



E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING
TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**



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Customer Satisfaction With Traditional And Complementary Medicine (TCM) Services

Jayani A/P Murugayah, Ainul Syahirah Binti Yahaya, Nur Syazwanie Binti Mohd Zulkafli, Nurul Syuhadah Binti Mohd Shahrin &*Dr. Aifa Rozaini Bt Mohd Radzol

Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

Corresponding email: aifa.r@umk.edu.my

ABSTRACT

The study is about the Traditional and Complementary Medicine (TCM) services that can help the public to understand about TCM therapies which are safe and effective. This study propose three independent variables namely Certified Therapist, Experienced Therapist, and Skillful Therapist towards Customer Satisfaction in Traditional and Complementary Medicine (TCM) Services. This study was conducted in TCM facilities Malaysia. The total sample size in this study was 385 respondents who participated through WhatsApp, Telegram, and others. The results shows that all the three hypotheses were supported. The researchers have also proposed a few recommendations related to the study.

Keywords: Traditional and Complementary Medicine (TCM) services, Customer Satisfaction, Certified Therapist, Experienced Therapist, and Skillful Therapist.

INTRODUCTION

According to National Policy of Traditional & Complementary Medicine, Ministry of Health Malaysia (2007), TCM means a form of health-related practices designed to prevent, treat and manage illnesses or preserve mental and physical well-being of individuals, with alternatives and complementary therapies. It does not include medical or dental practices performed by registered medical or dental practitioners. Traditional and complementary medicine (TCM) is widely used particularly among patients with chronic diseases in primary care. Traditional medicine is important in providing healthcare to mankind and becoming more popular in the community, Traditional and Complementary Medicine Division. TCM is also an important component in our healthcare system which helps to improve the level of health and quality of life of Malaysians in relation to modern medicine. Next, the traditional and complementary medicine (TCM) Council was established in line with the enforcement of the TCM Act 2016 (Act 775) to regulate TCM practices and practitioners in Malaysia and to provide for matters connected with it.

There were three objectives of this research:

1. To investigate the relationship between Certified Therapist and Customer Satisfaction in Traditional and Complementary Medicine (TCM).
2. To investigate the relationship between Experienced Therapist and Customer Satisfaction in Traditional and Complementary Medicine (TCM).
3. To investigate the relationship between Skillful Therapist and Customer Satisfaction in Traditional and Complementary Medicine (TCM).

Significance Of The Study

The outcomes of this study will help Traditional and Complementary Medicine (TCM) practitioners and employees in Malaysia. Investigating TCM customer satisfaction can be beneficial to the sector's administration as a whole. This study will assist them in identifying the most critical elements influencing customer satisfaction with TCM treatment. The research findings can potentially be utilized by the Malaysian government to improve oversight of the country's Traditional and Complementary Medicine (TCM) sector. As a result, Malaysia may have the world's most competent TCM practitioners. This study might also aid future research on the contentment of conventional and alternative medical practices.

LITERATURE REVIEW

Certified Therapist

"A clear and formal method of adding visible, salient, and trustworthy extrinsic information about a product or service" is what certification is defined as (Starr & Brodie, 2016). According to Hodgkins (1953), "certification is an official statement in writing by an official in the public or private service that confirms a candidate's compliance with established requirements." If a legislative act should mandate certification, this means that only certified personnel will be allowed to hold the position. Having this certification will ensure that the candidate who holds the certificate has met the prescribed conditions and has the necessary qualifications. For Traditional and Complementary Medicine (TCM) services, these services are the focus subject of this study's quality certification in the health sector, although it has been shown that other certifications serve multiple functions in other business contexts. Therefore, individuals who are involved with this TCM service must have a certified certification in the field of health or medicine.

Experienced Therapist

The sum total of a worker's experiences with their employer is known as their therapist experienced (Pete, 2019). Specialists in the therapist experience have the power to alter workers' perceptions of therapist jobs and the company as a whole can be re-positioned into a more trustworthy culture if the personnel take the time to listen and respond appropriately. Employers save time and effort by not having to train new hires when employers bring in veterans in the field (Nelson, 2015). A trustworthy specialist can quickly become productive in their new position. Due to the gaps in knowledge the therapist fill in the leadership and communication skills that therapist contribute, the therapist are an invaluable member of the team. The organization could reap significant benefits from the decision to hire and train new personnels with no experience in the sector.

