

COUNTRY BRAND IMAGE MALAYSIA IN MEDICAL TOURISM INDUSTRY IN INFLUENCING THE BEHAVIOR OF INDONESIAN PEOPLE

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ABSTRACT

This article is the result of a study that tries to describe Malaysia's country brand image in the medical tourism industry in influencing the behavior of Indonesians towards the neighboring country. By using Indonesians living in Sumatra as a population obtained depictions of how belief in competence, integrity in the medical world as well as the natural beauty offered to tourists significantly affect the positive behavior of Indonesians in Malaysia as a country.

Keywords: Country Brand Image, Malaysia, Medical Tourism Industry, Behavior, Indonesian People

INTRODUCTION

The main purpose of this paper is to try to prove the 4D Model of the Country Image presented by Buhman & Ingenhoff (2015). The model is a model that illustrates how the image of a country is formed from various approaches, especially politics, social psychology, and communication management (Buhmann & Ingenhoff, 2015). What is illustrated in the model is tried to be tested in the phenomenon of medical tourism industry developed by several countries in Asia, and one of them is Malaysia. Malaysia has been developing this industry since 1997 by making the surrounding countries a target (Azmi & Chandran, 2018).

One of the neighboring countries targeted by the medical tourism industry is Indonesia. Indonesia as the closest country to Malaysia has apparently contributed quite a lot of foreign exchange for Malaysia because it is signaled as many as 60% of Foreign Patients in Malaysia come from Indonesia (60% of Foreign Patients in Malaysia Come From Indonesia, 2019). In fact, in 2015 more than 500,000 Indonesians visited for treatment in Malaysia (Newswire, 2015).

Some research reveals that people's tendency to seek treatment in Malaysia is due to several things. Mujani, et al., (2012) most studies would state Malaysia has low medical cost and modern infrastructure facilities compare to other countries. In addition, according to WHO (2017) Malaysia also offers traditional medicine supervised by its government at an affordable price. Another factor that is a plus for Malaysia in attracting Indonesians to seek treatment in Malaysia is the Muslim country, so it is believed that the treatment given has a Halal label (Azmi & Chandran, 2018).

Hospitals and other medical places that can handle foreign patients are private sectors, where according to data from the Malaysia Healthcare Travel Council (2017) the number of private healthcare facilities that registered for the promotion of medical tourism has significantly increased from 35 hospitals in 2010 to 76 hospitals in 2017. These facilities currently offer a wide range of medical services which are highly sought after by medical tourists including cardiology, orthopedics, oncology, neurology, dental treatment, infertility treatment, cosmetic surgery and rehabilitation services (Chandran & Azmi, 2018).

The medical tourism industry, in addition to offering treatment also offers tourism as the definition of the Medical Tourism Association (2017) which says medical tourism as a process travelling outside the country of residence for the purpose of getting medical care treatment. While according to Lubowiecki-Vikuk (2011) medical tourism is defined as "an aware activity, whereby a medical tourist intends to obtain healthcare services, whether in his or her native nation or in a foreign country to preserve (or acquire) a better health condition, and/or aesthetic appearance of his or her own body, combined with relaxation, regeneration of physical and mental strength, sightseeing and entertainment" (Azmi & Chandran, 2018). Another definition was revealed by Carrera and Bridges who said that medical tourism is the organized travel outside one's natural healthcare jurisdiction for the enhancement or restoration of the individual's health through medical intervention (Carrera & Bridges, 2006). Medical tourism itself develops along with the development of the need for health and tourism, so it can be interpreted as medical tourism is an economic activity that entails trade in service and represents the splicing of at least two sectors: medicine and tourism (Bookman & Bookman, 2007).

The image of a country determines how Indonesians decide to visit Malaysia. In various literatures that discuss tourism, the image of a tourist destination is strongly influenced by a person's cognitive and affective evaluation. Cognitive evaluation refers to the belief and knowledge of an object while affective evaluation refers to feelings about the attraction (Qu et al., 2011). This is what happened to the phenomenon of Malaysia's medical tourism industry, so the purpose of this study is to try to find out: The extent of the influence of the cognitive dimension of Indonesians in the medical tourism industry on the affective dimensions shown by the positive behavior of Indonesians in Malaysia

MATERIAL AND METHODS

The method used in this study is quantitative by using simple and multiple liner regression analysis as a tool to test quantitative data, with the formula:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Y = Sympathetic Dimensions
 X_1, X_2, X_3 = Cognitive Aspects
 a = constant
 b_1, b_2, b_3 = Regression Coefficient
 e = error term

The selected population is Indonesians living around Sumatra and Java, with a sample of 96 people. The most respondent jobs were housewives (22.9%), and the most respondents were 33-38 years old (28.1%) although if summed up all respondents are adults (20 years up to over 50 years).

Data collection techniques are done by interviewing and filling out questionnaires to be processed in the form of data.

THEORY

The theory that the study refers to is the 4D Model of the Country Image of Buhman and Ingenhoff (2015). The country image model itself is a development of three basic concepts namely national identity from Smith (1991) which says that national identity shows more on the extent to which citizens understand and recognize their country, both from the history, culture, and all aspects of both the politics and economy of the country (Smith, 1991), the theory of reason action from (Ajzen & Fishbein, 1980) which reveals that intention is a process closest to behavior driven by attitudes and subjective norms, where attitudes and subjective norms are strongly influenced by individual beliefs in an object (Ajzen, 1987) and a model of reputation as

a multidimensional construct. By integrating these three concepts Buhman & Ingenhoff derived the country image as subjective stakeholder attitude toward a nation and its state, comprising specific belief and general feelings in a functional, a normative, an esthetic, and a sympathetic dimension (Buhmann & Ingenhoff, 2015).

