



## A Study of the Determinants Influencing Customer Satisfaction in the Medical Tourism Industry in Jordan

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### ABSTRACT

The aim of the research is to test what determines customer satisfaction of the people seeking treatment in Jordan. For the purposes of this research, the researcher used the descriptive analytical method to identify and analyze the factors that affect customer satisfaction about medical tourism and health services provided to tourists and people accompanying him in Jordan. The study belongs to analytical explorative studies that follow the approach of collecting and analyzing data to reach the results where a questionnaire was distributed to a number of employees of five star hotels in the city of Aqaba. A total of 120 copies of the questionnaire were distributed, of which 95 were returned, and 20 copies were excluded. So the was based on 75 copies of the questionnaire distributed to a number of patients coming to Jordan for the purpose of medical tourism whose data were obtained by the researcher. The research was based on expectations confirmation theory, Kano model, and customer satisfaction. The questionnaire developed by Pham (2015) was used after it has been modified to suit environmental conditions in Jordan. The main variables included independent variables: Financial considerations, quality of services, and medical facilities; a dependent variable which is customer satisfaction, and an intermediate variable which is the Jordanian environment (including culture, location and government). Four hypotheses were developed to clarify the relationship between (1) financial considerations and customer satisfaction, (2) quality of service and customer satisfaction, (3) medical facilities and customer satisfaction, and (4) the Jordanian environment and customer satisfaction. To answer the research questions comprehensively, the study adopted quantitative research design. The sample consisted of (75) patients coming to Jordan for the purpose of medical tourism. The questionnaire was formed of 46 questions. Multiple and hierarchical regression was applied to the four basic hypotheses. The regression lines produced a model known as customer satisfaction based on three independent and intermediate variables. The study concluded that the cost factor is closely related to customer satisfaction. Foreign exchange rates positively affect customer satisfaction. Professionalism has a positive impact on customer satisfaction. Rapid service has a positive impact on customer satisfaction.

**Keywords:** Medical Tourism, Customer Satisfaction, Customer Expectation

**JEL Classifications:** Z32, L83, M31

### 1. INTRODUCTION

Medical tourism is one of the largest industries in the world, so Jordan is interested in therapeutic tourism. Jordan enjoys a high reputation and a high standard of treatment. Public and private hospitals are available in most major Jordanian cities where high-level medical services are provided. The number of patients arriving to Jordan has increased to benefit from the available medical services due to the quality of the medical services provided, low-cost of treatment. Many public and private hospitals have got Jordanian and international accreditation in the field of

providing healthcare services, in addition Jordan has medical competencies and capabilities that are well-trained and highly qualified, advanced medical technology equipment, advanced pharmaceutical industry, as well as the appropriate environment in terms of climate, security, the rule of law and the ease of transportation.

Jordan is now the first treatment destination in the Middle East and North Africa and has won the Best Tourism Award of the Year. Jordan has emerged as a recipient of therapeutic tourism, especially in recent years. In 2015, it received about 250,000 patients,

accompanied by 500,000 people, who used various tourist facilities such as hotels, hotel apartments, commercial facilities and other sectors (Al-Hamouri, 2016). In 2017, Jordan is expected to receive about 300,000 visitors for treatment, the returns of this kind of tourism is estimated to be more than \$ 1 billion a year. The number of hospitals is 103, with a total of 13,000 beds, with an estimated investment of \$ 3 billion. The number of employees in the private hospitals sector equals 30 thousands, in addition to 50 thousands working in the supporting professions. The income of treatment tourism in Jordan last year 2015 was about \$ 1.2 billion, which constitutes 3.5% of gross domestic product.

The Jordanian government has provided assistance to hospitals in order to promote medical tourism to Jordan, thus preserving Jordan's achievements in the field of medical tourism, helping the local population and therapeutic tourism to benefit from the available medical expertise and services. The role of the Jordanian government is to: Improve the investment environment, allow hospitals to generate alternative energy to reduce costs, allow hospitals to expand vertically, recruit expatriate workers by 10% of nursing jobs in some specialties not available in Jordan, establish a specialized unit for medical tourism in the Jordanian Tourism Promotion Authority and Increase the role of embassies in promoting medical tourism, and amending laws and regulations, including medical responsibility for protecting the rights of patients, doctors and hospitals, as well as intensifying hospital supervision and establishing a complaints hotline.

