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### Local Resident Perception Regarding Intention to Visit for Medical Tourism

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#### PURPOSE

Medical Tourism has become an important field for visitors who are seeking medical facilities across international borders. It has increased the competition between countries in the medical industry. This research is primarily concerned with finding the relationship and studying the variable E-WOM, destination trust, service quality that will give local resident perception regarding their intention to visit for medical tourism around Klang Valley

#### RESEARCH METHODS

In this research, the survey will be conducted and questionnaire will be distributed to 416 medical tourist and local tourist respondent which located around Klang Valley and Kuala Lumpur. The researcher using method to analyse the data using SPSS version 26 to generate the result of the data collection

#### RESULTS AND DISCUSSION

Descriptive analysis will be used to explain the fundamental features of the data collection and to test the research model, we used Reliability Analysis. All variables are shown in the result electronic word of mouth, destination trust, and service quality has positive relationship with local resident perception regarding their intention to visit for medical tourism

#### IMPLICATIONS

This study provided an interpretation of the local resident's view of their intention to visit for medical tourism by the community, medical establishment, and prospective researcher

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# Seminar Internasional Tourman

*by* Hary Hermawan

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**KEYWORDS**

Electronic-Word of Mouth, destination trust, service quality, Intention to visit, Medical tourism

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