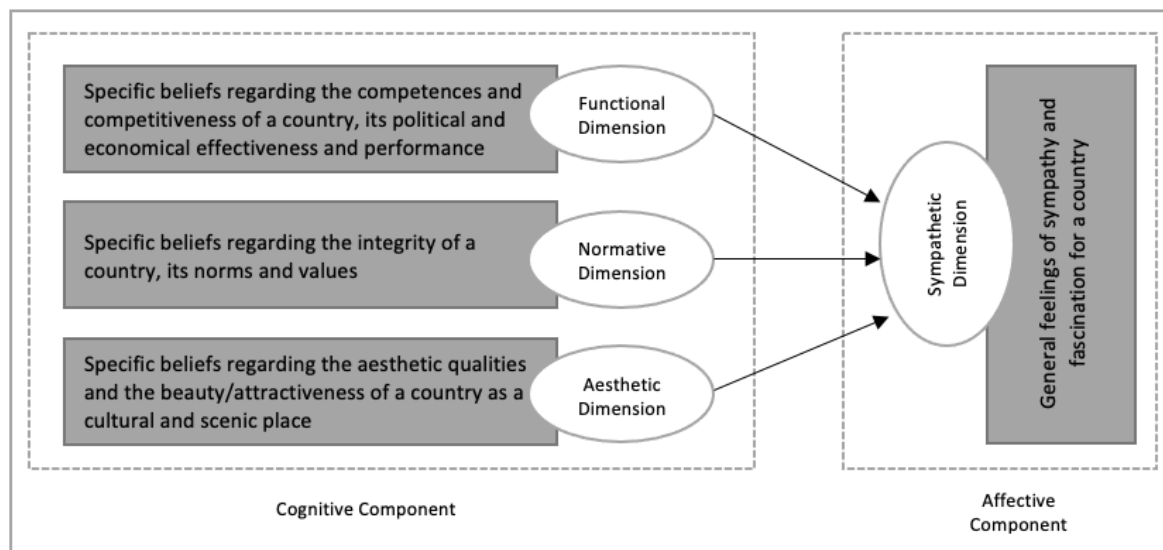


FIGURE 1
THE 4D MODEL OF THE COUNTRY IMAGE
(Buhmann & Ingenhoff, 2015)

The functional dimension in this model is a collection of one's beliefs in the competence and competitiveness of a country, is specified with reference to the two country attributes of national economy and political organization. In this study, the functional dimension is measured by the belief of Indonesian people in the competence and competitiveness of Malaysia in the medical tourism industry, where this competence and competitiveness has indicators of the availability of specialist doctors, sophisticated medical equipment, accuracy of providing medical information, professionalism in providing health services, and fast administration services.

Normative dimension is a person's belief in the integrity of a country, is specified in relation to the country attribute of norms and values. In this study, normative dimensions were measured by Indonesians' belief in Malaysia's integrity in the medical tourism industry, where integrity was measured using indicators of operational procedures standards in healthcare, standards of doctors dealing with foreign patients, standards for the use of medical devices, standards and rules set by the Malaysian government.

The esthetic dimension is the dimension that covers the belief in the quality of beauty and the attractiveness of a country as a cultural and scenic place, where in this case the aesthetics of a country will be seen in how the country is portrayed by citizens outside its country both in terms of culture, tradition, and territory. For the research conducted this dimension is seen in the belief of Indonesians on the beauty of nature and tourist destinations offered by Malaysia both through the promotion of tourism and personal experience of the People of Indonesia, and from what they have experienced, indicators of the esthetic dimension of Malaysia is a modern city, a country that is able to maintain the authenticity of cultural heritage, and contemporary tourism.

The last dimension is the sympathetic dimension which constitutes the affective component for the country image construct, consisting of general feelings of sympathy and fascination for a country. In this study, the sympathetic dimension is seen in the attitude of the

Indonesian people who expressed their feelings that Malaysia is a comfortable country, a friendly country judging by the behavior of its citizens, an orderly country, and an Islamic state. Each of these dimensions is measured using variables so that they are described as follows:

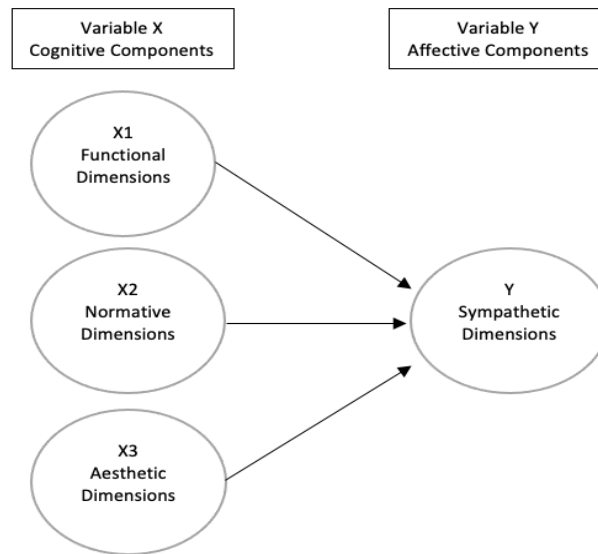


FIGURE 2
VARIABLES OF RESEARCH

From the decrease in variables of this study came the research hypothesis, which according to Creswell hypothesis is a prediction made by researchers about the expected results of the relationship between variables (Creswell, 2014). The hypothesis is that the higher the influence of cognitive components in the Malaysian medical tourism industry, the higher the affective component of Indonesian society in Malaysia as a country.