Skillful Therapist

According to Knapp (1963), skillful can be defined as "the learned ability to bring about per-determined results with maximum certainty; often with the minimum outlay of time or energy or both." In a general perspective, skill refers to any ability acquired by training or practice, allowing individuals to perform well in multifarious types of tasks. Based on the Britannica Dictionary (2022), skillful is about having the training, knowledge and experience that is needed to do something well which means it is having a lot of skill. According to the Traditional and Complementary Medicine Council, Ministry of Health Malaysia (2021), practitioners of TCM should always act professionally and honestly while doing their obligations to protect their good reputation. So, TCM therapist should be competent and constantly strive to enhance their knowledge and skills. Skills of TCM therapist can be divided into two categories which are domain-general and domain-specific skills (IGI Global).

Customer Satisfaction

Customer satisfaction is a person's emotion of joy or dissatisfaction after comparing the performance (results) of a product to the expected performance results (Kotler, 2019). If the performance falls short of expectations, the customer is unhappy; if the performance meets expectations, the customer is content; and if the performance exceeds expectations, the customer is highly satisfied or joyful (Kotler, 2019). Customer satisfaction is a mindset that is determined by the encounter. An evaluation of the features or benefits of a product or service, or the product itself, that brings a level of consumer enjoyment in relation to meeting consumer needs is called satisfaction. This satisfaction is derived from three factors: Certified Therapist, Experienced Therapist, and Skillful Therapist.

Research Hypothesis

The hypotheses in the study are to find out whether there are any correlations or relations between dependent variables and independent variables:

H1: There is a positive relationship between Certified Therapist and customer satisfaction.

H2: There is a positive relationship between Experienced Therapist and customer satisfaction.

H3: There is a positive relationship between Skillful Therapist and customer satisfaction.

Research Framework

Figure 1 below shows the research framework of this study.

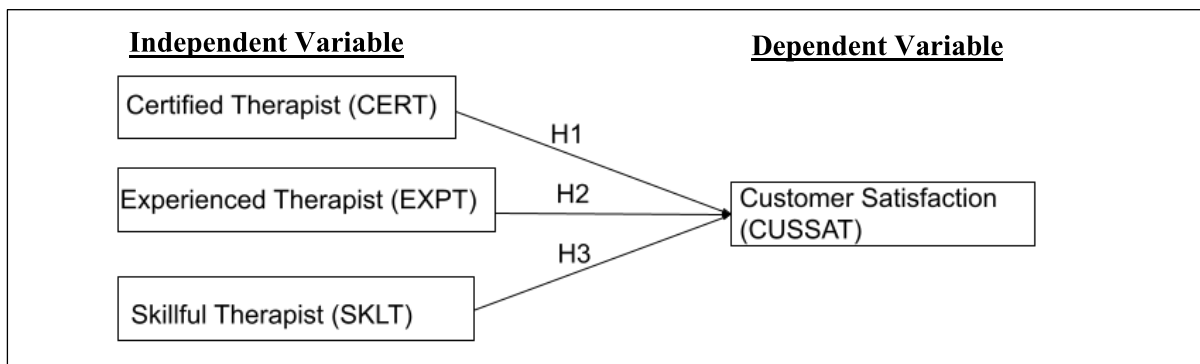


Figure 1: Research Framework

METHODOLOGY

Research Design

The framework of the study methods and procedures a researcher selects is known as the research design. The structure enables researchers to focus on research techniques that are appropriate for the field and set up their studies for success. The decision to be made regarding the research method is crucial to the study design process since it impacts how pertinent data may be gathered for a report. Several important factors must be considered when designing a study. According to Henry Manheim (1980), study design not only predicts and specifies the innumerable decisions associated with conducting data collection, processing, and analysis, but it also provides a logical justification for these choices.

