



## The effect of dental clinic service quality on patient satisfaction, word of mouth, and revisit intention in Yogyakarta

Ici Trisnawati<sup>1\*</sup>, Siti Dyah Handayani<sup>2</sup>, Nuryakin<sup>3</sup>

<sup>1,2\*,3</sup> Master of Management, University of Muhammadiyah Yogyakarta Indonesia

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### ABSTRACT

This study aims to determine the effect of service quality on patient satisfaction, word of mouth and revisit intention. This study's respondents were patients treated more than once at the Haigi Dental Dental Clinic in Yogyakarta. The sample used was 115 respondents using quantitative methods using SEM and AMOS. From the data that has been tested and collected the results of this study shows that the quality of service has a significant positive effect on patient satisfaction. The quality of service has no effect on the word of mouth. The quality of service does not affect the revisit intention. Patient satisfaction has a positive and significant effect on the word of mouth. Patient satisfaction has a positive and significant effect on revisit intention.

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### Kata kunci:

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#### \*) corresponding author

Ici Trisnawati

Master of Management, University of Muhammadiyah Yogyakarta Indonesia  
Jl. Brawijaya, Geblagan, Tamantirto, Kec. Kasihan, Kabupaten Bantul, Daerah Istimewa Yogyakarta 55183

E-mail: icitrisnawati7@gmail.com  
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### ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan pasien, dari mulut ke mulut dan niat mengunjungi kembali. Responden dalam penelitian ini adalah pasien yang dirawat lebih dari satu kali di Haigi Dental Dental Clinic Yogyakarta. Sampel yang digunakan sebanyak 115 responden menggunakan metode kuantitatif menggunakan SEM dan AMOS. Dari data yang telah diuji dan dikumpulkan hasil penelitian ini menunjukkan bahwa kualitas pelayanan berpengaruh positif signifikan terhadap kepuasan pasien. Kualitas layanan tidak berpengaruh pada promosi dari mulut ke mulut. Kualitas layanan tidak mempengaruhi niat peninjauan kembali. Kepuasan pasien memiliki efek positif dan signifikan pada dari mulut ke mulut. Kepuasan pasien berpengaruh positif dan signifikan terhadap niat peninjauan kembali.

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### INTRODUCTION

Today's business world related to industry and services has experienced great and rapid development. There are

various service companies in the world such as health, education, telecommunications, transportation and finance. (Byarugaba, 2013). Equitable economic growth followed by technological and skills growth led to continued intense and

fierce competition in both domestic and international markets (NST, 2017). To gain a competitive edge, every industry must be able to satisfy its customers with a strategy that matches the services it offers.

Service quality can be defined as how well the services provided by the clinic compared to patient expectations (Aliman and Mohamd, 2013). Good service of the dental clinic will definitely recommend the treatment received to others. Mukerjee (2018) says word of mouth communication is more influential than communication through other promotions. According to Wulanjan and Derriawan (2017), the intention of revisiting is a form of behavior (behavioral intention) or the desire of customers to return, give positive word of mouth, stay longer than expected, buy more than expected.

Service quality is a characteristic of a product or service that meets stated needs or exceeds customer expectations. (Kotler & Keller, 2016). According to (Setyomumpun, 2017), patient satisfaction is a form of evaluation after consuming a product that meets or even exceeds patient expectations. word of mouth is praise from patients about the products or services we provide (Hasan, 2010). Basiya and Rozak Irawanis (2017) define revisit intention as a person's state of mind that reflects a plan to carry out some activity over a period of time.

Service quality refers to the general evaluation of service, while satisfaction refers to the emotional reaction of a performance (Moreira and Silva, 2015). Satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perception or impression of product performance or results with expectations (Kotler and Keller, 2016). Harfika and Abdullahi's research (2017) revealed that service quality variables affect patient satisfaction. Berlianto (2018), the results showed that service quality has a significant positive effect on patient satisfaction. Based on the explanation above, the following hypothesis can be formed:

H1 : Service quality has a positive and significant effect on patient satisfaction

#### The Effect of Service Quality on Word Of Mouth

Service quality is a general evaluation of service, while satisfaction relates to the emotional reaction of the presentation (Moreira and Silva, 2015). According to Hasan (2010), word of mouth communication occurs when customers start telling others about their ideas about the quality of service, brands, and products they use. This is supported by Soleimani and Einolahzadeh's research (2018), the results of which show that service quality has a direct and positive effect on customer satisfaction and word of mouth. Based on the explanation above, the following hypothesis can be made:

