

**THESIS**

**THE EFFECTS OF SERVICE QUALITY AND ADDITIONAL FACTORS  
TO ELECTRONIC WORD OF MOUTH AND REVISIT INTENTION AT  
DENTAL CLINICS MEDIATED BY PATIENT SATISFACTION**

Written to fulfill part of the academic requirements  
to obtain a Master's degree in Management

**Written by:**

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**STUDENT NUMBER : 01661230028**



**STUDY PROGRAM OF MANAGEMENT MASTER PROGRAM  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS PELITA HARAPAN  
JAKARTA  
2024**



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## **STATEMENT OF ORIGINALITY OF FINAL PROJECT**

I, whose status is outlined as follows:

Nama : Putri Kartika Dusak  
Student Number : 01661230028  
Study Program : Management

hereby declare that my thesis, entitled:

**“THE EFFECTS OF SERVICE QUALITY AND ADDITIONAL FACTORS TO ELECTRONIC WORD OF MOUTH AND REVISIT INTENTION AT DENTAL CLINICS MEDIATED BY PATIENT SATISFACTION”**

- 1) is an original piece of work, written and completed by myself, based on the lecture notes, field studies, journals, reference books, and other resources as listed in the works cited section in this thesis;
- 2) is not a duplication of any published article, or the one proposed to obtain a post-graduate degree at another university, except for the quotations that include the information or respective references; and
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I understand that if my statements above are proven to be incorrect, this thesis is considered to be a failure.

Jakarta, 7 December 2024



(Putri Kartika Dusak)



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**THESIS SUPERVISOR'S APPROVAL**

**THE EFFECTS OF SERVICE QUALITY AND ADDITIONAL FACTORS  
TO ELECTRONIC WORD OF MOUTH AND REVISIT INTENTION AT  
DENTAL CLINICS MEDIATED BY PATIENT SATISFACTION**

**Written By:**

**Name : Putri Kartika Dusak  
Student Number : 01661230028  
Study Program : Management**

This thesis has been approved to be lodged for thesis defense to obtain the degree of Magister Manajemen in the Faculty of Economics and Business at Universitas Pelita Harapan, Jakarta.

Jakarta, 10 January 2025

**Approved by,  
Thesis Supervisor**

**(Dr. Oscar Jayanagara, S.Sos., M.M., M.A.P., M.Th.)**

**Head of Master of Management Program**

**(Dr. Margaretha Pink Berlianto, S.E.,  
M.M., Ak., CA.)**

**Dean of Faculty of Economics and  
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**(Dra. Gracia Shinta S. Ugut, MBA, Ph.D.)**



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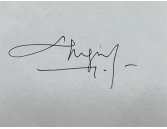
**THESIS EXAMINATION COMMITTEE**

On Tuesday, 17 December 2024, a thesis defense was conducted as a partial academic requirement to obtain the degree of Magister Manajemen in the Faculty of Economics and Business at Universitas Pelita Harapan to the following student:

**Written By:**

**Nama : Putri Kartika Dusak**  
**Student Number : 01661230028**  
**Study Program : Management**  
**Concentration : Global Business Management**

which also included an examination on the thesis, entitled “**THE EFFECTS OF SERVICE QUALITY AND ADDITIONAL FACTORS TO ELECTRONIC WORD OF MOUTH AND REVISIT INTENTION AT DENTAL CLINICS MEDIATED BY PATIENT SATISFACTION**” conducted by the following examiners:

<b>Name of Examiners</b>	<b>Status</b>	<b>Signature</b>
<b>1. Dr. Danet Arya Patria, S.E., M.B.A.</b>	Head of the Examiners	 <hr/>
<b>2. Dr. Oscar Jayanagara S.Sos., M.M., M.A.P., M.Th.</b>	Thesis Supervisor	 <hr/>
<b>3. Ir. Leroy Samy Uguy, M.A., Ph.D.</b>	Committee Member	 <hr/>

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 Program Studi :   
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Nama Lengkap <i>Full Name</i>	PUTRI KARTIKA DUSAK		