

## Factors Affecting Foreign Patients' Satisfaction towards Medical Tourism Services in Jordan

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### Abstract

Governments invest a great deal of time, resources, and money in promoting medical tourism, which seeks to satisfy patients by offering them medical care. This study examined the impact of various factors, including quality of care, cost, medical staff services, and hospital environment, on foreign patients' satisfaction with Jordanian medical tourism services. To collect data, a questionnaire was distributed to a sample of 320 foreign patients in the public and private hospitals in Amman, Jordan. To analyze the data, the Social Statistical Package for Social Sciences (SPSS) was used. The findings of the study were that of the environment of the hospital and the service of medical staff had the most significant impact factors. Overall, the findings supported a positive effect quality of medical care, cost of medical care, services of medical staff, and the environment of the hospital on the level of satisfaction among foreign patients about Jordanian medical tourism. Lastly, the study recommends that have the capacity of the Ministry of Tourism, the Ministry of Health, and practitioners to uphold the standard of care and attract a sizable influx of international medical patients to Jordan.

**Keywords:** Quality of Medical Care, Cost of Medical Care, Services of Medical Staff, Environment of the Hospital, Patient Satisfaction, Medical Tourism in Jordan.

## العوامل المؤثرة برضى المرضى الأجانب نحو خدمات السياحة العلاجية في الأردن

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### ملخص

تقوم الحكومات باستثمار قدر كبير من الوقت والموارد والمال في الترويج للسياحة العلاجية من أجل إرضاء المرضى من خلال تقديم الخدمات الطبية لهم، وتهدف هذه الدراسة إلى التعرف على تأثير عوامل مختلفة، بما في ذلك جودة الرعاية، والتكلفة، وخدمات الطاقم الطبي، وبيئة المستشفى، على رضا المرضى الأجانب عن خدمات السياحة العلاجية الأردنية، وتم جمع البيانات من خلال توزيع استبيان على عينة مكونة من ٣٢٠ مريضاً أجنبياً في المستشفيات العامة والخاصة في مدينة عمان، الأردن. ومن أجل تحليل البيانات تم استخدام الحزمة الإحصائية للعلوم الاجتماعية (SPSS)، وقد أظهرت نتائج الدراسة من خلال التحليل أن الأبعاد الأكثر تأثيراً هما بيئة المستشفى وخدمة الطاقم الطبي، وكذلك بيئت النتائج بشكل عام، وجود أثر إيجابي لجودة الرعاية الطبية، وتكلفة الرعاية الطبية، وخدمات الطاقم الطبي وبيئة المستشفى، على رضا المرضى الأجانب عن السياحة العلاجية الأردنية، وأخيراً، توصي الدراسة بأن يكون لدى وزارة السياحة ووزارة الصحة والمؤسسات العاملة في هذا المجال القدرة على الحفاظ على مستوى الرعاية وجذب تدفق كبير من المرضى الأجانب إلى الأردن.

**الكلمات الافتتاحية:** جودة الرعاية الطبية، تكلفة الرعاية الطبية، خدمات الطاقم الطبي، بيئة المستشفى، رضا المرضى، السياحة العلاجية في الأردن

## 1. Introduction

One of the most significant categories of tourism worldwide is medical travel. It is travel for the purpose of treatment or recreation in hospitals and health resorts in various countries. It depends on the use of specialized clinics, medical centers, or modern hospitals that have advanced medical equipment and highly efficient human cadres, which are spread in all countries (Li et al., 2022). Patients are motivated to travel abroad for various reasons such as the unavailability of certain medical services in their home countries, patients are driven to travel overseas. (i) The entire cost of the medical procedure is not covered by their health insurance; (ii) Most people do not want to forget their health simply because the cost of treatment is too high, (Zamil, & Areigal, 2022, Aljumah et al., 2020).

However, Jordan has excelled itself over others in the field of medical tourism (World Tourism Organization, 2023; Alghizzawi et al., 2020). Over the last few years, Jordan's medical tourism industry has experienced exponential growth, with healthcare costs significantly lower than those of developed countries. This is a result of the country's capacity to offer affordable, high-quality medical tourism services in comparison to its peers (Abdulbaset & Hassan, 2020). Modern medical facilities, precise diagnosis, shorter surgical wait times, prompt and easy-to-use service systems, outstanding physician care, and unique hospitality have all contributed to Jordan's appeal as a medical travel destination (Hadeel, 2016, Anshasi et al., 2022).