There are two types of research design namely qualitative and quantitative. Qualitative research is gathering and evaluating non-numerical data, such as text, video, or audio, in order to better comprehend concepts, opinions, or experiences. Quantitative research produces factual, reliable outcome data that is

usually generalizable to some bigger populations, whereas qualitative research creates rich, detailed, and valid process data based on the viewpoints and interpretations of the participants rather than the investigators. Quantitative research is the systematic examination of phenomena through the collection of measurable data and the application of statistical, mathematical, or computational methodologies.

This study adopted a quantitative research design through the distribution of online surveys. Using a qualitative research design for this study because the researcher wants to receive a response as quickly as possible and from a specific group. This qualitative makes it easier for the researcher to carry out this study easily and accurately. For this study, an online survey is used so that it is easy to distribute and receive responses from customers who have received TCM therapy in a short time.

Data Collection

Primary or secondary data sources may be used in data collection. Primary data is a type of information that is gathered by researchers directly from primary sources using methods including tests, questionnaires, and interviews. The best type of data for study is considered to be primary data, which is typically gathered from the original source.

Data that has previously been gathered from primary sources and made easily accessible for academics to use for their own research is known as secondary data. It is a category of information that has previously been gathered. The information may have been gathered by one researcher for a specific study and then made available for use by another researcher.

Data for this study is directly collected from customers who have received TCM therapy using primary data sources. These data are gathered using questionnaires that have been created with a number of TCM-related questions. A questionnaire is used to collect information on the relationship between a certified therapist, an experienced therapist, and a skillful therapist to the satisfaction of the customer. The questionnaire was distributed online, and data was collected from TCM service customers. This poll was performed online because it is simple to reach customers throughout Malaysia and since AI technology has advanced significantly in recent years. As a consequence, we know what they said.

Sampling

Sampling is the process of choosing a portion of the population from which an assessment or inference about the complete population is made. By studying the sample and coming to understand its qualities or characteristics, the researcher can then generalize those properties or characteristics to the population's individual members (Ramayah, 2012). In general, the sampling method can be divided into two types, which are probability sampling and non-probability sampling.

Probability sampling means that every item in the population has an equal chance of being included in the sample. Creating a sampling frame first, then selecting samples from it using a computer program that generates random numbers is one method of conducting random sampling (Zikmund, 2002). Probability sampling techniques has five types of sampling, which are simple random sampling, stratified sampling, systematic sampling, cluster sampling, and multistage sampling.

Non-probability sampling technique is totally based on judgment (Sharma, 2017). There are four types of non-probability sampling techniques, which are convenience sampling, judgment sampling, quota sampling, and snowball sampling.

In this study, the researcher will use a non-probability sampling technique. Instead of that technique, convenience sampling will be used by the researcher because the researcher is aware that this sample is easier to get the respondents. Questionnaire forms will be distributed to respondents in Malaysia to ask

respondents to answer the questionnaire. The researcher will ask whether the respondents know or not about Traditional and Complementary Medicine (TCM) and their satisfaction with TCM.

Data Analysis

According to Johnson (2022), data analysis can be defined as a process of cleaning, transforming, and modelling data to make a decision in business within the useful information. In order to make decisions based on data analysis, it is necessary to extract meaningful information from the data.

There are several types of data analysis that are available to use which consist of Diagnostic Analysis, Predictive Analysis, Prescriptive Analysis and Statistical Analysis, Kelley (2022). Descriptive analysis is either complete or selections of summarized numerical data, while Inferential analysis works with samples derived from complete data.

SPSS (Statistical Package for the Social Sciences) is a software program used by researchers to collect and analyze the data. The SPSS can help the researcher to extract the information from the file to do descriptive, inferential and other variant statistical procedures, William (2022). This study will use descriptive statistics, bivariate statistics and linear regression. This study will use SPSS version 16.0 using Pearson Correlation.

FINDINGS

Demographic Analysis

A total of 385 respondents participated in this study. Table 1 below shows the demographic analysis of this research.