H2: Service Quality has a positive and significant effect on Word of Mouth

#### The Effect of Service Quality on Revisit Intention

Quality (quality) is a set of features and characteristics of services, products and services that rely on expertise to satisfy stated or assumed needs. It can be said that the seller has provided quality products and services that exceed customer expectations (Kotler & Keller, 2016). According to Derriawan (2017), revisit intention is a form of behavioral intention or customer desire to return, give positive word of mouth, stay longer than expected, buy more than expected. This is also in line with Berlianto's research (2017) which found that service

quality has a positive effect on revisit intention. Based on the explanation above, the following hypothesis can be formed:

H3 : Service Quality has a positive and significant effect on Revisit Intention

#### The Effect of Patient Satisfaction on Word Of Mouth

Satisfaction is a person's feeling of pleasure or disappointment that arises when the perception or impression of the performance or results of a product is compared with expectations (Kotler and Keller, 2016). Patient satisfaction can be measured by the positive things that patients say about treatment, equipment, remodeling the clinic regarding treatment costs and regarding the friendliness of dentists at the clinic to their relatives. This is in accordance with the research of Soleimani and Einolahzadeh (2018) where the results showed that there is a direct relationship between customer satisfaction and word of mouth. Based on the explanation above, the following hypothesis can be determined:

H4: Patient Satisfaction has a positive and significant effect on Word of Mouth

#### The effect of patient satisfaction on Revisit Intention

Satisfaction is a person's feeling of pleasure or disappointment that occurs when the perception or impression of the performance or results of a product is compared with his expectations (Kotler and Keller, 2016). Derriawan (2017) states that revisit intention is a form of behavioral intention or customer desire to return, give positive word of mouth, stay longer than expected, buy more than expected. The results of research by Mannan et al., (2019) show that customer satisfaction has a significant positive effect on revisit intention. Based on the explanation above, the hypothesis can be formulated as follows.

H5 : Patient Satisfaction has a positive and significant effect on Revisit Intention

## METHODS

This research was conducted using quantitative methods. The sample of this study were 115 respondents who sought treatment more than once and completed treatment at Haigi Dental Clinic. As suggested by Ghozali (2017) which states that estimation using Maximum Likelihood (ML), a sample size of 100 to 200 is recommended. This study uses primary data, sampling techniques using purposive sampling, data collection techniques through offline and online survey collection by sources, for offline distribution by giving questionnaires directly to respondents. Meanwhile, online distribution through Google forms with direct messages (Instagram) to respondents with a 1-5 scale measurement and literature study. In this study, the first step to analyze questionnaire data is to test the quality of the instrument consisting of validity and reliability tests. If valid and reliable, the next step is to analyze the SEM model using AMOS, in this case the confirmatory factor analysis (CFA) model has been tested and all indicators are valid. After SEM testing, normality test, outlier test and fit test (GOF) are conducted. Finally, hypothesis testing tests the first hypothesis to the fifth hypothesis by testing the significance of parameters for regression weights.

RESULT AND DISCUSSION

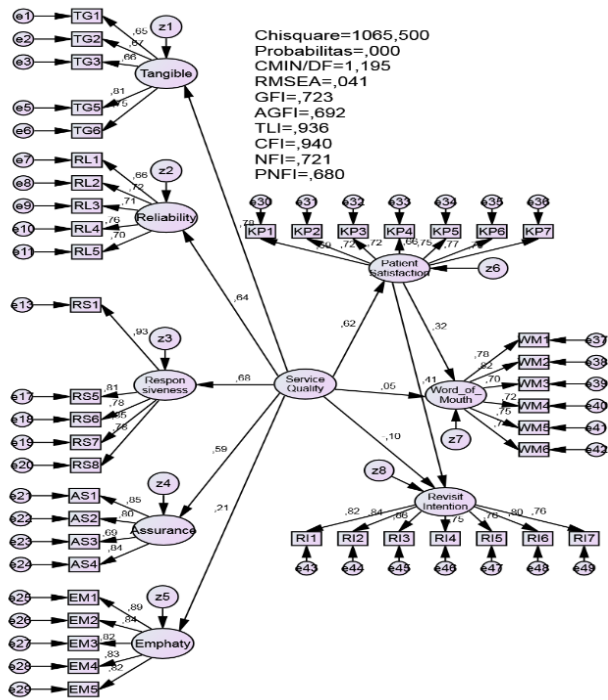


Figure 2. Structural Equation Model (SEM) Results

The following is the basic model of the Structural Equation Model (SEM) formed from the CFA model of exogenous constructs and CFA of endogenous constructs given a regression line in accordance with the model obtained from theoretical assessment. Figure 2 shows that there are five indicators of model fit, namely CMIN/DF, RMSEA, TLI, CFI, and PNFI. Based on this, the full SEM model meets the model fit criteria.

