have a significant effect on behavioral intention. Barta *et al.* (2023) examine the critical success factors of influencer marketing on youth-focused TikTok, the fastest-growing social network. It analyzes the effect of influencers' account characteristics (originality, quality, quantity, and humor) on their followers' hedonism and perceived opinion leadership, and how this impacts their intention to follow influencers' accounts and suggestions. The results show that hedonic value has a significant effect on intention. That means if followers have a pleasurable hedonic experience, they will develop a greater intention to follow the TikTok account and want to know the content to continue enjoying the experience.

The findings in this study also state that sentimental value has a significant effect on behavioral intention in medical tourism based on the results of the analysis of the t-statistical value of 3.087 and the original sample value of 0.255. The higher the sentimental value, the higher the behavioral intention will be. Sentimental value is ascribed to certain types of associations, such as associations related to important people or certain events or times in one's life (Y. Liu *et al.*, 2020). Happy experiences bring pleasure that will not diminish over time and can stimulate sentimental value (Y. Yang & Galak, 2015). Customer perceived value is divided into functional value, personal value, sentimental value, social value and experiential value. The results show that perceived value influences behavioral intention (Y. Li *et al.*, 2021).

## Conclusion

This study aims to determine the effect of functional values, hedonic values, and sentimental values on behavioral intention in the medical tourism sector. After conducting research on medical tourism, the results show that functional values affect sentimental values, hedonic values affect sentimental values, functional values affect behavioral intentions, hedonic values affect behavioral intentions, and sentimental values affect behavioral intentions. That means all hypotheses are accepted. The findings from this study provide several implications for policymakers to better understand things that can increase people's behavioral intentions in medical tourism, besides that the results of this study also have implications for entrepreneurs involved in medical tourism to further improve

facilities and offers so that people are more interested in medical tourism. The results of this study provide many new discoveries, but in this study, there are still some limitations, which can be developed for future research. Some of these limitations include that this research only uses a quantitative approach, and further research can use a qualitative approach to get more in-depth and comprehensive answers from the community. In addition, this study only uses sentimental value, medical tourism, functional value, hedonic value, and behavioral intention variables. Further research can add several variables such as perceived value, price value, and other variables.

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