



Dental Tourism in Bali Province, Indonesia

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Abstract

Introduction: Dental tourism is a type of medical tourism, the number of dental medical tourists traveling to get health services has increased due to various factors such as socio-economic, access and quality. **Objective:** To determine the relationship between access information, service quality and saving cost with service satisfaction. **Method:** This study used a cross sectional study design. The used convenience sampling method, Subjects of this study were foreign tourists who received dental care, conducted in 10 private dental clinics in Bali Province, Indonesia on September - October 2019. This questionnaire contained 16 question was designed to obtain information about dental tourism (access information 4 questions, service quality 7 questions, saving cost 5 questions). The data were analyzed using the chi square test with a significance level set at 5% ($p < 0.05$). **Results:** Access information ($p=0.009$), service quality ($p=0.002$) and saving cost ($p=0.013$) have a significant relationship with patient satisfaction dental tourism. **Conclusion:** Relationship between access to information, service quality and saving cost significant with patient satisfaction of dental patient satisfaction in Bali Province, Indonesia.

Key Words: Dental Tourism, Access Information, Service Quality, Cost Savings, Patient Satisfaction.

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Introduction

Medical tourism in Indonesia has been covered in Tourism Law in 2009. In addition, Indonesia has also formulated a workforce under the name Indonesia Wellness and Health Care Tourism (IWHT). IWHT's Work plan is to multiply collaborations with tourism agency in the context of health promotion, establish hospitals collaboration in synergy with Wellness Spa in 4 tourist destinations namely Bali, Jakarta, Manado and Makassar. The Indonesian Ministry of Health has actually launched Indonesia as a medical tourism destination since 2012. In terms of physical preparation, Indonesia itself already has 19 internationally accredited hospitals status given from Joint Commission International with a total of 891,897 health care workers in 2014. Bali as one of

the jewels of tourisms in Indonesia, has also tried to prepare international standard hospitals.¹ Indonesian Republic Ministry of Health's Regulation Number 76 of 2015 concerning Medical Tourism Services considers that there is an ever-increasing trend of medical tourists who travel both domestically and internationally to seek medical tourism; in order to support quality medical tourism in hospitals, adequate resource is needed. Medical tourism services are carried out for local and / or foreign tourists in an integrated and complete manner. In accordance with the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism considering that tourism is an integral part of national development which is carried out in a systematic, planned, integrated, sustainable and responsible manner.^{2,3}

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The number of patients crossing national borders to get health services in low-cost clinics is elevating. Journalists generally characterize this phenomenon of cross-border care as 'dental tourism'.^{4,5,6,7}

Increase in patient mobility is the result of various socioeconomic factors. First, in some countries, the cost of private dental care is not affordable for many patients. The high price of local procedures encourages individuals to find relatively inexpensive passive dental procedures. Second, patients who cannot get quick access to local dental care look beyond their community in seeking timely dental care.^{10,11} Third, patients understand that lower prices for dental care need not necessarily result in lower quality care.^{8,9}

Numerous patients went home satisfied with the quality of care they received in other places. 'Mouth to mouth' promotion encourages other patient to consider traveling for dental treatment. Fourth, economic flights enable transportation cost to be much affordable than most dental procedures. Fifth, Internet plays a vital role in augmenting the number of individuals who travel for dental treatment.¹

Based on all these expositions the researchers are interested to investigate this issue in order to discover whether Indonesia especially Bali is able to keep up with the current trend and is adequate to be a medical tourism destination, particularly dental tourism by investigating the relationship between quality of service and cost saving of dental tourism to dental health satisfaction in Bali.

Materials and Method

This study is an observational analytic study with cross sectional approach. Sampling method used was convenience sampling. This study was conducted in 10 private dental clinics in Bali Province from September 9th 2019 to October 11th 2019.