It is extremely rare to find both physical and emotional healing in one location. The locations in Jordan might be among the select few where both mental and physical illnesses vanish simultaneously. Jordan is regarded as one of the world's leaders in the field of therapeutic hospitalization due to its abundant natural therapeutic resources which include mineral-rich hot springs, volcanic mud, mild temperatures, and stunning natural settings. Moreover, it is endowed by Allah with several esteemed medical facilities and highly qualified medical personnel (Al Adwan, 2020).

Jordan has set itself apart by offering top-notch services and medical attention, which has helped it gain popularity and prominence in the field of

medical tourism. Furthermore, its unique healing waters, which are rich in minerals and help treat a variety of ailments like psoriasis, bone and muscle pain, etc., make it a major tourist destination for people from all over the world. Dead Sea, Alhammah, Ma'in baths, Afra baths, Wadi Rum, and numerous hospitals are some of the most well-known medical tourism destinations in Jordan.

Medical tourism is part of general tourism, which is considered a lung through which the Jordanian economy breathes. The various expenses and costs incurred by this tourist, which are usually in American dollar or euro, ultimately constitute income and an important financial source that is greatly reflected in the increase in the Gross Domestic Product. Jordan received 165,000 medical tourists and generated \$1 billion in revenue from medical travel in 2022 (Ministry of Tourism and Antiquities, 2022). Promoting health tourism has become a top priority for long-term economic sustainability as the government seeks to position Jordan as the hub for healthcare tourism in the region (Al ryalat et al., 2019, Anshasi et al., 2022).

This study suggests the following specific variables: "quality of medical care, cost of medical care, services of medical staff, and hospital environment" in order to fully understand patients' satisfaction with medical tourism. In fact, according to a survey of the literature, no study has examined how all of these variables simultaneously impact patients' satisfaction with medical tourism. With a particular focus on Jordan, the current study intends to examine the relationship between patient satisfaction and the following variables: hospital environment, medical staff services, cost of care, and quality of care

## **2. Problem Statement**

Despite the great efforts made by the Jordanian government, represented by the Ministry of Tourism and Antiquities, in developing medical tourism in Jordan, unfortunately, it has not achieved all of its goals and has not reached the position to which the ministry aspires (MoTA, 2022, Anshasi, 2022). Based on the literature review on medical tourism, there is a dearth of thorough studies that offer data on the contentment of outbound medical tourists in developing countries such as Jordan (Abu-Rumman et al., 2021; Zamil & Areigat, 2022; Bashet et al.,

2018). Specifically, not much is known about the variables affecting outbound medical tourism and medical tourists' satisfaction levels (Al ryalat et al., 2019; Amara et al., 2023).

### **3. Research Objectives**

The objectives of this study are to evaluate the factors affecting foreign patients' satisfaction towards medical tourism services in Jordan. Particularly, the research objectives are as follows:

1. To identify the impact of quality of medical care on patient satisfaction of medical tourism services.
2. To examine the impact of cost medical care on patient satisfaction of medical tourism services.
3. To determine the impact of services medical staff care on patient satisfaction of medical tourism services
4. To investigate the impact of environment of the hospital on patient satisfaction of medical tourism services

### **4. Hypotheses**

This study formulates the following hypotheses for testing:

- H1:** There is a positive influence of the quality of medical care on the satisfaction of foreign patients with medical tourism services in Jordan.
- H2:** There is a positive influence of medical care costs on the satisfaction of foreign patients with medical tourism services in Jordan.
- H3:** There is a positive influence of medical staff service on the satisfaction of foreign patients with medical tourism services in Jordan.
- H4:** There is a positive influence of the hospital environment on the satisfaction of foreign patients with medical tourism services in Jordan.

### **5. Literature Review**

Health globalization has started to pick up steam and encompass a wide range of activities, such as patients traveling abroad for treatment (medical

tourism), physicians traveling to the patients in their countries to treat them, and providing online medical consultations (Ratnasari et al., 2021). Globalization of health has undoubtedly contributed to an improvement in the standard of care in facilities that treat patients from other countries, which benefits both domestic and foreign patients. In order to guarantee patient safety, globalization pushes healthcare facilities to acquire international quality and accreditation certifications.

## **5.1 Factors Affecting Foreign Patients' Satisfaction with Medical Tourism in Jordan**

### **5.1.1 Quality of Medical Care**

The overall quality of physician services in the healthcare sector is a critical factor that draws in medical tourism patients. It is also regarded as one of the primary drivers of patient satisfaction (Chen et al., 2018; Pathump & Suphan, 2016; Medhekar et al., 2019). Gaining patients' trust and satisfaction with the hospital's medical services is made possible by providing them with distinctive health care, which also raises the standard of care. It is inconceivable to think of a hospital that is dirty, unfit for patients, and where the restrooms are not ready for use by patients (Collins et al., 2019; Haque et al., 2018; Biswas et al., 2020).