Furthermore, based on Figure 2, conclusions can be drawn from the SEM test results. The hypothesis results are as follows in table 1.

The results of the tests carried out can be described as follows, in H1 service quality has a positive and significant effect on patient satisfaction. Based on the analysis results, the C.R. value is 4.275 and p is 0.000. Based on the positive C.R. value and p <0.05, it is concluded that the first hypothesis H1 is accepted. H2 service quality has a positive and significant effect on word of mouth. Based on the analysis results, the C.R. value is 0.298 and p is 0.766. Based on the p value > 0.05, it is concluded that the second hypothesis H2 is rejected, H3 service quality has a positive and significant effect on revisit intention. Based on the results of the analysis, the C.R. value is -0.658 and p is 0.511. Based on the p value > 0.05, it is concluded that the third hypothesis H3 is rejected, H4 patient satisfaction has a positive and significant effect on word of mouth. Based on the analysis results, the C.R. value is 2.099 and p is 0.036. Based on the positive C.R. value and p <0.05, it is concluded that the fourth hypothesis H4 is accepted and H5 patient satisfaction has a positive and significant effect on revisit intention. Based on the analysis results, the C.R. value is 2.688 and p is 0.007. Based on the positive C.R. value and p < 0.05, it is concluded that the fifth hypothesis (H5) is accepted.

Hypothesis	Estimate	S.E.	C.R.	p	Description
SQ → PS	0,921	0,215	4,275	0,000	Accepted
SQ → WOM	0,072	0,243	0,298	0,766	Rejected
SQ → RI	-0,157	0,239	-0,658	0,511	Rejected
PS → WOM	0,334	0,159	2,099	0,036	Accepted
PS → RI	0,431	0,160	2,688	0,007	Accepted

DISCUSSION

The results of research on H1 show that service quality has a positive and significant effect on patient satisfaction. This is supported by the results of research by Siripipatthanakuli (2021) which shows that the empathy dimension in service quality is the biggest service quality factor affecting patient satisfaction, and the results of research by Berlianto (2017), Harfika and Abdullahi (2017) show that service quality variables affect satisfaction. The results of research on H2 show that service quality has no effect on word of mouth. The results of this study are in line with research by Wibowo and Junaed (2019) that service quality does not have a significant relationship directly or indirectly with word of mouth. The results of research on H3 show that service quality has no effect on revisit intention. The results of this study are not in line with Siripipatthanakuli's research (2021), showing that service quality affects revisit intention patient satisfaction as a mediator. This is not in line with the research of Soleimani and Einolahzadeh (2018), Kitapci et al., (2014), Berlianto (2017), which states that service quality has a positive effect on revisit intention. The results of research on H4 show that patient satisfaction has a positive and significant effect on word of mouth. The results of the study are in line with the

research of Siripipatthanakul (2021), Kitapci et al., (2014)), Rahmawati (2014), the results show that patient satisfaction is related to word of mouth. The results of research on H5 show that patient satisfaction has a positive and significant effect on revisit intention. The results of this study are supported by research by Siripipatthanakuli (2021), Berlianto (2017), Kusniati, et al., (2016) which shows that patient satisfaction is related to revisit intention.

CONCLUSION AND SUGGESTION

Service quality affects patient satisfaction. This means that service quality is seen concretely, through reliability, responsiveness, assurance and empathy which can provide patient satisfaction, service quality has no significant effect on word of mouth. This means that service quality has no significant effect on word of mouth, service quality has no effect on revisit intention. This means that service quality has no significant effect on revisit intention, patient satisfaction affects word of mouth. This means that if the patient is satisfied with the service provided, the patient can influence word of mouth and can significantly affect revisit intention

Haigi Dental Clinic Management must always maintain and develop its health services to meet the expectations of patients or their family members so that they are ready to recommend the clinic to others. Dental clinics to be able to maintain patient satisfaction to avoid negative word of mouth which can affect the number of new patient visits. In order to provide more comprehensive results related to service quality, patient satisfaction, Word of Mouth and Revisit Intention, and the results of this study can be used as input and reference material in further research, it is hoped that further researchers will add trust variables.

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#### Conflict of Interest Statement

We declare no conflicts of interest.

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