Study population in this study was foreign citizens (foreigner) who ere in Bali and were beyond reach. The numbers of research subjects was 117, which was the total number of foreigners who received treatment in dental clinic, and the number of subjects who met the inclusion criteria consisting of foreigners who needed dental care, had dental problems and had a passport, was 57. Variable assessment criteria used was a questioners adopted from previous study conducted in Malaysia by M. Jaapar in 2017 regarding dental tourism. Each independent variable has different numbers of statements, for information access there were 4

statements, on quality of service there were 7 statements and on cost saving there were 5 statements, each variable used a 1-5 scale. The data obtained from this study was analyzed using Chi Square test. This study was approved by Hasanuddin University Faculty of Dentistry Research Ethic Committee number 0213/PL.09/KEPK-RSGMP Unhas/2019.

Results

Table 1. Research subjects' demographic characteristics based on gender, country of origin, and visits

Gender	Frequency	Percentage
Male	29	50.9
Female	28	49.1

Country of Origin		
Australia	38	66.7
New Zealand	9	15.8
USA	4	7.0
Thailand	4	7.0
India	2	3.5
Number of visits to Bali		
First visit	3	5.3
Not my first visit	54	94.7
Duration of Stay		
7 days	17	29.8
8 days	1	1.8
10 days	19	33.3
14 days	16	28.1
15 days	4	7
Total	57	100%

Based on the results shown above, which is a description of the characteristics of the 57 subjects studied, 29 are males (50.9%) and 28 (49.1%) are females.

In terms of country of origin or citizenship, most of the study subjects are from Australia with 38 subjects (66.7%), followed by New Zealand with 9 subjects (15.8%), 4 are from the United States of America (7.0%), 4 are from Thailand (7.0%), and 2 are from India (3.5%).

In terms of number of visitation to Bali, it can be concluded that there are 3 subjects who came to Bali for the first time (5.3%) and 54 subjects have visited Bali before the current visit (94.7%).

In terms of the characteristics of study subjects based on the duration of stay, 17 subjects stayed for 7 days (29.8%), 1 subject for 8 days (1.8%), 19 subjects for 10 days (33.3%), 16 for 14 days (28.1%) and 4 for 15 days (7%).



Table 2. Distribution of study subjects' answers on Information access

Information Access	Not of any importance (1)		Not very important (2)		A little important (3)		Important (4)		Very important (5)		Mean	Standard Deviation	Category
	n	%	n	%	n	%	N	%	N	%			
1. Recommendation from family/friends	2	4%	10	18%	7	12%	28	49%	10	18%	3.60	1.08	Moderate
2. Ease of communication with the provider through internet/phone	2	4%	11	19%	11	19%	28	49%	5	9%	3.40	1.02	Moderate
3. Availability of information regarding dental clinic	1	2%	11	19%	13	23%	23	40%	9	16%	3.49	1.04	Moderate
4. Good review from others through internet/media	1	2%	10	18%	16	28%	25	44%	5	9%	3.40	0.94	Moderate
Total											3.48	0.94	Moderate

Low: 1-2.33; Moderate: 2.34-3.66; High: 3.67-5.00

Table 3. Distribution of study subjects' answers on Quality of service

Quality of service	Not of any importance (1)		Not very important (2)		A little important (3)		Important (4)		Very important (5)		Mean	Standard Deviation	Category
	n	%	n	%	n	%	n	%	n	%			
1. High quality/high standard dental care	0	0%	0	0%	2	4%	31	54%	24	42%	4.39	0.56	High
2. Utilization of advanced technology for dental treatment	0	0%	0	0%	1	2%	35	61%	21	37%	4.35	0.52	High
3. Dental clinic with certification/accreditation scheme	0	0%	0	0%	0	0%	30	53%	27	47%	4.47	0.50	High
4. High quality and competent dentist	0	0%	0	0%	0	0%	29	51%	28	49%	4.49	0.50	High
5. Availability of several dental specialists services	0	0%	0	0%	1	2%	29	51%	27	47%	4.46	0.54	High
6. Care given were according to patients' need	0	0%	0	0%	1	2%	28	49%	28	49%	4.47	0.54	High
7. Ease of payment	0	0%	0	0%	2	4%	26	46%	29	51%	4.47	0.57	High
Total											4.44	0.38	High