The statistical hypothesis is:

X1 – Y

H0: No influence between functional dimensions on sympathetic dimensions

H1: There is an influence between functional dimensions and sympathetic dimensions

X2 – Y

H0: No influence between normative dimensions on sympathetic dimensions

H1: There is an influence between normative dimensions on sympathetic dimensions

X3 – Y

H0: There is no influence between aesthetic dimensions on sympathetic dimensions

H1: There is an influence between aesthetic dimensions and sympathetic dimensions

RESULT

After disseminating the questionnaire on 96 respondents spread across the island of Sumatra and Java Island obtained data and analyzed using regression analysis to find out the influence between one or more independent variables on dependent variables. In this study, it was tried to reveal the influence between functional, normative, and aesthetic dimensions on the sympathetic dimension of Indonesian citizens in Malaysia which was analyzed with a simple regression. As for knowing the influence of functional, normative, and aesthetic dimension variables together on sympathetic dimensions will be analyzed with multiple linear regressions.

The Effect of The Functional Dimension of Malaysian Medical Tourism on the Sympathetic Dimension of Indonesian Citizens on the country of Malaysia.

Based on data processing Simple linear regression analysis with the help of SPSS 25 program obtained results as listed below:

S No	Model	Unstandardized Coefficients		standardized Coefficients (Beta)	t	Sig.
		B	Std. error			
1	(Constant)	3.057	1.31		2.334	0.022
	Dimensi Fungsional	0.488	0.059	0.644	8.246	0

From the table above it can be seen that the constant value for the Malaysian medical tourism functional dimension variable is 3,057 while the Malaysian medical tourism functional dimension coefficient value is 0.488. Thus, the linear regression equation with reference to the formula $Y=a+b1X1$ is:

$$Y=3,057+0,488X1$$

Where Y is the sympathetic dimension of Indonesians, and X1 is the functional dimension of medical tourism. The meanings referred to in the simple linear regression equation are:

- A constant value of 3,057 states that if the value of $X1=0$ or the functional dimension variable of Malaysian medical tourism does not exist, then the value of sympathetic dimension variable of Indonesian citizens is 3,057.
- The coefficient of regression of functional dimension variable 0.488 means that each addition of 1 (one) point of functional dimension variable, will increase the sympathetic dimension of Indonesian citizens by 0.488.

The interpretation of the equation above is that the coefficient of regression of the variable functional dimension of Malaysian medical tourism (X1) has a positive sign (0.488) that contains the implication that the functional dimension of Malaysian medical tourism is in line with the sympathetic dimension variable of Indonesian citizens, in other words that the functional dimension variables of Malaysian medical tourism have a positive influence on the sympathetic dimensions of Indonesian citizens

Hypothesis testing is done with a t test whose usefulness is to determine the acceptance or rejection of the hypothesis, provided that it has been described earlier.

T-Test

To perform the t-test used coefficient table, as listed in table 1 above. The t-test was conducted to determine whether between the free variable (the functional dimension of Malaysian medical tourism) to the bound variable (sympathetic dimension of Indonesian citizen) has a real (significant) influence or not. Based on table 3.27 obtained t-count of 8,246 at the sig level of 0.000 This means the t-count value of 8.246 at the probability level of 0.05 (95%) obtained t-table of 1,988 the results of the t-tests are associated with the first hypothesis proposed in this study, namely:

H0: $b1 < 0$: There is no influence between the functional dimensions of Malaysian medical tourism on the sympathetic dimension of Indonesian citizens in the State of Malaysia

H1: $b1 > 0$: there is an influence between the functional dimension of Malaysian medical tourism and the sympathetic dimension of Indonesian citizens in Malaysia

Criteria for acceptance of hypotheses:

- If $t\text{-count} > t\text{-table}$ and $\text{sig} < 0.05$, H_0 is rejected and H_1 is accepted.
- If $t\text{-count} < t\text{-table}$ and $\text{sig} > 0.05$, H_0 is accepted and H_1 is rejected.
- Real level (α) = 5%, degree of freedom (df) = $n - 2 = 96 - 2 = 94$

From the calculation results above it is known that the $t\text{-count}$ value is $8,246 > t\text{-table}$ $1,988$ and $\text{sig} < 0.05$ ($0.022 < 0.05$) this means H_0 is rejected and H_1 is accepted. So, this value can have the meaning that the functional dimension of Malaysian medical tourism has a significant effect on the sympathetic dimension of Indonesian citizens in the country of Malaysia.

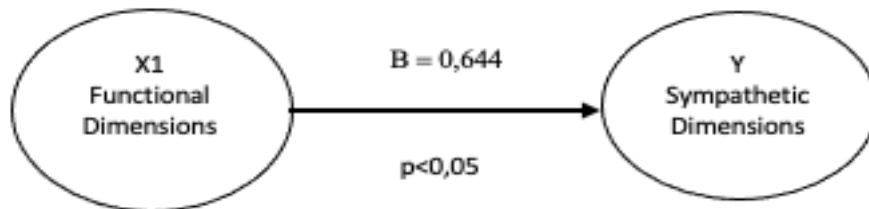


FIGURE 3
EFFECT OF FUNCTIONAL DIMENSIONS ON SYMPATHETIC DIMENSIONS

The Normative Dimension of Malaysian Medical Tourism on the Sympathetic Dimension of Indonesian Citizens in Malaysia

The second test is to measure and explain the influence of variable X_2 , namely normative dimensions of medical tourism on the sympathetic dimension of Indonesian citizens (Y). The results of data processing from SPSS can be seen in the table below.