### **5.1.2 Cost of Medical Care**

Patients are constantly searching for top-notch therapeutic services at fair costs (Nazir, 2019; Choi et al., 2018). Regretfully, there are medical facilities that charge exorbitant fees for menial services; as a result, patients tend not to return (Ting & Chandrashekar, 2023; Sousa, & Alves, 2019). Therefore, in order for an institution to grow, it must offer unique, high-quality healthcare at fair costs and refrain from focusing on making a lot of money quickly. Money is the outcome of perseverance, hard work, and high-caliber work. The patient requires first-rate care, impeccable surroundings, and luxurious amenities—all of which must fall within an affordable budget (Tuyen & Hung, 2021; Hanafiahjanni, & Abdul manaf, 2018). Specifically, in the medical tourism context, an attractive destination would constitution the perception of tourists of the affordable cost of related service rather than the service itself (Hussin et al., 2019; Loai et al., 2019)),

and while there are exceptional cases, cost has a significant influence over the satisfaction of patients (Aljumah et al., 2020).

### **5.1.3 Service of Medical Staff**

The medical staff, including doctors, nurses, and administrative staff, must have high skills and unlimited competence in order to convince the patients that they are in the right place. Thus, patients' confidence in the medical staff in general increases (Ali & Medhekar, 2018; Collins et al., 2019). Accordingly, the medical staff must undergo intensive training courses that contribute to their professional development as well as courses in dealing with patients. Medical personnel must be competent and experienced in caring for patients, as well as have empathy and a thorough understanding of their needs (Chin et al., 2018). For the benefit of the patients' welfare, they must be able to take on risks, overcome obstacles, and make sacrifices. Medical personnel must be competent and experienced in caring for patients, as well as have empathy and a thorough understanding of their needs. For the benefit of the patients' welfare, they must be able to take on risks, overcome obstacles, and make sacrifices (Biswas et al., 2020). Based on some studies in Jordan, there are significant attributes that patients look for in medical staff, including staff efficiency, staff attitude, quality amenities, and perceived cost (Ibrahim, 2018; Chuchu, 2020). Moreover, they should have' patience, willingness to help, kindheartedness, sympathy, and time management skills (Alaa, 2016).

### **5.1.4 Environment of the Hospital**

The experience and satisfaction of patients are greatly impacted by the hospital setting. Feelings of safety can be fostered in an atmosphere that is encouraging and cozy (Taufik, & sulistiadi, 2018 ). Positive environments are produced by maintaining a high standard of cleanliness and a cozy atmosphere. Enough lighting and ventilation (Saragih & Jonathan, 2019, Debata et al., 2015). Furthermore, patients' degree of satisfaction with the institution's quality of care is a direct result of the medical staff's motivation to work hard and efficiently in a suitable and hygienic setting (Hussin & Buchmann, 2019). Patients' frequent return visits and referrals of friends and family to use the hospital's services are just two of the many signs that

point to their level of satisfaction (Qi et al., 2018). Reasonable cost encourages patients to use hospital services in general. However, the hospital's physical amenities (e.g., operating room, medical equipment, cabins, beds, floors, toilers, and bathrooms) are tidy and clean; they lead to patient ease of sensation and, ultimately, satisfaction (Awang et al., 2015). Therefore, hospitals need to provide a clean and comfortable environment, humane, simple, and friendly processes, sincere communication and interactions, and the optimum techniques to increase the level of satisfaction among patients (Rahman et al., 2019).

### **5.1.5 Patients Satisfaction**

For medical tourism hospitals, foreign patients' satisfaction is critical, and any change in these levels could have a significant effect on how committed foreign patients are to the service provider (Ahmad et al., 2020). Patients who are dissatisfied with the services provided by hospitals would rather not deal with the provider (Ren & Park, 2017). Moreover, it is clear that the patient-provider relationship is deteriorating when they behave dishonestly and are unhappy (Li et al., 2022). Regarding their expectations of the medical services in relation to their health needs, illnesses, and quality of life, patients' satisfaction is related. It's similar to rating their satisfaction with the medical care they received (Neda, 2015). It serves as a motivator since patients frequently contrast their experiences receiving medical care with their expectations (Al Jumah, 2020). The development of medical facilities and the sustainability of health services depend on patient satisfaction (Ting & Chandrshekar, 2023). Additionally, medical patients' satisfaction is determined by their perception of the services they received as well as a mental assessment (Ghose & Johann, 2018). Recurring medical patients' level of satisfaction is contingent upon their assessment of their anticipations, mental images, and perceptions of the destination, as well as their experiences and comprehension of the medical setting (Chin et al., 2018).