Low: 1-2.33; Moderate: 2.34-3.66; High: 3.67-5.00



Table 4. Distribution of study subjects' answers on Cost saving

Cost saving	Not of any importance (1)		Not very important (2)		A little important (3)		Important (4)		Very important (5)		Mean	Standard Deviation	Category
	n	%	n	%	n	%	n	%	N	%			
	1. The clinic's location is comfortable	0	0%	1	2%	1	2%	31	54%	24			
2. Affordable dental care	0	0%	1	2%	0	0%	33	58%	23	40%	4.37	0.59	High
3. Interesting tour/tourism package	11	19%	12	21%	1	2%	21	37%	12	21%	3.19	1.48	High
4. Opportunities to visit other places	14	25%	10	18%	2	4%	22	39%	9	16%	3.04	1.49	High
5. High quality accommodation with reasonable price	11	19%	11	19%	4	7%	22	39%	8	14%	4.00	7.02	High
Total											3.79	1.72	High

Low: 1-2.33; Moderate: 2.34-3.66; High: 3.67-5.00

Table 5. Distribution of study subjects' answers on Service satisfaction

Service Satisfaction	Not of any importance (1)		Not very important (2)		A little important (3)		Important (4)		Very important (5)		Mean	Standard Deviation	Category
	n	%	n	%	n	%	n	%	n	%			
	1. Information on dental services offered by the dental clinic	0	0%	0	0%	11	19%	34	60%	12			
2. Communication with service provider from my country of origin	1	2%	2	4%	11	19%	37	65%	6	11%	3.79	0.75	High
3. Selection of dentist who will treat me	0	0%	0	0%	11	19%	29	51%	17	30%	4.11	0.70	High
4. Scheduled appointment for my dental treatment	0	0%	1	2%	5	9%	28	49%	23	40%	4.28	0.70	High
5. Facilities provided by Bali Health Tourism Assembly	4	7%	13	23%	11	19%	21	37%	8	14%	3.28	1.18	Moderate
6. Transportation to the dental clinic	2	4%	3	5%	12	21%	28	49%	12	21%	4.49	5.41	High
7. Dental clinic sign board	0	0%	2	4%	8	14%	32	56%	15	26%	4.05	0.74	High
8. Dental clinic staffs' hospitality	0	0%	2	4%	4	7%	35	61%	16	28%	4.14	0.69	High
9. Registration system	0	0%	0	0%	9	16%	31	54%	17	30%	4.14	0.67	High
10. Information provided in the waiting room	0	0%	0	0%	12	21%	27	47%	18	32%	4.11	0.72	High
11. Waiting room	0	0%	0	0%	12	21%	27	47%	18	32%	4.11	0.72	High
12. Waiting time before receiving dental treatment	0	0%	1	2%	29	51%	13	23%	14	25%	3.70	0.87	High