S No	Model	Unstandardized Coefficients		standardized Coefficients (Beta)	t	Sig.
		B	Std. error			
1	(Constant)	2.995	1.207		2.482	0.015
	Dimensi Normatif	0.711	0.079	0.677	9.018	0

From the table above it can be seen that the constant value for the normative dimension variable of Malaysian medical tourism is 2,995, while the value of sympathetic dimension regression coefficient of Indonesian citizen is 0.711. Thus, can be created linear regression equations with reference to the formula $Y = a + bX_2$, as follows:

$$Y = 2,995 + 0,711X_2$$

Where: Y is the sympathetic dimension of Indonesian citizens, and X_2 is the normative dimension of Malaysian medical tourism. The meaning contained in the linear regression equation is:

- A constant value of 2,995 states that the value of $X_2 = 0$ or the normative dimension variable of Malaysian medical tourism does not exist, then the variable value of the normative dimension of Malaysian medical tourism is 2,995
- The coefficient of variable regression of normative dimensions of Malaysian medical tourism 0.711 means that every addition of 1 (one) variable point of normative dimension of Malaysian medical tourism, it will increase the sympathetic dimension of Indonesian citizens by 0.711 times

The interpretation of the equation above is that the coefficient of variable regression of normative dimensions of Malaysian medical tourism (X_2) has a positive sign (0.711), which

contains the implication that the normative dimension of Malaysian medical tourism is in line with the sympathetic dimension of Indonesian citizens, in other words normative dimension variables have a positive influence on the sympathetic dimension of Indonesian citizens.

T-Test

To perform the t-test used coefficient table, as listed in table 2 above. Based on the table data obtained t-count of 9,018 at the sig level of 0.000. The results of the t-test are associated with the second hypothesis listed in this study, namely:

H0: $b_2 < 0$: There is no influence between the normative dimensions of Malaysian medical tourism on the sympathetic dimension of Indonesian citizens in the State of Malaysia

H1: $b_2 > 0$: There is an influence between the normative dimensions of Malaysian medical tourism on the sympathetic dimension of Indonesian citizens in the State of Malaysia

Criteria for Acceptance of Hypotheses

- If t-count > t-table and sig < 0.05, H0 is rejected and H1 is accepted
- If t-count < t-table and sig > 0.05 then H0 is accepted and H1 is rejected
- Real level (α) = 5%, degree of freedom (df) = $n - 2 = 96 - 2 = 94$

From the calculation result above it is known that the t-count value of 9018 > t-table 2,482 and sig < 0.05 (0.015 < 0.05) this means H0 is rejected and H1 is accepted. This value means that the normative dimension of Malaysian medical tourism has a significant influence on the sympathetic dimension of Indonesian citizens in the State of Malaysia.

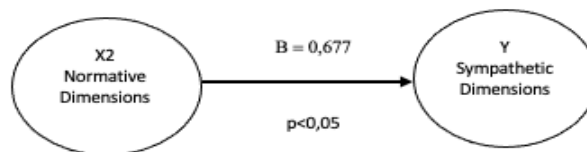


FIGURE 4
EFFECT OF NORMATIVE DIMENSION ON SYMPATHETIC DIMENSION

The Effect of Aesthetic Dimension of Malaysian Medical Tourism on Sympathetic Dimension of Indonesian Citizen in Malaysia

The third test is to measure and explain the influence of variable X3, namely the aesthetic dimension of medical tourism on the sympathetic dimension of Indonesian citizens (Y). The results of data processing from SPSS can be seen in the table below.

Table 3 X3-Y TEST RESULTS						
S No	Model	Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig.
		B	Std. error			
1	(Constant)	3.457	1.805		3.185	0.002
	Dimensi Esteik	0.890	0.093	0.071	9.621	0

From table 3 above, it can be seen that the constant value for the aesthetic dimension variable of Malaysian medical tourism is 3,457 while the value of sympathetic dimension regression coefficient of Indonesian citizen is 0.890. Thus, can be created linear regression equations with reference to the formula $Y = a + b_3 \cdot X_3$, as follows:

$$Y = 3,457 + 0,890X_3$$

Where: Y is the sympathetic dimension of Indonesian citizens, and X3 is the aesthetic dimension of Malaysian medical tourism. The meaning contained in the linear regression equation is:

- A constant value of 3,457 states that the value of $X_3=0$ or the aesthetic dimension variable of Malaysian medical tourism does not exist, then the aesthetic dimension variable value of Malaysian medical tourism is 3,457
- Coefficient of variable regression of aesthetic dimensions of Malaysian medical tourism 0.890, meaning that every addition of 1 (one) variable point of aesthetic dimension of Malaysian medical tourism, it will increase the sympathetic dimension of Indonesian citizens by 0.890 times

The interpretation of the equation above is that the coefficient of variable regression of the aesthetic dimension of Malaysian medical tourism (X_2) has a positive sign (0.890), which contains the implication that the aesthetic dimension of Malaysian medical tourism is in the direction of the sympathetic dimension of Indonesian citizens, in other words the aesthetic dimension variable has a positive influence on the sympathetic dimension of Indonesian citizens.