According to the foregoing, the patients would be very satisfied if their performance experience exceeded the expectations. On the other hand, dissatisfaction would prevail if the opposite were true (Collins et al., 2019). Patient satisfaction has been shown to be a significant quality indicator in developed nations, as demonstrated by the medical sector (Hadian et al., 2021). Therefore, a key factor



in determining the standard of care provided by the medical system is patient satisfaction (Zarei et al., 2018). A review of related studies indicates that a patient's loyalty to the medical tourism facility will be positively and directly impacted by their level of satisfaction with the service provider's delivery of the treatment and follow-up (KiM et al., 2017; Soonae, 2018).

#### **5.1.6 Previous studies**

There are some studies on medical tourism in Jordan that have been conducted, such as: in their study, Anshasi et al., (2022) studied the concept of medical tourism, its importance, and its repercussions on the Jordanian health sector. They also studied the views of stakeholders on the status of the medical tourism sector in Jordan. Qualitative analysis was used by conducting personal interviews. The study sample included 10 specialists in the field of medical tourism in Jordan. It came out with the following results: (1) Jordan's competitive advantage in the field of medical tourism stems from effective health services. (2) The importance of medical tourism to Jordan lies in its contribution to the gross domestic product by 3.5 percent.

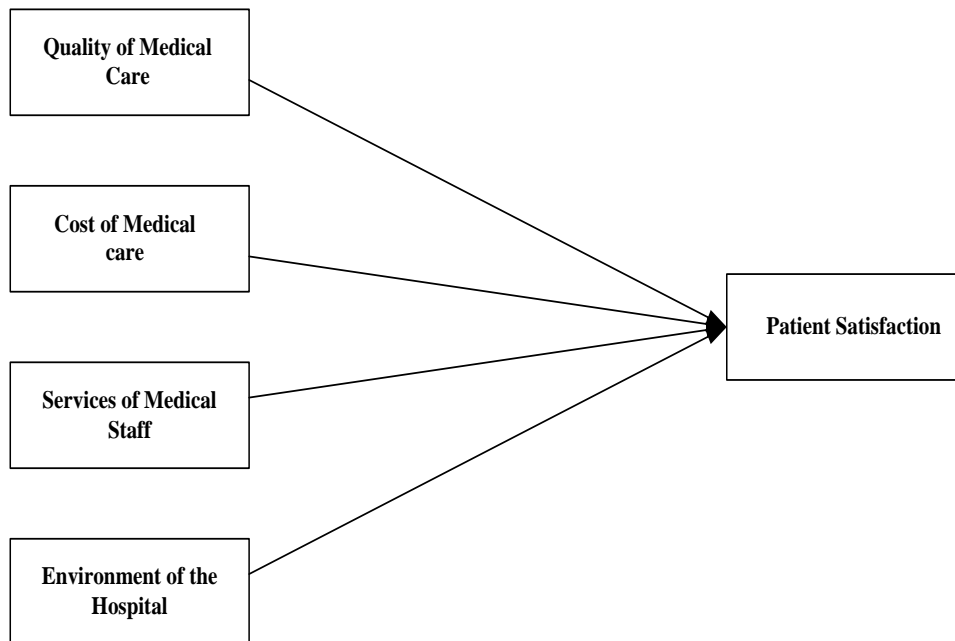
Al Adwan's study (2020) aimed to determine the impact of motivational factors on an individual's decision to choose Jordan as a major medical tourism destination in the Middle East. A quantitative approach was used in this study. The study sample contained 300 people who visited Jordan on medical trips. The study indicated the following: (1) Residents of rural areas in the Middle East prefer Jordan as a medical destination. (2) The number of women who travel to Jordan for medical purposes is greater than the number of men. (3) The number of single people who choose Jordan as a destination for medical tourism is higher than married people.

To study the role of media in medical tourism, Alghizzaw et al., (2019) analyzed and discovered the relationship between the use of social media platforms (Facebook) in promoting medical tourism destinations in Jordan and its impact on tourists' behavior through the technologies provided by these means. The researchers used surveys to collect data. The study sample contained 560 tourists. The study concluded that the advantages of Facebook, advertising, and demographic variables have a positive impact on tourists' perceived ease of use.

Moreover, the study of Alsarayreh et al., (2017) aimed to test what determines the satisfaction of patients seeking treatment in Jordan. The descriptive analytical method was used. The study sample contained 75 patients coming for medical tourism in Jordan. The study yielded the following results: (1) The cost factor is closely related to patient satisfaction. (2) Foreign exchange rates, professionalism, and prompt service positively affect patient satisfaction.

