

## REFERENCES

- ADA. (2020). *Current Policies*. American Dental Association.  
<https://www.ada.org/about/governance/current-policies>
- Afrashtehfar, K. I., Assery, M. K. A., & Bryant, S. R. (2020). Patient Satisfaction in Medicine and Dentistry. *International Journal of Dentistry*, 2020, 1–10.  
<https://doi.org/10.1155/2020/6621848>
- Ahmadi Kashkoli, S., Zarei, E., Daneshkohan, A., & Khodakarim, S. (2017). Hospital responsiveness and its effect on overall patient satisfaction. *International Journal of Health Care Quality Assurance*, 30(8), 728–736.  
<https://doi.org/10.1108/IJHCQA-07-2016-0098>
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324.  
<https://doi.org/10.1002/hbe2.195>
- Akbar, F. H., Awang, A. H., & Rivai, F. (2023). Effect of Quality of Dental Health Services to Patient Satisfaction in Indonesia 2019: Importance-Performance Analysis. *Pesquisa Brasileira Em Odontopediatria e Clínica Integrada*, 23. <https://doi.org/10.1590/pboci.2023.031>
- Al Ghanem, E. J., AlGhanem, N. A., AlFaraj, Z. S., AlShayib, L. Y., AlGhanem, D. A., AlQudaihi, W. S., & AlGhanem, S. Z. (2023). Patient Satisfaction With Dental Services. *Cureus*. <https://doi.org/10.7759/cureus.49223>
- Aldossary, M., Alahmary, M., Almutawaa, M. M., Alhajri, S. M., Almalki, A. O., Alharbi, K. A., Almuaddi, A. M., & El Dalatony, M. (2023). Patient Satisfaction in Dental Healthcare Settings at Saudi Ministry of Health: A Descriptive Study. *Patient Preference and Adherence*, Volume 17, 2377–2383. <https://doi.org/10.2147/PPA.S419978>
- Alhamad, H., & Donyai, P. (2021). The Validity of the Theory of Planned Behaviour for Understanding People’s Beliefs and Intentions toward Reusing Medicines. *Pharmacy (Basel, Switzerland)*, 9(1).  
<https://doi.org/10.3390/pharmacy9010058>
- Alkazemi, M. F., Bayramzadeh, S., Alkhubaizi, N. B., & Alayoub, A. (2019). The physical environment and patient satisfaction ratings on social media: an

- exploratory study. *Facilities*, 38(1/2), 86–97. <https://doi.org/10.1108/F-11-2018-0138>
- Appukuttan, D. P. (2016). Strategies to manage patients with dental anxiety and dental phobia: literature review. *Clinical, Cosmetic and Investigational Dentistry*, 8, 35–50. <https://doi.org/10.2147/CCIDE.S63626>
- Armfield, J., & Heaton, L. (2013). Management of fear and anxiety in the dental clinic: a review. *Australian Dental Journal*, 58(4), 390–407. <https://doi.org/10.1111/adj.12118>
- Austin, Z., & Sutton, J. (2014). Qualitative Research: Getting Started. *The Canadian Journal of Hospital Pharmacy*, 67(6). <https://doi.org/10.4212/cjhp.v67i6.1406>
- B.T., S., N, M., S.I, A., & F, R. (2008). Using SERVQUAL for assessing and improving patient satisfaction at a rural health facility in Pakistan. *Eastern Mediterranean Health Journal*, 14(2), 447.
- Berger, R., Bulmash, B., Drori, N., Ben-Assuli, O., & Herstein, R. (2020). The patient-physician relationship: an account of the physician’s perspective. *Israel Journal of Health Policy Research*, 9(1), 33. <https://doi.org/10.1186/s13584-020-00375-4>
- Brown, M. E. L., & Dueñas, A. N. (2020). A Medical Science Educator’s Guide to Selecting a Research Paradigm: Building a Basis for Better Research. *Medical Science Educator*, 30(1), 545–553. <https://doi.org/10.1007/s40670-019-00898-9>
- Carter, A. E., Carter, G., Boschen, M., AlShwaimi, E., & George, R. (2014). Pathways of fear and anxiety in dentistry: A review. *World Journal of Clinical Cases*, 2(11), 642–653. <https://doi.org/10.12998/wjcc.v2.i11.642>
- Carter, N., Bryant-Lukosius, D., DiCenso, A., Blythe, J., & Neville, A. J. (2014). The Use of Triangulation in Qualitative Research. *Oncology Nursing Forum*, 41(5), 545–547. <https://doi.org/10.1188/14.ONF.545-547>
- Coculescu, B. I., Purcarea, V. L., & Coculescu, E. C. (2016). Product policy - the main component of the marketing mix in the Romanian health services. *Journal of Medicine and Life*, 9(1), 49–51. <http://www.ncbi.nlm.nih.gov/pubmed/27974913>