## 2. LITERATURE REVIEW

Kumar and Hussian (2016) aimed to assess the factors for medical tourism destination selection from medical tourist's perspective and to determine the satisfaction level of medical tourists in Malaysia. Field survey was conducted using a questionnaire to medical tourists admitted at 11 public and private hospitals in Kuala Lumpur region during September and October, 2013. The results show that participants were male. The majority of respondents are aged 41-50 with a percentage of 44.4%, representing the average-age tourists. In the case of income level, most respondents had a monthly income ranging from \$ 5,001-10,000 with a percentage of 40.3%, which demonstrates that the practitioners of therapeutic tourism belong to the high-income group. In terms of the level of education of the respondents, the vast majority of tourists had a diploma degree (55.6%). In terms of nationality, the majority of respondents were Indonesians (23.6%).

Abinama and Jafari (2015) argue that global population growth has led to higher numbers of patients and at the same time a close competition among hospitals and care centers for attracting more patients. On the other hand, medical tourism is also important from an economic point of view and Iran enjoys a favorable status for attracting foreign patients. This study suggests that various factors play a role in attracting patients and tourists to health centers. Among these factors, technical facilities and infrastructure as well as patient expectations had the greatest impact on satisfaction. Along with the expansion of media and increased public awareness, customer expectations of care centers have also increased. Thus, the main and important factors, which

are even more effective than interpersonal relationships, are providing technical and infrastructural facilities consistent with the rising expectations of the clients. Also the evidence suggests that appropriate architecture and design for care environments and enhancing their quality is of particular importance for increasing the satisfaction of patients and their companions; and fitting the needs and expectations of patients and their companions result in more visits in the future and recommendations to other patients, as well as, increasing medical tourism.

Mishal (2015) in his master thesis entitled "The impact of hotel service quality on satisfaction of five star hotels guests in the city of Amman," aimed to identify the impact of the quality of hotel services in guest satisfaction through the five axes of the study: Reliability, safety, empathy, responsiveness and physical requirements. In order to achieve this objective, the researcher adopted analytical descriptive method for its convenience with the nature of the study. A questionnaire was designed as a data collection tool and 400 copies of it were distributed to the sample of the study represented by the guests of the hotels in Amman, only 315 copies were valid for statistical analysis. The researcher has used appropriate statistical methods using Statistical Package for Social Sciences (SPSS) package. The study concluded some important results, such as: The quality of hotel services represented (reliability/safety/empathy/responsiveness/physical requirements) by has an impact on the satisfaction of guests at the level of significance ( $\alpha \leq 0.05$ ). Physical requirements have occupied the first rank in impact. The study concluded that the management of five-star hotels should train hotel staff in order to improve the level of responsiveness of the guests since responsiveness has occupied the last rank in influencing on the satisfaction of guests.

Alsuhimat (2014) in his study entitled "The impact of medical tourism on the national economy in Jordan, a field study from the standpoint of workers in tourism sector," aimed to investigate the impact of medical tourism on the national economy in Jordan, from the standpoint of workers in the tourism sector. The sample of the study was randomly selected, consisted of 150 employee from working in the medical centers in the dead sea area. Study tool is a questionnaire containing (26) items. The results showed that there are significant differences were statistically significant between pricing policies in medical centers and the development of therapeutic medical tourism in Jordan. There are also significant differences were statistically significant between medical tourism and the growth of the Jordanian economy. In light of the results of the study, recommendations have been proposed such as there is a need for actual application development strategy for the therapeutic tourism sector, in Jordan.

Khalifa et al. (2010) aimed to identify the impact of quality of service on the loyalty of hotels customers in the city of Aden, Yemen. The study concluded that there is a significant statistical significance relationship between the dimensions of hotel service quality (responsiveness speed, empathy, tangible aspects) and customer loyalty. The study also demonstrated the importance of providing services that meet customer desires and exceed their expectations, and continuous improvement in the level of those

services, through the establishment of a culture of service to the staff and providing them with the necessary marketing information, the study recommended that hotel management should delegate authority to employees, To do their work efficiently, the hotel staff should understand the needs of the customers carefully, pay attention to them, give them personal care and attention to each client, and work to solve their problems and meet their desires with all sincerity and enthusiasm. Based on the results of the study a number of recommendations were made regarding the quality of service to build strong loyalty to customers.