**5.1.7 Conceptual Framework of the Study**

According to Hair et al. (2010), the theoretical framework mainly gathers the theories and models mentioned in literature supporting the study and based on our literature review, a framework is proposed concerning the major areas including medical care quality, medical care cost, medical staff services, hospital environment, patient satisfaction and their effect on the medical tourism services in Jordan (see Figure 1).



**Figure 1.** Conceptual framework

**6. Methodology**

This study adopts a quantitative technique to evaluate the satisfaction of medical tourism and to test the hypotheses of the study. This type of quantitative standard measurement has been shown to be dependable and valid compared to its qualitative counterpart(Hair et al., 2014, Aydin &Karamehmet, 2017). Therefore, there is a need to explain the issue through a quantitative study to evaluate the factors impact on patient satisfaction of medical tourism via quantitative means. Data was obtained from patients visiting Jordan to avail from the healthcare services.

**6.1 Demographic Information**

Table 1 tabulates the respondents’ demographic profile comprising of gender, age, marital status, occupation and monthly income

**Table 1. Demographic Factor**

Variable	Frequency	Percentage%
<b>Gender</b>		
Male	198	64.4
Female	104	35.6
Total	302	100.0
<b>Age</b>		
21- 30 years old	69	22.5
31- 40 years old	92	30.5
Above 41 years old	141	47.0
Total	302	100.0
<b>MaritalStatus</b>		
Married	195	20.9
Unmarried	63	64.6
Divorced	44	14.5
Total	302	100.0
<b>Employment</b>		
Government	182	60.3

Variable	Frequency	Percentage%
Private	66	21.9
Housewife	54	17.8
Total	302	100.0
<b>Country</b>		
Arab	156	51.7
Not Arab	146	48.3
Total	302	100
<b>MonthlyIncome</b>		
2,000USA -5,000 USA	1	.3
5,001USA -8,000 USA	22	7.3
8.0001USA–11.000 USA	44	14.6
11. 001USA –15,000 USA	99	32.8
Above 15.000 USA	136	45.
Total	302	100.0

## 6.2 Research Design

A research design basically integrates the different research components to form an organized and intelligible structure, ensuring efficient addressing of the problem – it is an essentially an action plan for collecting, measuring and analyzing data (Pallant, 2010; Zaim, 2013). According to Leedy, and Ormrod (2016), there four basic elements to a research method and the responses to them need to be ascertained- they relate to procedure, methodology designated as a plan of action, method/strategy behind the choice of method, theoretical point of view informing the methodology and the epistemology that are theoretically and methodologically entrenched. These questions, seemingly simple, ascertain the selection of a distinct method of investigation or the process of research.

This study adopts a quantitative technique to evaluate the satisfaction of medical tourisms and to test the hypotheses and the support of grounded theory. The questionnaire has fixed alternative items and this type of quantitative standard measurement has been evidenced to be dependable and valid compared to its qualitative counterpart.

### **6.3 Data Analysis**

After data was collected from study participants, SPSS, Version 20.0 computer software was used to code, calculate, and analyze the data. Descriptive statistics were utilized to examine the overall traits of the participants, and Cronbach's Alpha coefficients were acquired to verify the survey instrument's adequate reliability. The study used independent t-tests, one-way ANOVA, and the Duncan test to examine the quality of medical care, cost of medical care, medical staff services, hospital environment, and patient satisfaction in addition to the individual respondents' differences. In order to ascertain how the independent factors affected the dependent one, the Pearson Correlation Coefficient was also acquired. A multiple regression analysis was done to determine the variables affecting medical tourism satisfaction.

### **6.4 Population and Sample**

This study's population comprises medical tourism patients visiting Jordan, particularly the City of Amman, which reported the highest number of tourists and hospitals accommodating foreign patients. The selection of respondents was carried out using convenience sampling, classified under the probability sampling method. These patients were selected from five hospitals, namely Jordan University Hospital, Jordan Hospital, King Hussein Medical Center, Hospital Al Haitham, and Specialty Hospital. These hospitals were selected randomly. The scholars got 320 responses. Unfortunately, 18 responses were not valid to be analyzed. Therefore, 302 were valid.

## **7. Results and Implications**

### **7.1 Data Collection Tool**

After receiving formal approvals from the hospitals and consent from the patients who consented to participate, the questionnaires were distributed to the patients and subsequently collected by the researchers in order to collect data from them. After that, several patients used WhatsApp to send their responses. Some, however, gave them hand in hand. 18 days were spent on data collection.