T-Test

To perform the t-test used coefficient table, as listed in table 3.29 above. Based on the table data obtained t-count of 9,621 at the sig level of 0.000. The results of the t-test are associated with the second hypothesis listed in this study, namely:

H0: $b_2 < 0$: there is no influence between the aesthetic dimension of Malaysian medical tourism on the sympathetic dimension of Indonesian citizens in the State of Malaysia

H1: $b_2 > 0$: there is an influence between the aesthetic dimension of Malaysian medical tourism on the sympathetic dimension of Indonesian citizens in the State of Malaysia

Criteria for Acceptance of Hypotheses

- If $t\text{-count} > t\text{-table}$ and $\text{sig} < 0.05$, H_0 is rejected and H_1 is accepted
- If $t\text{-count} < t\text{-table}$ and $\text{sig} > 0.05$ then H_0 is accepted and H_1 is rejected
- Real level (α)=5%, degree of freedom (df)= $n-2=96-2=94$

From the calculation result above it is known that the t-count value of 9,621 $>$ t-table 3,185 and $\text{sig} < 0.05$ ($0.002 < 0.05$) this means H_0 is rejected and H_1 is accepted. This value means that the normative dimension of Malaysian medical tourism has a significant influence on the sympathetic dimension of Indonesian citizens in the State of Malaysia.

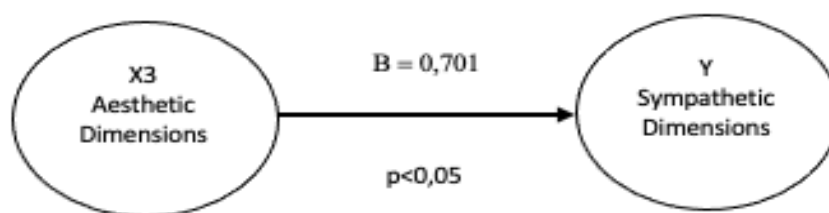


FIGURE 5
THE EFFECT OF AESTHETIC DIMENSIONS ON SYMPATHETIC DIMENSIONS

The Effect of Functional, Normative, and Aesthetic Dimensions of Malaysian Medical Tourism simultaneously on The Sympathetic Dimensions of Indonesian Citizens in Malaysia

To see the influence between the functional, normative, and aesthetic dimensions of Malaysian medical tourism simultaneously on the sympathetic dimensions of Indonesian citizens, multiple regression analysis is used with the help of SPSS 25.0 program, the results are contained in the table below:

S No	Model	Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig.
		B	Std. error			
1	(Constant)	1.274	1.209		1.054	0.295
	Dimensi Fungsional	0.116	0.09	0.153	1.295	0.199
	Dimensi Normatif	0.274	0.13	0.261	2.112	0.037
	Dimensi Esteik	0.501	0.14	0.394	3.584	0.001

From the data seen in table 3.30 it can be known that the value of the linear regression constant is 1,274 with the value of the functional dimension variable regression coefficient 0.116, normative dimension coefficient value 0.274, and aesthetic dimension value 0.501 Then by referring to the formula of multiple linear regression equation $Y=a+b_1X_1+b_2X_2+b_3X_3$, can be formed multiple linear regression equations as follows:

$$Y=1,274+0,116+0,274+0,501$$

Where:

Y = Sympathetic Dimensions of Indonesian people

X1 = Functional Dimensions of Malaysian medical tourism

X2 = Normative Dimensions of Malaysian Medical Tourism

X3 = Aesthetic Dimensions of Malaysian Medical Tourism

The meaning of the multiple linear regression equations above has implications:

- Constant 1.274 means that if functional dimension, normative dimension, and aesthetic dimension variable does not exist ($X_1, X_2, X_3 = 0$), then sympathetic dimension is at 1,274
- The regression coefficient X1 (the functional dimension of Malaysian medical tourism) 0.116 means that each addition of one variable point of the functional dimension of Malaysian medical tourism will increase the sympathetic dimension of Indonesian citizens by 0.116 times.
- The regression coefficient X2 (normative dimension of Malaysian medical tourism) 0.274 means that each addition of one variable point of the normative dimension of Malaysian medical tourism will increase the sympathetic dimension of Indonesian citizens by 0.274 times.
- The regression coefficient X3 (aesthetic dimension of Malaysian medical tourism) 0.501 means that each addition of one variable point of aesthetic dimension of Malaysian medical tourism will increase the sympathetic dimension of Indonesian citizens by 0.501 times.
- If there is an increase of one point on the functional, normative, and aesthetic dimensions simultaneously then the sympathetic dimension of Indonesian citizens will increase by 0.891 times ($0.116+0.274+0.501$)

Furthermore, to measure the real level of influence of functional, normative, and aesthetic dimensions simultaneously on the sympathetic dimensions of Indonesian citizens, an F-test was conducted.

