

ABSTRACT

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UNDERSTANDING PATIENT SATISFACTION AT CLINIC T: A QUALITATIVE ANALYSIS

Oral diseases are a growing global concern, affecting 3.5 billion people, with most cases occurring in middle-income countries. The 2023 Indonesian Health Survey/ *Survei Kesehatan Indonesia* reported a prevalence of dental health issues in Indonesia at 43.6%. However, only 56.9% of those affected received dental care services. Additionally, 91,9% of the population in Indonesia has never sought treatment from a dentist, highlighting a gap in awareness and utilization. Patient satisfaction is essential in the continuity of dental care, with factors such as dentist performance, administrative staff, and interpersonal interactions significantly impacting satisfaction. Previous studies, primarily conducted in teaching hospitals, identified key factors influencing satisfaction, including demographics, cost, and quality of care. However, few qualitative studies have explored patient satisfaction in private clinics, particularly in Indonesia. This study seeks to explore the factors that affect patient satisfaction at Clinic T, a private dental clinic, through qualitative analysis. By examining patient feedback and satisfaction levels, this research aims to identify key drivers of satisfaction and provide insights for improving dental services at the clinic.

Keywords: dental service, patient satisfaction, case study, dental clinic