Table 1: Demographic Analysis

GENDER	Frequency	Percent	Valid Percent	Cumulative Percent
Male	163	42.3	42.3	42.3
Female	222	57.7	57.7	100.0
Total	385	100.0	100.0	
MARITAL STATUS				
Single	205	53.2	53.2	53.2
Married	180	46.8	46.8	100.0
Total	385	100.0	100.0	
AGE				
18-27	188	48.8	48.8	48.8
28-37	66	17.1	17.1	66.0
38-47	75	19.5	19.5	85.5
48-57 Above	56	14.5	14.5	100.0
Total	385	100.0	100.0	

The gender distribution of a total of 385 respondents. Table 4.1.1, shows that male respondents were 42.3 percent (n=163) less than female respondents' which is 57.7 percent (n=222). The reason is female respondents are more than male respondents is because female prefer to go to receive TCM services to relax than males.

The marital status distribution of a total of 385 respondents. It clearly shows that Single respondents were 53.2 percent (n=205) more than Married respondent 46.8 percent (n=180). The reason Single respondents were more than married respondents is because had more time to go for TCM services but married respondent did not have time because they had to do housework.

Among these four age groups, the highest number of respondents were from 18 to 27 years, with 48.8 percent (n = 188). The second highest respondent age was from 38 to 47 years, 19.5 percent (n = 75) and followed by 17.1 percent (n = 66) respondents from the age 28 and 37 years. While the lowest number of respondents were from 48 to 57 years above with 14.5 percent (n = 56). The reason the age of respondents from 18 to 27 years has the highest number is that they want to calms their mind because of stress lifestyle. Meanwhile, Respondent 48 to 57 years above have the lowest number of respondents because they are preferring their own home remedies and they don't have much time for it.

Descriptive Analysis

Table 2 below shows the descriptive analysis of this research

Table 2: Descriptive Analysis

Variable	Item	Mean score	Standard Deviation
Certified Therapist	Improve customer outcomes.	4.33	0.709
	The certified therapist provides better care.	4.36	0.727
	The certified therapist are improve customer care.	4.31	0.708
	The certified therapist are important to customers.	4.38	0.719
	The certified therapist benefits society.	4.34	0.741
Experienced Therapist	The experienced therapist create a satisfying and enjoyable environment.	4.36	0.758
	The experienced therapist are more likely to enable positive customer experience.	4.36	0.747
	The more experience the therapist the more the skill will be the develop.	4.34	0.734
	The performance and the productivity are influence by the therapist experience.	4.42	0.728
	The experienced therapist easily recognize the customer's problem.	4.32	0.790
Skillful Therapist	The therapist is skillful and have the professional attitude.	4.30	0.762
	The therapist is giving a clear explains during the treatment.	4.36	0.752
	The duration of treatment is appropriate for each treatment.	4.36	0.713
	The patience have an opportunity to express their opinion regarding the treatment section.	4.38	0.731

Customer Satisfaction	I'm satisfied with the therapy.	4.38	0.712
	I am delighted with the friendliness of the therapist.	4.40	0.711
	I am happy with cleanliness in the environment.	4.40	0.686
	Overall state the satisfaction of the service.	4.38	0.741

The frequency, mean and standard deviation for the items used to measure Certified Therapist. The higher questions measured for C4 (The certified therapist are important to customers.) Mean is 4.38. The questions, which were C3 (The certified therapist are improve customer care.) The mean is 4.31. The mean values C1, C2 and C5 are 4.36, 4.34 and 4.33.

The frequency, mean and standard deviation for the items used to measure the stage Experienced Therapist. There were five questions measured with one question having the highest mean E4 (The performance and the productivity are influence by the therapist experience.) 4.42 mean for the lower mean is E5 (The experienced therapist easily recognize the customer's problem.) with a 4.32 mean, continue with E1, E2 and E3 with 4.36 and 4.34 mean.

The frequency, mean and standard deviation for the items used to measure Skillful Therapist. There were one questions measured with the lowers means of 4.30 for question S1 (The therapist is skillful and have the professional attitude.). The higher measure is question S4 (The patience have an opportunity to express their opinion regarding the treatment section.) with 4.38 mean. Questions S2 and S3 with 4.36 mean.