F-Test

With the help of Anova table the results of data processing with SPSS program version 25.0 obtained the following data:

ANOVA ^a						
1	Regression	488.574	3	162.858	38.598	0.000 ^b
	Residual	396.62	94	4.219		
	Total	885.194	97			

a. Dependent Variable: Dimensi Simpatik

b. Predictors: (Constant), Dimensi Simpatik, Dimensi Fungsional, Dimensi Noratif

The criteria for testing the calculated F value against the F table are:

- If the value of $F_{\text{counts}} < F_{\text{table}}$ then H_0 is accepted and H_1 is rejected
- If the value of $F_{\text{counts}} > F_{\text{table}}$ then H_0 is rejected and H_1 is accepted

Based on the data table above obtained F count of 38,598 and sig 0.000. T table at level $\alpha = 0.05$, $df_1 = (\text{number of independent variables} = 3)$ and $df_2 (n - k - 1 = 96 - 4 - 1 = 91)$ then the value of $F_{\text{table}} = 4.13$. This means $F_{\text{calculates}} > F_{\text{table}}$ ($38,598 > 4.13$) and $\text{sig} < 0.05$ (0.000, 0.05) then the hypothesis is acceptable. In this case it can be said that functional, normative, and aesthetic dimension variables simultaneously have a real effect on the sympathetic dimensions of Indonesian citizens, so that the three variables can be used to estimate or predict sympathetic dimension variables of Indonesian citizens in Malaysia

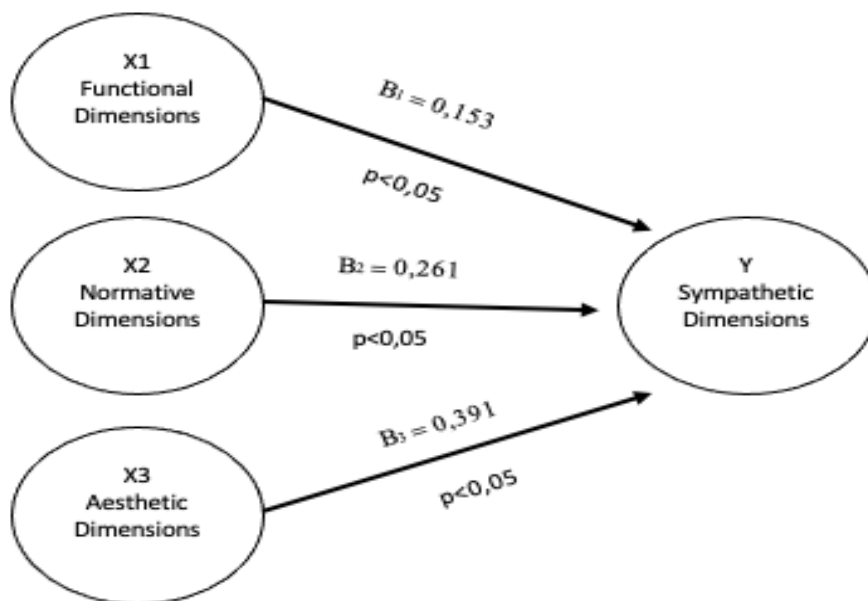


FIGURE 5
EFFECT OF FUNCTIONAL, NORMATIVE, AND AESTHETIC DIMENSIONS ON SYMPATHETIC DIMENSIONS

Coefficient of Determination

A coefficient of determination test is used to measure the accuracy of the analysis model created. A coefficient of determination is a tool to measure the magnitude of contributions from free variables studied against variations of bound variables. The result of the coefficient of determination of each variable is as follows:

Table 6 COEFFICIENT OF DETERMINATION X1-Y				
Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.644 ^a	0.415	0.408	2.323
a. Predictors: (Constant Variable), Dimensi Fungsional				
b. Dependent Variable: Dimensi Simpatik				

From the table coefficient R X1 - Y obtained a figure of 0.644 which means the magnitude of the correlation between variables X1 (functional dimension) and Y (sympathetic dimension) has a magnitude of 0.644. The coefficient value R2 is 0.415 which means the magnitude of the influence of variable X1 (functional dimension) on Y (sympathetic dimension) is wrong at 0.415 (41.5%).

Table 7				
COEFFICIENT OF DETERMINATION X2-Y				
Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.677 ^a	0.459	0.453	2.234
a. Predictors: Dimensi Normatif b. Dependent Variable: Dimensi Simpatik				

From the table coefficient R X2 - Y obtained a figure of 0.677 which means the magnitude of correlation between variables X2 (normative dimensions) and Y (sympathetic dimensions) has a magnitude of 0.677. The coefficient value R2 is 0.459 which means the magnitude of the influence of variable X2 (functional dimension) on Y (sympathetic dimension) is wrong at 0.459 (45.9%).

Table 8				
Coefficient of Determination X3-Y				
Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.701 ^a	0.491	0.486	2.167
a. Predictors: (Constant),Dimensi Estetik b. Dependent Variable: Dimensi Simpatik				

From the table coefficient R X3 - Y obtained a figure of 0.701 which means the magnitude of the correlation between variables X3 (aesthetic dimension) and Y (sympathetic dimension) has a magnitude of 0.701. The coefficient value R2 is 0.491 which means the magnitude of the influence of variable X3 (aesthetic dimension) on Y (sympathetic dimension) is wrong at 0.491 (49.1%).

Table 9				
DETERMINATION COEFFICIENT (X1, X2, X3) – Y				
Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.743 ^a	0.552	0.538	2.054
a.Predictors: (Constant), Dimensi Estetik, Dimensi Fungsional, Dimensi Normatif				
b. Dependent Variable: Dimensi Simpatik				

From the summary model table above it can be known that the value of R is 0.743, while the value of R2 is 0.552 Therefore this double coefficient of determination test is obtained from the calculation of multiple linear regressions, then the coefficient of determination of 0.552 or R2 x 100% of 55.2% The significance of the value has implications that the functional,

normative, and aesthetic dimension variables of Malaysian medical tourism affect the sympathetic dimensions of Indonesian citizens in Malaysia by 55.2% and the remaining 44.8% is influenced by other variables outside the model included in this study.