13. The quality of dental equipment in the treatment room	0	0%	0	0%	1	2%	27	47%	29	51%	4.49	0.54	High
14. Dentists' qualification/competence	0	0%	0	0%	0	0%	20	35%	37	65%	4.97	0.69	High
15. Dentists' professionalism	0	0%	0	0%	0	0%	27	47%	30	53%	4.53	0.50	High
16. Thorough dental assesment	0	0%	0	0%	0	0%	30	53%	27	47%	4.47	0.50	High
17. Explanation regarding treatment choices by dentists	0	0%	0	0%	0	0%	30	53%	27	47%	4.47	0.50	High
18. Dentists' answers to your questions	0	0%	0	0%	6	11%	21	37%	30	53%	4.42	0.68	High
19. Explanation regarding the cost of treatment before treatment begun	0	0%	0	0%	2	4%	32	56%	23	40%	4.37	0.56	High
20. Hygienic procedures	0	0%	0	0%	1	2%	28	49%	28	49%	4.47	0.54	High
21. Dental health advice given by dentists	0	0%	0	0%	2	4%	33	58%	22	39%	4.35	0.55	High
22. The ability of dental treatment to resolve the dental problem	0	0%	2	4%	21	37%	18	32%	16	28%	3.84	0.88	High
23. Dental clinics' hygiene	0	0%	0	0%	1	2%	33	58%	23	40%	4.39	0.53	High
24. Dental clinics' decoration/design	0	0%	2	4%	6	11%	35	61%	14	25%	4.07	0.70	High
25. It's crowded in the dental clinic	0	0%	8	14%	20	35%	17	30%	12	21%	3.58	0.98	Moderate
26. It's noisy in the dental clinic	0	0%	3	5%	24	42%	17	30%	13	23%	3.70	0.89	High
27. Safety of the dental clinic	0	0%	0	0%	9	16%	35	61%	13	23%	4.07	0.62	High
28. Facilities for disabled individuals	0	0%	0	0%	22	39%	23	40%	12	21%	3.82	0.76	High
29. Toilets' hygiene	0	0%	1	2%	9	16%	26	46%	21	37%	4.18	0.76	High
30. Cost of dental treatment	0	0%	3	5%	18	32%	21	37%	15	26%	3.84	0.88	High
31. Overall satisfaction of the dental treatment given	0	0%	2	4%	19	33%	15	26%	21	37%	3.96	0.93	High
Total											4.15	0.41	High

Low: 1-2.33; Moderate: 2.34-3.66; High: 3.67-5.00

Table 2 shows the distribution of study subjects' answers on information access variable, all of the subjects' answers fall into the moderate category. The mean value of the four statements in this variable is 3.48 with standard deviation of 0.94 therefore this variable is considered very important.

Table 3 shows the distribution of study subjects' answers on quality of service variable; all of the subjects' answers fall into the high category. The mean value of the seven statements in this variable is 4.44 with standard deviation of 0.38 henceforth this variable is considered very important.

Table 4 shows the distribution of study subjects'

answers on cost saving variable, most of the subjects' answers fall into the high category whereas for other attractive tour/tourism package and opportunities to visit other places statements fall into the moderate category. The mean value of the five statements in this variable is 3.79 with standard deviation of 1.72 hence this variable is considered very important.

Table 5 shows the distribution of study subjects' answers on overall service satisfaction variable; most of the subjects' answers fall into the high category whereas for facilities provided by Bali Health Tourism Assembly and crowded clinic statements fall into the moderate category. The



mean value of the 31 statements in this variable is 4.15 with standard deviation of 0.41 therefore this variable is considered very important.

Table 6. Chi square test of the relationship between independent variables and service satisfaction

Service satisfaction	p-value
1 Information access	0,009*
2 Quality of service	0,002*
3 Cost saving	0,013*

Table 6 shows that the *p*-value of the information access variable is 0.009, which is smaller than 0.05 therefore it can be interpreted that there is a significant relationship between information access variable and level of satisfaction. Number 2 shows that the *p*-value of quality of service is 0.002, which is lower than 0.05 henceforth it can be interpreted that there is a significant relationship between quality of service variable with level of satisfaction. Number 3 shows that the *p*-value of cost saving is 0.013, which is lower than 0.05 hence it can be concluded that there is a significant relationship between cost saving variable and level of satisfaction.

