

# Mainland Chinese Customers' Intention toward Medical Tourism in Taiwan

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## Abstract

This study proposes and tests a research model capturing elements of perceived gain and loss that, by affecting the perceived value of medical tourism products, influence the buying intention of potential customers. Data from 301 usable questionnaires were tested against the research model using the structural equation modeling approach. The results indicated that perceived value was a key predictor of customer intentions. As for benefits, perceived medical quality, service quality and enjoyment were critical components that significantly influenced the perception of value. Regarding sacrifice, the effects of perceived risk on perceived value were significant. The findings can assist governments in developing policies that increase medical destination promotion and provide insights into research on how destination countries can make medical tourism a win/win option for themselves and international patients.

Keyword : Medical tourism, Perceived value, Perceived benefits, Perceived sacrifice, Customer intention