

## TABLE OF CONTENTS

<b>ABSTRACT .....</b>	<b>ii</b>
<b>TABLE OF CONTENTS.....</b>	<b>x</b>
<b>LIST OF FIGURES .....</b>	<b>xiii</b>
<b>LIST OF TABLES .....</b>	<b>xiv</b>
<b>CHAPTER I.....</b>	<b>1</b>
<b>INTRODUCTION.....</b>	<b>1</b>
1.1.    BACKGROUND .....	1
1.2.    RESEARCH PROBLEM.....	3
1.2.1.    Research Questions .....	4
1.3.    RESEARCH PURPOSES .....	4
<b>CHAPTER II.....</b>	<b>5</b>
<b>LITERATURE REVIEW.....</b>	<b>5</b>
2.1.    OVERVIEW OF DENTAL SERVICES .....	5
2.1.1.    Definition and Scope of Dental Services .....	5
2.1.2.    Types of Dental Care Provided.....	5
2.1.3.    Evolution and Trends in Dental Services.....	7
2.2.    PATIENT SATISFACTION IN DENTAL CARE.....	7
2.2.1.    General Definition of Patient Satisfaction .....	8
2.2.2.    Importance of Patient Satisfaction in Dental Care .....	8
2.2.2.    Theoretical Models of Patient Satisfaction .....	9
<b>CHAPTER III.....</b>	<b>16</b>
<b>RESEARCH METHODOLOGY .....</b>	<b>16</b>
3.1.    INTRODUCTION.....	16
3.2.    RESEARCH PARADIGM .....	16
3.3.    RESEARCH STRATEGY.....	17
3.4.    RESEARCH DESIGN.....	18
3.4.1.    Getting Started .....	18
3.4.2.    Selecting Case and Informants.....	19

3.4.3.	Crafting Instruments and Protocols.....	19
3.4.4.	Entering the Field.....	20
3.4.5.	Data Analysis .....	21
3.4.6.	Construct Propositions .....	21
3.4.7.	Enfolding Literature .....	21
3.4.8.	Conclusion, Implication, and Further Research Recommendations	22
3.6.	<b>DATA COLLECTION METHODS.....</b>	<b>23</b>
3.6.1.	Semi-structured interviews.....	23
3.6.2.	Direct and Indirect Observation .....	24
3.6.3.	Field Notes .....	25
3.6.4.	Data Analysis .....	25
3.6.5.	Validity and Reliability .....	26
<b>CHAPTER IV .....</b>		<b>28</b>
<b>RESULT AND DISCUSSION.....</b>		<b>28</b>
4.1.	INTRODUCTION .....	28
4.2.	DEFINITION OF LATENT VARIABLE.....	28
4.2.1.	Social network relationship (Variable 1 (V1) .....	28
4.2.2.	Dentists' Responsiveness Towards Patients' Concern (Variable 2 (V2))	28
4.2.3.	Easing Dental Anxiety from Dentist (Variable 3 (V3)).....	29
4.2.4.	Dental Staff's Organized Skill (Variable 4 (V4)) .....	29
4.2.5.	Perceived Value for Money (Variable 5 (V5)) .....	30
4.2.6.	Comprehensive Facility (Variable 6 (V6)) .....	31
4.3.	PROPOSITIONS .....	32
<b>CHAPTER V .....</b>		<b>46</b>
<b>CONCLUSION AND RECOMMENDATIONS .....</b>		<b>46</b>
5.1.	CONCLUSIONS .....	46
5.2.	IMPLICATIONS .....	47
5.3.	LIMITATIONS AND RECOMMENDATIONS .....	48
<b>REFERENCES.....</b>		<b>50</b>

<b>APPENDIX .....</b>	<b>60</b>
APPENDIX A .....	61
APPENDIX B .....	67
APPENDIX C .....	72
APPENDIX D .....	78
APPENDIX E.....	81
APPENDIX F.....	84
APPENDIX G .....	87
APPENDIX H .....	90
APPENDIX I.....	92
APPENDIX J .....	94
APPENDIX K .....	97
APPENDIX L.....	100
APPENDIX M .....	103
APPENDIX N .....	106
APPENDIX O .....	109
APPENDIX P .....	112
APPENDIX Q .....	115
APPENDIX R .....	118

## **LIST OF FIGURES**

Figure 1.1 Google Review of Clinic "T" .....	4
Figure 3.1Research Design Adapted by Eisendhart (1989).....	18
Figure 5.1. Model Theory of Patient Satisfaction at Clinic T .....	46



## **LIST OF TABLES**

Table 3.1 Sample Informants Table .....	22
---	----