Bazazo and Al-amira study (2010) entitled “evaluation the reality of the application of total quality management in hotels: A field study on a sample of five-star hotels in Jordan,” aimed at diagnosing the extent to which five-star hotel employees understand the importance of implementing the principles of TQM: Guest satisfaction, senior management commitment and continuous improvement, employee engagement and empowerment, It also aimed to indicate the extent of significant differences in the employees’ awareness of the importance of applying these principles in addition to the relationship between some personal variables, experience, educational level and job level. To achieve the objectives of this study, a questionnaire was developed and distributed to a sample of five star hotels consisting of 6 hotels and selected according to the classification criteria. The study concluded the following results: The workers in five-star hotels realize the importance of applying the principles of TQM where the results showed that there is a high level of awareness of all the principles of TQM. The study also found that there are significant differences in the awareness of the five star hotel employees of the importance of implementing the principles of TQM due to some demographic variables, experience and educational level. The study concluded that there are no significant differences in the awareness of employees in five star hotels of applying TQM attributed to some demographic variables (functional level, size).

Al-Qudah and Al-Taleb study (2009) entitled “medical tourism and its impact on Jordanian national economy: A field study from the point of view of employees in some private hospitals in Jordan,” aimed to identify the importance of the medical tourism sector and its impact on Jordanian national economy. This study concluded that there is no significant relationship between pricing policies in the Jordanian health sector and the development of medical tourism in Jordan. Also there is also no significant statistical relationship between the level of efficiency of Jordanian workers in the health sector and the development of medical tourism in Jordan.

Mushrabesh study (2008) entitled “factors influencing tourists’ satisfaction on medical tourism in Jordan,” was conducted to analyze the affecting factors that influence tourists’ satisfaction in relation with medical tourism and the health services offered to them in Jordan. Results indicated that Jordan has attractive advantages such as its diverse climate; particularly the warm winter conditions which enable tourists to enjoy medical resorts and locations throughout the year, in addition to Jordan’s distinctive central geographical location which plays a positive role in

attracting tourists from nearby Arab countries. The findings also indicate that the unique natural characteristics and the abundance of specialized medical centers with its diverse medical services in Jordan, all together produce important fundamentals for Medical Tourism.

This study is distinguished from other studies as it has many knowledge contributions; first a new figurative model was developed that is applicable to medical tourism industry. Second, the current Kano model was applied in addition to: Expectancy confirmation theory model (ECT) and a model to measure customer satisfaction in medical tourism industry. Finally this study examines successfully the relationship between service quality and customer satisfaction.

This study provides an important contribution through the new knowledge provided to healthcare managers with a better understanding of the drivers that affect customer satisfaction and customer perceptions in the medical tourism industry in Jordan. This information allows healthcare managers to make decisions that will meet the needs of patients coming for therapeutic tourism and enable them to adopt and promote appropriate strategies and policies in relation to their respective demographic composition, according to (Vincent et al., 2010) and (Meghann et al., 2014). In order to develop effective marketing strategies for products and services in the medical tourism industry, managers and decision makers should not only focus on what is important to customers, but also focus on their satisfaction with the service they have already received.

### 3. RESEARCH OBJECTIVES

This research aims to:

- Study the factors that affect customers’ satisfaction who seek medical treatment in Jordan. In order to achieve this goal, the study investigated and measured the criteria used by customers when choosing Jordan as a preferred destination for medical treatment.
- Study the relationship between financial considerations and customers’ satisfaction who seek medical treatment in Jordan.
- Study the relationship between medical facilities in hospitals and customer satisfaction in the medical tourism industry in Jordan.
- Study the relationship between quality of service and customer satisfaction in the medical tourism industry in Jordan.
- Study the impact of intermediate variables (culture, location and government) on customer satisfaction in the medical tourism industry in Jordan.