The study used a five-point Likert scale. According to Hair et al. (2010), scores below 1.33 are considered low level, 1.33 to 3.67 are considered moderate level, and 3.67 and above are considered high level. The questionnaire has the following variables:

**Table 2 Variables and Mean**

<b>Variables</b>	<b>Numberofitems</b>	<b>Mean</b>	<b>sd</b>
Qualityof MedicalCare	4	3.95	.87475
CostofMedicalcare	5	4.95	.8794
ServiceofMedicalStaff	4	4.04	.8095
Environmentof theHospital	4	4.12	.8105
Patientsatisfaction	5	4.02	.8228

### **7.2 Reliability Analysis**

Reliability refers to the ability of the measurement instrument to measure what it is intended to measure consistently, and it reflects the independence of bias. Reliability data has a crucial role in accurate information. The item's reliability was evaluated with the use of Cronbach's Alpha Coefficient with acceptable values of 0.70 and over (Pallant, 2010). Table 2 contains the Cronbach's Alpha Coefficient values and they all met the acceptable value.

**Table 3. Reliability analysis**

<b>Variables</b>	<b>Numberofitems</b>	<b>Cronbach'sAlpha</b>
Quality of MedicalCare	4	.812
Cost of Medicalcare	5	.857
Service of MedicalStaff	4	.872
Environment of the Hospital	4	.848
Patientsat is faction	5	.840

### **7.3 Correlation Analysis**

This study carried out a correlation analysis to measure the closeness of the relationship between the factors and the combined difference between the two

measures. The analysis results are presented in Table 4, wherein the values are significant at 0.01. The correlation coefficient matrix was tested; no correlation coefficient equaled or exceeded 0.90. This analysis supports the research's discriminant validity, ensuring the constructs are distinct (Hair et al., 2010).

**Table 4. Correlation analysis**

	Patientsatisfaction	QualityofMedicalCare	Cost ofMedicalcare	ServiceofMedicalStaff	Environment oftheHospital
Patientsatisfaction	1				
QualityofMedical Care	.721 (**)	1			
CostofMedicalcare	.751 (**)	.787 (**)	1		
ServiceofMedical Staff	.783 (**)	.773 (**)	.809 (**)	1	
Environment of theHospital	.784 (**)	.748 (**)	.782 (**)	.841 (**)	1

\*\* Correlation is significant at the 0.01 level (2-tailed)

**7.4 Multiple Regression Analysis**

This type of analysis is used to describe the independent factor's effect on the dependent one and measure the strength of such an effect. Table 5 illustrates the regression analysis results of the factors, with patient satisfaction as the dependent factor and quality of medical care, cost of medical care, service of medical staff, and hospital environment as the independent factors. Moreover, multiple regression analysis was used to predict the satisfaction level of medical tourists with the medical services availed. Based on the results, there is a positive correlation with R-Square (0.690) and f-value (165.210) at a significant level (p<0.001). The results also supported the positive and significant effect of quality

of medical care ( $\beta=0.136$ ), cost of medical care ( $\beta=-0.166$ ), service of medical staff ( $\beta=0.252$ ), and environment of the hospital ( $\beta=0.302$ ) on the satisfaction of medical tourists, indicating support for H1-H4.

**Table 5. Result of multiple regression analysis**

Model	Dependent variable: Patientsatisfaction		
	B	Beta	Sig
Independentvariable			
Qualityof MedicalCare	.136	.138	.000
CostofMedicalcare	.166	.181	.000
ServiceofMedicalStaff	.252	.260	.000
Environment of theHospital	.302	.109	.000

R=.831

RSquare=.690

### **7.5 Results**

The analysis and the result will be carried out based on the hypothesis of the study.

**H1:** There is a positive influence of the quality of medical care on the satisfaction of foreign patients with medical tourism services in Jordan.

The mean and standard deviation of each variable in the study are also shown in Table 6 below

**Table 6. Effects of Quality of Medical Care on Patient’s Satisfaction**

Statements	Mean	SD
The hospital's cleanliness is in good condition	4.01	.843
The facility that the hospital offers is aesthetically pleasing.	3.86	.890
The safety of the patients is the hospital's first priority.	3.88	.962
The medical team is qualified to manage the patient's health issues	4.05	.804
Grand Score	3.95	.87475



Table 6 demonstrates that the result of the highest mean of the item NO (4) that state “ The medical team is qualified to manage the patient's health issues” which is 4.05, and the standard deviation is.804. The lowest mean is the item NO (2) that states "The facility that the hospital offers is aesthetically pleasing”. which is 3.86, and the standard deviation is.890. There is a considerable central tendency in the total mean quality of medical care