Discussion

Originally, wealthy people from developing countries travel for medical treatment to developed countries. However, this trend has recently reversed with more people from developed countries travel to developing countries for high quality medical care at a lower cost.¹² Dental tourism is one type of medical tourism characterized by tourists accessing expensive dental care outside their country.¹³ Media and industries’ portrayals of medical tourism, including dental tourism, suggest that this practice allows patients and providers to choose between a variety of industrial locations and environments, each of which has different regulations to control or choose their own treatment or work experience.^{14,15} In general, cost, time, regulations, medical choices and availability, quality, pleasure and availability of information are factors that affect tourists’ motivation to do this kind of tourism. There are at least two main factors that drive tourists to choose medical tourism, namely the driving and attracting factors. Driving actors include: the absence of some medical care in their country; Health insurance in their country does not cover the desired medical treatment. Meanwhile, attracting factors such as: medical tourism destinations provide quick

operations and other medical care; Cheaper price offered including medication and check-up; Certain medical procedures are only performed by these medical tourism destinations. Essentially, the healthcare development aims to give every citizen abilities to lead a healthy life so the degree of public health could increase optimally. Therefore, in order to assess healthcare development, one of the approaches that can be used is to examine which factor is more accentuated during the delivery of healthcare.¹⁶

The results of the research that has been done show that information access and service satisfaction variables are considered very important and the result is in accordance with previous study conducted by M Jaapar in 2017, the previous study sated that information access, and service quality variables are the most imperative factors considered by dental tourists. Cost savings variable is also included in the very important category. This is also in accordance with research conducted in Hungary, in 2009, 2015 and 2013, the study stated that cost saving is the biggest motivation for dental tourists, reciprocally another study conducted in Germany in 2015 confirms that cost saving is one of the three main reasons for dental tourist. This is also in line with study conducted in Malaysia in 2017 that showed cost saving is a rather important factor and is ranked third after information access and service quality for dental tourists in Malaysia. Dental tourists who get treatment in Bali prioritize access to information, the quality of services provided and also the amount of costs incurred after getting treatment. Included in the quality of the service itself are high quality/standard dental care, the use of high technology equipment for dental care, dental clinics with certification/accreditation schemes also qualified and competent dentists.¹⁷⁻²⁰ The relationship between information access and dental tourism service satisfaction in Bali Province, Indonesia showed significant relationship between information access variable and level of satisfaction. Information derived from the Internet has created a new request and the need for access to dental treatment information regarding international health services in the medical tourism industry and empowerment of patients to make important health choices.²¹ Although the use of internet showed an increasing trend, in several studies and in several medical tourism studies as well, like mentioned beforehand, it is found that mouth to mouth information is still regarded as the



most prominent source of information.^{22,23}

There is a significant relationship between quality of service variable and level of satisfaction. Dental treatment quality can be the strength of Indonesia's dental tourism. Further endeavor needs to be done in order to maintain high standard dental care. Areas that defined high quality dental care are qualified and competent dental professionals as required by licensing and accreditation, dental clinic regulations, quality of dental care education, assistant training, instruments selection and supplies, and other factors such as caring for patients based on special need or personal care.²⁴⁻²⁶

There is a significant relationship between cost saving variable and level of satisfaction. Increase in affordability due to stronger value of Australian²⁷ and New Zealand dollar compared to Indonesia's currency brings benefit for tourists from these regions, probably optimizing dental care services would bring more satisfaction. For example, favorable exchange rates, they might benefit from more ideal dental care options that offer better value for money and provide higher satisfaction.^{28,29} Lower service expectations can also be a cause of higher overall satisfaction.^{30,31}

As proven in a review in the literature that patient satisfaction is used to assess clinical services as one of the key elements in assessing quality care. This affects patterns of service utilization, where satisfied patients often have better adherence to dental care, attend scheduled appointments and experience less pain and anxiety.³²

Conclusion

This study's results show that there is a significant relationship between information access and service satisfaction. The easier the patient can access information, the higher their level of satisfaction with existing services. There is also a significant relationship between quality of service with service satisfaction and between cost savings and service satisfaction. Better service quality will result in higher level of satisfaction felt by patients, and the more cost saving the treatment is the higher the level of satisfaction is towards the available services.

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