### 4. RESEARCH QUESTIONS

The study focused on “determinants affecting customer satisfaction in the medical tourism industry in Jordan and the following questions have been emerged:”

Question 1: What are the critical factors that attract tourists seeking medical treatment in Jordan?

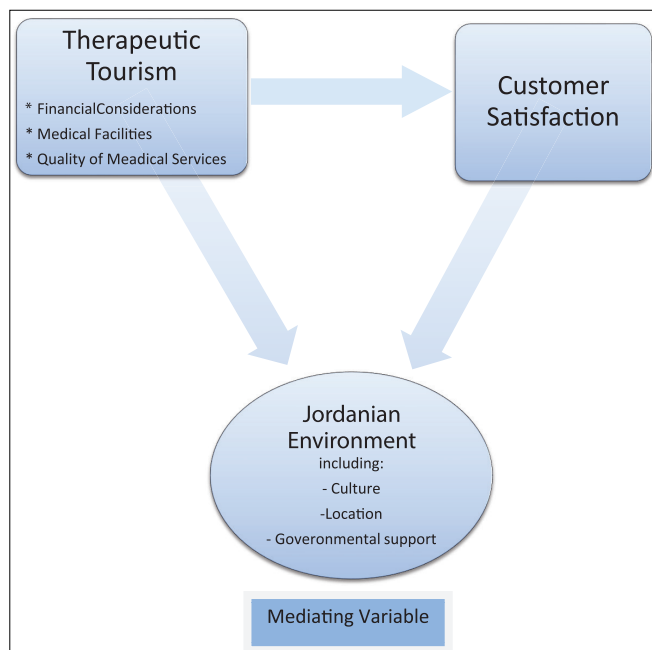
Question 2: What are the expectations of customers from the medical tourism industry in Jordan?

Question 3: Is there any relationship between quality of service and customer satisfaction in the medical tourism industry in Jordan?

Question 4: How can the environment in Jordan, which includes government support, location and culture, affect the therapeutic tourism?

Question 5: How to measure the satisfaction of tourists seeking medical treatment in Jordan?

## 5. STUDY MODEL



## 6. STUDY HYPOTHESES

Based on research questions and literature review, four hypotheses were developed to clarify the relationship between: Financial considerations, customer satisfaction (H1), quality of service and customer satisfaction (H2), medical equipment and customer satisfaction (H3), Jordanian environment including (governmental support, location and culture) and customer satisfaction (H4). They are as follows:

The first main hypothesis H1: There is a positive direct correlation between financial considerations of medical tourism and the level of customer satisfaction.

This hypothesis includes the following sub-hypotheses:

H1a: Cost factor is closely related to customer satisfaction.

H1b: Foreign exchange rates positively affect customer satisfaction.

The second main hypothesis H2: There is a direct positive correlation between the quality of service in healthcare organization and customer satisfaction.

This Hypothesis includes the following sub-hypotheses:

H2a: Professionalism has a positive impact on customer satisfaction.

H2b: Fast service has a positive impact on customer satisfaction.

H2c: Performance has a positive impact on customer expectations.

The third main hypothesis H3: There is a direct positive correlation between the status of medical facilities and customer satisfaction.

H3a: The presence of advanced medical facilities is closely related to customer satisfaction.

The fourth main hypothesis H4: The environment in Jordan, as an mediating variable that includes government support, location, and culture, enhances the impact on customer satisfaction.

This hypothesis includes the following sub-hypotheses:

H4a: Multiculturalism in Jordan has a positive impact on customer satisfaction.

H4b: The geographic location of Jordan has a positive impact on customer satisfaction.

H4c: The Jordanian government is an important factor and has a positive impact on customer satisfaction.

In this research, the environment in Jordan was considered as a mediating variable, which provide various benefits to medical tourism. The Jordanian environment includes government support, location, and culture, which in turn enhance the impact on customer satisfaction. This hypothesis is supported by this study, patients who were impressed by the environment created by the Jordanian government that has successfully maintained political stability, good governance, and ensured strong economic growth so far.