DISCUSSION

Based on the analysis of data that has been conducted can be disclosed discussion of the influence of Functional, Normative, and Aesthetic Dimensions of Medical Tourism Malaysia on the Sympathetic Dimension of Indonesian Citizens in the State of Malaysia as follows:

The Effect of the Functional Dimension of Medical Tourism Malaysia (X1) on the Sympathetic Dimension of Indonesian Citizens on the State of Malaysia (Y).

The functional dimension intended in the 4D Model of The Country Image offered by Buhman & Ingenhoff (2015) is a concept that includes beliefs about the competence and competitiveness of a country, this concept of functional dimension looks at a country's specific assessment of things that will show competence and comparison with other countries as part of competence. In this study, researchers tried to uncover the functional dimension in terms of medical tourism developed by the Malaysian state as an effort to compete with other countries in shaping the country's country image in the minds of foreign nationals to visit their country. In previous studies, it was found that Indonesian citizens who have done medical tourism showed that some things such as the availability of specialist doctors, sophisticated medical equipment, accurate information, professionalism of health services, and fast and non-convoluted administrative services are the most powerful things in the minds of both patients and patients' families.

Based on the results of a simple linear regression analysis using t test obtained significance value of $0.000 < 0.05$ so that it can be concluded that variable X1 (functional dimension) has an influence on variable Y (sympathetic dimension). Further found based on the value of t, it is known that the value of t (count) of 8,246 greater than t (table) is 1,988 so that it is again concluded that variable X1 has an influence on variable Y. Accuracy of X1 influence on Y is calculated using a coefficient of determination (R^2) where found by 41.5% X1 affects Y.

The results showed that the missed hypothesis that showed the influence of functional dimensions or competencies demonstrated by Malaysian medical tourism in terms of providing specialist doctors for all kinds of curable diseases, advanced medical equipment used to treat and treat patients, accurate information submitted to patients and families of patients, professionalism shown in patients from other countries, also administrative services that are considered not convoluted, simple, and fast, has a significant influence on the sympathy of Indonesian citizens in the country so that Indonesian citizens are willing to return to Malaysia and assess that the country is a comfortable country to come back.

Effect of Normative Dimension of Malaysian Medical Tourism (X2) on Sympathetic Dimension of Indonesian Citizen in Malaysia (Y).

The second dimension in the nation brand image model is the normative dimension. This dimension refers to an individual's belief in the integrity of the country, specifically visible in the country's attributes of the norms and values it adheres to. In this study, normative dimensions were tried based on the beliefs of Indonesian citizens who had visited Malaysia and conducted medical tours on the integrity of the country. Observations and interviews show that Indonesian citizens have confidence that the values and norms instilled in the medical tourism industry in Malaysia are demonstrated by the Standard Operational Procedures (SOP) of health services listed and known by patients and their families, the standard of doctors who examine patients who are believed to be mostly overseas graduates, the standard of medical devices used which is also believed to be the latest issue, in addition Indonesians have confidence that every activity carried out by private hospitals in Malaysia is supervised by the Government of Malaysia with the rules that must be followed by each hospital.

The results of linear regression analysis for t testing obtained the result of significance value of $0.000 < 0.05$ so that it can be concluded that variable X2 (normative dimension) has an

influence on variable Y (sympathetic dimension). Then based on the value of t, it is known that the value of t (calculate) is 9.018 and greater against t (table) which is 1.988, so it is again concluded that normative dimensions have a significant influence on Y.

In terms of accuracy of the influence of the result of the coefficient of determination (R^2) also shows that the coefficient value of R X2-Y of 0.677 which has the meaning of the magnitude of correlation between X2 (normative dimension) and Y (sympathetic dimension) is 0.677. While the accuracy in the affect is shown in the value of R^2 X2-Y which is 45.9%.

The results shown in the data answer the hypothesis that the normative dimensions or values believed by Indonesian citizens as an integrity shown by Malaysia in the medical tourism industry, especially in terms of health care SOP, doctor standards, standards of medical devices used, as well as rules set by the Government of Malaysia which is believed to be followed by private hospitals in Malaysia greatly influence the attitudes and behaviors of Indonesian people in Malaysia especially in terms of the assessment of the country as a comfortable and pleasant country.

The Effect of Aesthetic Dimension of Medical Tourism Malaysia (X3) on Sympathetic Dimension of Indonesian Citizen on Malaysia (Y).

The third concept in this model is the aesthetic dimension. This dimension includes the belief of Indonesian citizens in the beauty, aesthetic quality and attractiveness of a country as a place of culture and scenery determined by drawing attributes of public culture, traditions, and regions of the country. For this study, this dimension was measured in how Indonesian citizens judged the beauty of the country based on experience while traveling in Malaysia. A lot is gained when they travel in the neighboring country but some of the most pointed points conveyed by informants such as modern cities are seen from the city streets and good infrastructure that shows that Malaysia is more modern when compared to Indonesia. In addition to the more advanced modernity of Indonesia the ability to preserve relics, and the legacy of antiquity also produces a beauty for a place that serves as a destination in travel. Another thing that attracts the attention of Indonesians is the ability to develop contemporary tourism that is based on the need for interesting content to be published through social media. These things are very strong in the assessment of Indonesians in building confidence in the beauty of Malaysia as a tourist destination.

