

ABSTRACT

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

(xvi+ 185 pages; 11 figures; 27 tables; 7 appendices)

Indonesian dental clinics are competing more due to government and community health programs' dental health awareness campaigns. To attract and retain patients, clinics are improving service quality, modernizing equipment, and using social media. This study examines how patient satisfaction mediates service quality, cost-effectiveness, staff-related factors, eWOM, and revisit intention. Research used a questionnaire and 148 Indonesian participants responded. We found that Service Quality and Additional Factor (Cost Effectiveness and Staff Related) affect Patient Satisfaction. Patient satisfaction strongly influences eWOM and Revisit Intention. Service Quality and Additional Factors require Patient Satisfaction as a mediator to affect eWOM and Revisit Intention. Assurance and Empathy are the most influential factors on service quality, with values of 63.617 and 55.204, respectively. Dental clinics must understand these factors to improve patient experiences, satisfaction, return rates, and electronic word-of-mouth, which drive clinic success. Empathy, dependability, and service quality confidence boost patient satisfaction, loyalty, and advocacy, according to research. In Indonesia's changing healthcare landscape, dental clinics can improve service quality and competitiveness by focusing on these dynamics, especially in urban and rural areas where market conditions and patient demands differ.

References : 86 (1932-2024)

Keywords : Service Quality, Cost Effectiveness, Staff Related, Electronic Word of Mouth, Revisit Intention, Patient Satisfaction, Dental Clinic