## 7. STUDY TYPE AND ITS APPROACH

The study belongs to exploratory analytical studies that follow the approach of collection and analysis of data to reach the results. It was carried out using a questionnaire distributed to a number of employees of the five star hotels in the city of Aqaba. A collection of 120 copies of the questionnaire was distributed, 95 of which were restored, 20 copies were excluded. Therefore, the study relied on 75 copies of the questionnaire that were filled by a number of patients coming to Jordan for medical tourism representing the research population and the sample of the study.



## 8. DATA ANALYSIS

The data collected, computed, and analyzed were encoded using the SPSS. The statistical analyses used in this study included frequencies, descriptive factorial analysis, reliability testing, correlation analysis, ANOVA analysis, multiple linear regression, and hierarchical regression analysis.

## 9. STATISTICAL ANALYSIS: HYPOTHESIS TESTING

The first main hypothesis H1: There is a positive direct correlation between financial considerations of medical tourism and the level of customer satisfaction.

This Hypothesis includes the following sub- hypotheses:

- H1a: Cost factor is closely related to customer satisfaction.

From Table 1 it is indicated that all items have got an arithmetic average >3.00 and significance level <0.05, which means that it is statistically significant. Item 2 occupied first position, followed by items 3, 4 and 1, respectively.

The arithmetic average of all items collectively equals 3.52 and has got a significance level of 0.00, which means that it is statistically significant so the hypothesis is accepted, implying the cost factor is closely related to customer satisfaction.

- H1b: Foreign exchange rates positively affect customer satisfaction.

From Table 2 it is indicated that two items have got an arithmetic average >3.00 and significance level <0.05, which means that it is statistically significant. Item 6 occupied first position, followed by items 5.

The two items together have got an arithmetic average of 3.76 and has got a significance level of 0.00, which means that it is statistically significant so the hypothesis is accepted, implying that foreign currency exchange rates factor is closely related to customer satisfaction.

The second main hypothesis H2: There is a direct positive correlation between the quality of service in healthcare organization and customer satisfaction.

This hypothesis includes the following sub-hypotheses:

- H2a: Professionalism has a positive impact on customer satisfaction.

From Table 3 it is indicated that all items have got an arithmetic average >3.00 and significance level <0.05, which means that it is statistically significant. Item 9 occupied first position, followed by items 7, 8, 11 and 10 respectively.

The arithmetic average of all items collectively equals 3.78 and has got a significance level of 0.00, which means that it is statistically significant so the hypothesis is accepted, implying that professionalism has a positive impact on customer satisfaction.

- H2b: Fast service has a positive impact on customer satisfaction.

**Table 1: Arithmetic averages, SD, t values and significance levels related to cost factor**

Item No.	Description	Arithmetic average	SD	t value	Observed significance level
1	Cost factor determines travel to Jordan	3.29	1.17	6.05	0.00
2	Choosing a particular hospital depends on pricing	3.73	1.26	6.83	0.00
3	Foreign currency exchange standards determine the travel decision	3.71	1.02	8.08	0.00
4	Lower price motivates the decision to go	3.35	0.91	4.41	0.00
	Sum	3.52	0.84	6.85	0.00

SD: Standard deviation

**Table 2: Arithmetic averages, SD, t values and significance levels related to foreign currency exchange rates**

Item No.	Description	Arithmetic average	SD	t value	Observed significance level
5	Economic pricing is more important than service quality	3.50	1.36	4.28	0.00
6	Price and inflation affect medical tourism	4.01	0.93	12.66	0.00
	Sum	3.76	0.65	13.65	0.00

SD: Standard deviation

**Table 3: Arithmetic averages, SD, t values and significance levels related to professionalism factor**

Item No.	Description	Arithmetic average	SD	t value	Observed significance level
7	Medical services in Jordan have been classified as one of the best in Asia	3.99	1.12	10.30	0.00
8	The standard of professional competence in medical tourism in Jordan is high	3.94	1.24	8.85	0.00
9	Professionalism will lead to satisfaction	4.35	0.92	17.24	0.00
10	Professionalization of physicians/specialists	3.21	1.00	2.41	0.02
11	Professional nurses	3.43	1.22	4.14	0.00
	Sum	3.78	0.59	15.54	0.00

SD: Standard deviation

From Table 4 it is indicated that all items have got an arithmetic average >3.00 and significance level <0.05, which means that it is statistically significant. Item 12 occupied first position, followed by items 15, 14, 19, 18, 20, 17, 16 and 13 respectively.