**H2:** There is a positive influence of medical care costs on the satisfaction of foreign patients with medical tourism services in Jordan

**Table 7. Effects of Cost of Medical Care on Patient’s Satisfaction**

Statements	Mean	SD
reasonably cost medical care	3.99	0.854
After receiving medical care, an inexpensive travel	3.96	0.881
Travel Cost plus medical care are less expensive than in the nation of origin	3.94	0.858
This hospital's offers high-quality medical care at an affordable cost	3.92	0.909
The care I received in this hospital was well worth the money I spent	3.89	0.895
Grand Score	4.94	0.8794

According to Table 7, the item No (5). "reasonably priced medical care” had the highest mean (3.99) and the lowest standard deviation (0.854). while the item No (9). that cites "The care I received in this hospital was well worth the money I spent” "got the lowest mean, 3.89, and standard deviation, 0.895."Lastly, there is a considerable degree of central tendency in the total mean for the cost of medical care

**H3:** There is a positive influence of medical staff service on the satisfaction of foreign patients with medical tourism services in Jordan.

**Table 8. Effects of Service of Medical Staff on Patient’s Satisfaction**

Statements	Mean	SD
The medical staff presents itself in a professional manner.	4.12	0.762
The medical team is really helpful and kind.	4.04	0.852
The medical staffs is capable of giving the patient accurate medical care.	4.01	.846
The patients were receiving kind and considerate care from the medical professionals.	4.00	0.778
Grand Score	4.04	0.8095

Table 8 shows that the result of the highest mean of the medical staff is item No (10), which is “The medical staff presents itself in a professional manner.” Its mean is 4.12, and the standard deviation is 0.762. The lowest mean is item No (13), which is “The patients were receiving kind and considerate care from the medical professionals. Its mean is 4.00, and the standard deviation is 0.778. There is a considerable central tendency in the total mean service of medical staff.

**H4:** There is a positive influence of the hospital environment on the satisfaction of foreign patients with medical tourism services in Jordan.

**Table 9. Effects of Environment of the Hospital on Patient’s Satisfaction**

Statements	Mean	SD
Security services are excellent.	4.23	0.774
Comfortable air adjustment in the sickroom	4.21	0.725
The bathroom, hallways, and floor are all spotless	4.04	0.846
Hospital marking guidelines serve to humanize	4.03	0.897
Grand Score	4.12	0.8105

Table 9 demonstrates that the result of the highest mean of the item No (14), that states “security services is excellent”, is 4.23, and the standard deviation is 0.774. The lowest mean of the item No (17), that states “hospital marking guidelines serves to humanize”, which is 4.03, and the standard deviation is 0.897. There is a considerable degree of central tendency in the total mean environment of the hospital.

**Table 10: Patient’s Satisfaction**

Statements	Mean	SD
My experience with this hospital's medical care was satisfactory	4.14	0.774
The healthcare I received at this hospital satisfied all of my needs.	4.04	0.798
I am pleased with the standard of care received overall in Jordanian hospitals.	4.00	0.833
In my opinion, Jordanian hospitals provide superior medical care than I had anticipated.	3.99	0.871
I think receiving medical care at Jordanian hospitals is a respectable experience.	3.97	0.838
Grand Score	4.02	0.8228

Table 9 demonstrates that the result of the highest mean is the item No (18), which states “ My experience with this hospital's medical care was satisfactory “ which is 4.14, and the standard deviation is 0.774. The lowest mean is the item No (22), “ I think receiving medical care at Jordanian hospitals is a respectable experience. “which is 3.97, and the standard deviation is 0.838. There is a considerable central tendency in the total mean of patient satisfaction

**8. Discussion**

The study emphasizes the importance of the quality of medical care in influencing medical tourists' degree of satisfaction. One important consideration in treatment was the caliber of medical care received. In this case, the standards for evaluating the quality of treatment were expertise and knowledge, professional excellence, empathy, and interpersonal communication with the patient. Overall satisfaction increases when a patient is pleased with the caliber of care received. However, the results show that medical care quality has a positive effect on patient satisfaction, and this stresses the quality of medical care from the viewpoint of patients and its impact on their satisfaction with Jordan's medical tourism. Previous research has also discovered comparable evidence (Ting & Chandrashekan, 2023;

Aydin & Karamehmet, 2017; Tuyen & Hung, 2021; Chen et al., 2016; Ahmed et al., 2017; Abdulbaset & Hassan, 2020). Most patients who traveled to Jordan expressed satisfaction with the quality of medical care.