The frequency, mean and standard deviation for the items used to measure the Customer Satisfaction. There were four questions measured with the two highest mean of 4.40 which is C1 and C4 (I'm satisfied with the therapy and Overall state the satisfaction of the service.) Meanwhile, the same means 4.38 for questions C2, and C3.

Reliability Analysis

Table 3 below shows the results of the reliability analysis

Table 3: Reliability Analysis

Variable	Number of items	Cronbach Alpha
Certified therapist	5	0.930
Experienced therapist	5	0.903
Skillful therapist	4	0.891
Customer satisfaction	4	0.923

Table 3 presents the Cronbach's Alpha values of the questionnaire in between the range of very good level 0.930 to excellent level 0.891. A total number of three independence variables and one dependent variable has been tested using Cronbach's Alpha. The first independent variable, which is Certified Therapist found to be very good and reliable in the strength of Correlation (5 questions: $\alpha = 0.930$). Then, the Experienced Therapist (5 question: $\alpha = 0.903$) for Skillful Therapist was also found to be excellent in the strength of Correlation (4 question: $\alpha = 0.891$). Lastly, Customer Satisfaction in TCM service is (4 question: $\alpha =$

0.923). The overall variables have remained with 18 questions as the current Cronbach's Alpha result is already above the good level. Therefore, the data were considered suitable for further analysis.

Table 4: Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	P.Value	Result (supported/ not supported)
There is a positive relationship between Certified Therapist and customer satisfaction.	0.823	H1 is supported
There is a positive relationship between Experienced Therapist and customer satisfaction.	0.850	H2 is supported
There is a positive relationship between Skillful Therapist and customer satisfaction.	0.856	H3 is supported

Based on the table 4, Pearson's Correlation Analysis was used to test the relationship between hypotheses on a significant relationship such as Certified Therapist, Experienced Therapist and Skillful Therapist in TCM service quality with Customer Satisfaction. Based on the result, all hypotheses were accepted at a 0.01 significant level.

DISCUSSION AND RECOMMENDATION

The purpose of the present study was to Customer Satisfaction with Traditional and Complementary Medicine (TCM) Service. Customer satisfaction has been measured in a variety of social sectors such as economy banks (Culiberg & Rojsek, 2010), the hotel industry Alexandris, Dimitriadis & Markata, 2002), restaurant business (Wall & Berry, 2007), health hospitals (Murti, Deshpande & Srivastava, 2013) and many more. This study focuses on three dimensions of variables which are Certified Therapist, Experienced Therapist, and Skillful Therapist. Certified Therapist refers to a professional who must be a licence psychologist with a doctorate from an approved university and have completed a license exam. Post-doctoral training under supervision is also essential, as are extra specialty-specific practise and tests. Providers must also be licensed by the state. In comparison, experienced therapist refers to a licensed psychologist, psychotherapist, counselor, or other qualified therapists with expertise in treating customers with mental health issues. Lastly is skillful, which refers to any skill that may be developed via practise or instruction that enables people to excel at a variety of activities. The last result of this study shows the relationship between hypotheses on a significant relationship such as Certified Therapist, Experienced Therapist, and Skillful Therapist in TCM services with customer satisfaction. All hypotheses were accepted at a 0.01 significance level. Several recommendations can be made to increase customer satisfaction, including willingness to help the customers, provide food and beverages to customers, and emphatic treatment of customers. The first recommendation is the willingness to help customers. It refers to the attitude of an employees who is willing to help a customer without being asked. This can be realized in each employee through training or company policy. So, the management of those TCM must create an environment of willingness to help the customers.

CONCLUSION

In conclusion, the study discovers Customer Satisfaction with Traditional and Complementary Medicine (TCM) Services. Three independent variables, Certified Therapists, Experienced Therapists, and Skillful Therapists have been chosen to examine the relationship with the dependent variable, Customer Satisfaction with Traditional and Complementary Medicine (TCM) Services. The data was taken from 385 respondents in the Google form. The respondents are from various age groups starting from 18 years old to 57 years old and above. Overall, based on Pearson's correlation analysis, the Certified Therapist scored a value of 0.930, followed by Experienced Therapists with 0.903, and Skillful Therapists with 0.891.

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