The arithmetic average of all items collectively equals 3.88 and has got a significance level of 0.00, which means that it is statistically significant so the hypothesis is accepted, implying that Fast service has a positive impact on customer satisfaction.

H2c: Performance has a positive impact on customer expectations.

From Table 5 it is indicated that all items have got an arithmetic average >3.00 and significance level <0.05, which means that it is statistically significant. Item 28 occupied first position, followed by items 22, 24, 23, 27, 26, 21 and 25 respectively.

The arithmetic average of all items collectively equals 3.90 and has got a significance level of 0.00, which means that it is statistically significant so the hypothesis is accepted, implying that customer expectations has a positive impact on customer satisfaction.

The third main hypothesis H3: There is a direct positive correlation between the status of medical facilities and customer satisfaction.

H3a: The presence of advanced medical facilities is closely related to customer satisfaction.

From Table 6 it is indicated that all items have got an arithmetic average >3.00 and significance level <0.05, which means that it is

statistically significant. Item 31 occupied first position, followed by items 35, 29, 30, 32, 36, 34 and 33 respectively.

The arithmetic average of all items collectively equals 4.06 and has got a significance level of 0.00, which means that it is statistically significant so the hypothesis is accepted, implying that the presence of advanced medical facilities has a positive impact on customer satisfaction.

The fourth main hypothesis H4: The environment in Jordan, as an mediating variable that includes government support, location, and culture, enhances the impact on customer satisfaction.

This hypothesis includes the following sub-hypotheses:

H4a: Multiculturalism in Jordan has a positive impact on customer satisfaction.

From Table 7 it is indicated that item 37 has got an arithmetic average >3.00 and significance level <0.05, which means that it is statistically significant, which means that it is statistically significant so the hypothesis is accepted, implying that Multiculturalism in Jordan has a positive impact on customer satisfaction.

H4b: The geographic location of Jordan has a positive impact on customer satisfaction.

From Table 8 it is indicated that all items have got an arithmetic average >3.00 and significance level <0.05, which means that it is statistically significant. Item 40 occupied the first position, followed by items 38 and 39 respectively.

**Table 4: Arithmetic averages, SD, t-values and significance levels related to fast service factor**

Item No.	Description	Arithmetic average	SD	t value	Observed significance level
12	Rapid services are a very important factor	4.45	0.93	18.25	0.00
13	Your expectations before using medical services about office workers	3.41	0.98	4.88	0.00
14	Your expectations before using medical services about hospital services	4.02	1.11	10.78	0.00
15	our reception during services by workers in the office	4.10	0.90	14.21	0.00
16	Your reception during services by hospital services	3.57	1.05	6.28	0.00
17	Your overall impression of the services provided by the staff of the office	3.68	1.32	6.00	0.00
18	Your overall impression of services provided by hospitals	3.90	1.09	9.64	0.00
19	Degree of importance of quality of service	4.01	1.05	11.18	0.00
20	Degree of importance of staff in the office	3.82	1.27	7.48	0.00
	Sum	3.88	0.50	20.42	0.00

SD: Standard deviation

**Table 5: Arithmetic averages, SD, t values and significance levels related to customer expectations factor**

Item No.	Description	Arithmetic average	SD	t value	Observed significance level
21	Client reception is the lowest of customer's expectations	3.43	1.17	4.27	0.00
22	Your expectations before using medical services about physicians/specialists	4.15	1.13	11.88	0.00
23	Your expectations before using medical services about nurses	4.01	1.25	9.40	0.00
24	Your reception during services by doctors/specialists	4.13	0.98	13.48	0.00
25	Your reception during services by nurses	3.29	1.12	3.07	0.00
26	Your overall impression regarding services provided by doctors/specialists	3.63	1.25	5.89	0.00
27	Your overall impression regarding the services provided by nurses	3.93	1.19	9.17	0.00
28	The importance of the waiting time	4.59	0.77	23.92	0.00
	Sum	3.90	0.54	19.46	0.00

SD: Standard deviation

The arithmetic average of all items collectively equals 3.89 and has got a significance level of 0.00, which means that it is statistically significant so the hypothesis is accepted, implying that the geographic location of Jordan has a positive impact on customer satisfaction.