Linear regression results show that the significance value obtained from X3-Y obtained a significance value of $0.000 < 0.05$, which means variable X3 (aesthetic dimension) has an influence on variable Y (sympathetic dimension). Based on the known t value the value of t (count) is 9,621 greater than t (table) 1,988 so it is concluded that aesthetic variables have a significant effect on sympathetic variables.

The result of the determination coefficient indicates that the coefficient R X3-Y obtained by the number 0.701 which means the magnitude of the correlation between variables X3 (aesthetic dimension) and Y (sympathetic dimension) is 0.701. While the accuracy of the influence of X3 on Y is indicated at the coefficient value R^2 which is 0.491 or 49.1%.

The figures shown in the regression analysis and coefficient of determination show the acceptance of hypotheses where the hypothesis of this study is the influence of aesthetic dimensions measured through the assessment of the modern state, the authenticity of cultural heritage, and the current tourism developed on the desire of Indonesians to visit Malaysia and give a positive view on the country.

Effect of Functional, Normative and Aesthetic Dimension (X) on Sympathetic Dimension of Indonesian Citizen on Malaysia (Y).

The functional, normative, and aesthetic dimensions of the 4D model of Nation Brand Image are part of the cognitive component, while the sympathetic dimension is an individual affective component in shaping the nation brand image. This model shows that these two components play an important role in the formation of the image of a country, especially in the minds of foreign nationals living outside the country. This study wants to prove that these components formed from the activities of the Malaysian medical tourism industry developed by the country as one of the efforts to build a positive image of neighboring countries in the minds

of Indonesian citizens have an impact on the behavior shown by Indonesian citizens. The behavior shown as recognized by the informants is the desire to return to visit the country because there is a feeling of comfort, both culturally and linguistically, the friendliness of its citizens, and does not show negative judgment on Malaysia as a country.

The results of multiple linear regression analysis that had been surfaced at the beginning of the findings showed a value of A of 1,274 which is a constant or state when variable Y has not been affected by variables X1, X2, and X3. If the independent variable does not exist then the Y variable does not change. The value b1 (the coefficient of regression value X1) of 0.116 indicates that variable X1 has a positive influence on variable Y, whereby each increment of 1 unit of variable X1 will affect Y by 0.116. The value b2 (the regression coefficient value X2) of 0.274 indicates that variable X2 has a positive influence on variable Y, so that each increment of 1 unit of variable X2 will affect variable Y by 0.274. The value b3 (the coefficient of regression value X3) is obtained by 0.501, this indicates that the variable X3 has a positive influence on variable Y so that each increment of 1 unit of variable X3 will affect variable Y by 0.501.

Interpretation of data obtained from the determination coefficient indicates the presence of the coefficient value R X1, X2, X3 - Y of 0.743 which means the magnitude of the correlation between variables X1, X2, X3, and Y of 0.743, while the coefficient values R2 X1, X2, X3 - Y of 0.552 which indicates the accuracy of the influence of X1, X2, X3 by 55.2% against Y.

The data shows a huge influence of cognitive components formed from functional, normative, and aesthetic dimensions on the sympathetic dimension of positive behavior of Indonesian citizens towards Malaysia as a country.

The results of this hypothesis test were also proven in the F test which showed a figure of 38,598 which means the hypothesis of the influence of functional, normative, and aesthetic dimensions on sympathetic dimensions is proven convincingly.

CONCLUSION

The results of this study show a significant influence between the country image of Malaysia in the medical tourism industry and the behavior of supporting the People of Indonesia. But besides that there is also a close relationship between image and reputation. Furthermore, as Whetten & Mackey (2002) revealed, with regard to the image of a country there are three concepts that cannot be separated, namely identity, image, and reputation. These three concepts refer to mental processes that occur in humans involving past knowledge and experience. Identity refers to a fundamentally irrational psychological bond that binds fellow citizens together and is considered an essence of identity of a nation. Image itself is something that is projected onto others, while reputation is feedback received from others (Fan, 2010; Sidiq et al., 2021). Anholt also mentioned in his book that national reputation cannot be constructed, it can only be earned, and no one can manipulate the perceptions of millions of people in other countries (Anholt, 2010). The results of this study show that what Indonesians experience as patients or tourists greatly influences the assessment and belief in competence, values of integrity of Malaysia, even its belief in the beauty of tourist destinations offered by the neighboring country. Everything they experience affects how they judge the reputation of this country, because the reputation is formed after the image formed is felt proven so that they strengthen refrain from such positive behavior.

Data from the Malaysia Health Travel Council does not show a decrease in Indonesian visits to Malaysia, even increasing every year, this shows that supportive behavior in Malaysia, especially in the medical tourism industry is already well formed, even believed the public to convey back to others who have never been or want to know this medical tourism industry.

To further complement this research it is good if the next research is trying to measure the extent of the competitive identity of the Malaysian state in the medical tourism industry in accordance with the theory expressed by Anholt, where basic theory behind competitive identity is that when governments have a good, clear, believable and positive idea of what their country really is, and manage to coordinate the actions, investment, policies and communications of all

six points of hexagon, which is: people, tourism, brands, policy, investment, and culture. So they can build and maintain a competitive national identity both internally and externally (Anholt, 2007).

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