Medical care costs include doctor's charges, diagnostic fees, hospital costs, and transportation costs. These expenses have a significant impact on patients' satisfaction. Previous research has reported similar results (Hadian et al., 2021; Ali & Medhekare, 2016; Asrar, 2019; Biswaster, 2020; Chandran et al., 2017). Most patients surveyed claimed that the cost of private healthcare services abroad was more cost-effective than those in Jordan, both in terms of price and quality balance

The item No (1) "The hospital's cleanliness is in good condition " was the first rank. In fact, maintaining a clean and safe environment for patients is essential, and it also plays a major role in ensuring their satisfaction. Hospitals are essential locations where medical professionals treat a wide range of illnesses, so upholding strict cleaning regulations is crucial. This entails making sure that patients have access to personal hygiene supplies as well as cleaning and sterilizing beds, floors, and other surfaces. Furthermore, good hygiene is essential for halting the spread of illnesses and infections, improving everyone's health safety within the hospital. Therefore, creating a tidy and welcoming environment for patients helps to improve their experience receiving treatment and boosts trust in the caliber of medical care.

One of the most important aspects of a patient's experience that can have a big influence on patient satisfaction is the cost of medical care. Financial considerations play a significant role in healthcare influence patient services and medical decisions. The expenses of medical care and prescription drugs may put patients in financial straits, which may lower their level of satisfaction. Patients may avoid some essential medical services or put off seeking care because they are anxious about the costs and how they will affect their financial situation. Costs can also have an impact on patients' adherence to their prescribed course of care, which has a direct impact on treatment results. In light of this, offering patients high-quality, reasonably priced healthcare is crucial to achieving patient.

The hospital environment has a positive impact on patient satisfaction. The findings of the study in terms of hospital environment are similar to those of (Abdel Aziz, & Kewina, 2022, Serdar, 2018, Li et al., 2022, Haque et al., 2017, Sargih& Jonathan, 2018, Sultana, 2021, Jenizeh, &, Ersoz, 2023, Serdar2018). The physical amenities inside hospitals—such as the Operation Theater, medical equipment, cabin, bed, floor, toilet, and bathroom—usually comprise the hospital environment.

The concept of health safety refers to a medical environment that provides protection and safety for patients and staff alike. The feeling of security and providing a safe environment contribute to patients feeling safe while receiving health care. Moreover, protection from security threats, such as theft or violence, contributes to improving patients' comfort and reducing their anxiety. Also, protecting patients' personal data enhances trust between them and healthcare providers.

According to foreign patient satisfaction surveys, medical professionals are kind, loyal, and committed to their patients. Therefore, the level of satisfaction was higher among patients who received treatment in Jordan. Professional training should focus on patient safety, patient care, and clinical competence. In the home country, health authorities should provide better medical packages, higher wages, access to equipment, strict supervision to suit patients' needs, and improve nursing services. The current study also demonstrated how important it is to have skilled medical professionals on duty when measuring medical tourists' satisfaction.

My experience with this hospital is very satisfactory, due to the presence of competent employees, administrators, and doctors in this hospital and their skill in carrying out their duties. Moreover, the environment is clean and safe. Finally, the prices are moderate and very reasonable. All of this encourages me to go to this hospital.

## **9. Conclusion**

The researchers discussed the effect of some variables on the patient's job satisfaction. It is clear that job satisfaction and patient satisfaction can be achieved through reasonable cost of treatment, safe and healthy environment. Competent

medical staff. And high degree of cleanliness. motivate the patients to be treated at Jordanian Hospital. The hospital management is preparing all the necessary measures to make the foreign patient's trip easy, convenient, and acceptable in all respects.

However, in light of healthcare costs, quality, staff services, hospital environments, and patient satisfaction, more work is required to improve the medical tourism industry. The findings will also benefit Jordanian medical tourism, which will be able to concentrate on the enjoyment of foreign patients by organizing and guaranteeing their contentment with Jordanian medical facilities. Jordanian government needs to work hard to improve customer satisfaction and service standards.

#### **10. Recommendation for Future Studies**

This study offers a number of suggestions for additional research on the subject for later investigations. the first being the expansion of data collection from a bigger sample, as doing so would improve the results' generalizability. By including additional variables and their potential direct or indirect effects on medical tourism patients' satisfaction, the study model can be expanded. Subsequent research endeavors may collect data from various countries and juxtapose the results.

Research encourages future researchers to investigate the improvement of local medical tourism by finding new variables that encourage this type of tourism. Future studies may adopt a qualitative approach by interviewing some international experts to discuss new ways to improve medical tourism. The future scholars are encouraged to tackle the religious tourism and other types of tourism

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