H4c: The Jordanian government is an important factor and has a positive impact on customer satisfaction.

From Table 9 it is indicated that all items have got an arithmetic average >3.00 and significance level <0.05, which means that it is statistically significant. Item 41 occupied first position, followed by items 44, 45, 43 and 42 respectively.

The arithmetic average of all items collectively equals 3.97 and has got a significance level of 0.00, which means that it is statistically

significant so the hypothesis is accepted, implying that Jordanian government has a positive impact on customer satisfaction.

## 10. RESULTS

- The cost factor is closely related to customer satisfaction
- Foreign exchange rates positively affect customer satisfaction
- Professionalism has a positive impact on customer satisfaction
- Fast service has a positive impact on customer satisfaction
- Performance has a positive impact on customer expectations
- The presence of advanced medical facilities is closely correlated to customer satisfaction
- Multiculturalism in Jordan has a positive impact on customer satisfaction

**Table 6: Arithmetic averages, SD, t values and significance levels related to the presence of advanced medical facilities factor**

Item No.	Description	Arithmetic average	SD	t value	Observed significance level
29	The presence of advanced medical facilities linked to customer satisfaction and is the most important	4.43	0.87	19.02	0.00
30	The presence of advanced medical facilities linked to customer satisfaction and will benefit the organization	4.06	0.96	12.81	0.00
31	The presence of advanced medical facilities linked to customer satisfaction is vital for all health care organizations	4.46	0.82	20.60	0.00
32	The presence of advanced medical facilities linked to customer satisfaction and will make them return	4.04	1.09	11.08	0.00
33	Your expectations before using medical services about hospital facilities	3.62	1.04	6.92	0.00
34	Hospital facilities during your reception during services	3.73	1.01	8.37	0.00
35	Your overall impression regarding hospital facilities	4.34	0.83	18.86	0.00
36	Service quality of hospital facilities	3.85	1.05	9.36	0.00
	Sum	4.06	0.57	21.94	0.00

SD: Standard deviation

**Table 7: Arithmetic averages, SD, t values and significance levels related to multiculturalism in Jordan**

Item No.	Description	Arithmetic average	SD	t value	Observed significance level
37	Multiculturalism in Jordan benefits medical tourism	4.37	0.92	17.39	0.00

SD: Standard deviation

**Table 8: Arithmetic averages, SD, t values and significance levels related to the geographic location of Jordan**

Item No.	Description	Arithmetic average	SD	t value	Observed significance level
38	Jordan's geographic location attracts medical tourism	4.25	1.02	14.24	0.00
39	Jordan is the best place for tourists with the intention of treatment	3.10	0.95	1.26	0.00
40	The climate factor in Jordan suits most tourists for treatment	4.31	0.78	19.46	0.00
	Sum	3.89	0.69	14.94	0.00

SD: Standard deviation

**Table 9: Arithmetic averages, SD, t values and significance levels related to Jordanian government factor**

Item No.	Description	Arithmetic average	SD	t value	Observed significance level
41	Jordan is a safe place to visit	4.61	0.74	25.31	0.00
42	Support from the Jordanian government helps to develop medical tourism	3.40	0.94	6.28	0.00
46	A stable government is an important factor to attract tourists for treatment	3.45	1.07	6.19	0.00
44	The policies of the Jordanian government benefit medical tourism	4.21	0.98	14.32	0.02
45	Jordan is one of the best places for therapeutic tourism	4.16	0.94	14.34	0.00
	Sum	3.97	0.58	15.61	0.00

SD: Standard deviation

- The geographical location of Jordan has a positive impact on customer satisfaction
- The Jordanian government is an important factor and has a positive impact on customer satisfaction.

## 11. RECOMMENDATIONS

The study based on the above results recommends the following:

- Qualifying and training workers to establish long-term relationship with customers through training programs provided by the hotel management
- The need to improve the reputation of the hotel in order to attract customers
- Work on educating employees on customer communication skills and learning more than one language
- Work to provide leisure facilities to customers
- Develop government legislation that encourages the attraction of clients in the medical tourism sector and facilitate the task of this type of customers.

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