- Costello, L., Dare, J., Dontje, M., Lambert, C., & Straker, L. (2022). Applying the 4Ps of social marketing to retain and engage participants in longitudinal cohort studies: generation 2 Raine study participant perspectives. *BMC Medical Research Methodology*, 22(1), 288. <https://doi.org/10.1186/s12874-022-01778-4>
- Crowe, S., Cresswell, K., Robertson, A., Huby, G., Avery, A., & Sheikh, A. (2011). The case study approach. *BMC Medical Research Methodology*, 11(1), 100. <https://doi.org/10.1186/1471-2288-11-100>
- Cserző, D., Bullock, A., Cowpe, J., & Bartlett, S. (2022). Professionalism in the dental practice: perspectives from members of the public, dentists and dental care professionals. *British Dental Journal*, 232(8), 540–544. <https://doi.org/10.1038/s41415-022-3994-3>
- Davis Le Brun, S., Butchard, S., Kinderman, P., Umeh, K., & Whittington, R. (2024). Applying the theory of planned behaviour to understand mental health professionals' intentions to work using a human rights-based approach in acute inpatient settings. *Journal of Mental Health*, 33(3), 326–332. <https://doi.org/10.1080/09638237.2023.2245910>
- Deverick, J. (2020). Essential support for the dental team. *BDJ Team*, 7(4), 29–30. <https://doi.org/10.1038/s41407-020-0286-0>
- Dias-Barbosa, C., Balp, Kulich, K., Germain, N., & Rofail, D. (2012). A literature review to explore the link between treatment satisfaction and adherence, compliance, and persistence. *Patient Preference and Adherence*, 39. <https://doi.org/10.2147/PPA.S24752>
- Eisenhardt, K. M. (1989). Building Theories from Case Study Research. *The Academy of Management Review*, 14(4), 532. <https://doi.org/10.2307/258557>
- Ferguson, R. J., Paulin, M., & Leiriao, E. (2006). Loyalty and Positive Word-of-Mouth. *Health Marketing Quarterly*, 23(3), 59–77. <https://doi.org/10.1080/07359680802086174>
- Ferreira, D. C., Vieira, I., Pedro, M. I., Caldas, P., & Varela, M. (2023). Patient Satisfaction with Healthcare Services and the Techniques Used for its Assessment: A Systematic Literature Review and a Bibliometric Analysis. *Healthcare*, 11(5), 639. <https://doi.org/10.3390/healthcare11050639>

- Ghimire, P., Bista, N., & Collao, M. R. (2022). EVALUATION OF PATIENTS' SATISFACTION USING THE SERVQUAL QUESTIONNAIRE MODEL. *Journal of Chitwan Medical College, 12*(4), 68–72.  
<https://doi.org/10.54530/jcmc.650>
- Golzar, J., Tajik, O., & Noor, S. (2022). Convenience sampling. *International Journal of Education and Language Studies, 1*(2), 73–77.  
<https://doi.org/10.22034/ijels.2022.162981>
- Green, J., Hanckel, B., Petticrew, M., Paparini, S., & Shaw, S. (2022). Case study research and causal inference. *BMC Medical Research Methodology, 22*(1), 307. <https://doi.org/10.1186/s12874-022-01790-8>
- Harrington, C., Cole, J., & Kelly, J. (2022). Scope and Specialization in Dental Care. *Delaware Journal of Public Health, 8*(5), 158–158.  
<https://doi.org/10.32481/djph.2022.12.035>
- Jamshed, S. (2014). Qualitative research method-interviewing and observation. *Journal of Basic and Clinical Pharmacy, 5*(4), 87.  
<https://doi.org/10.4103/0976-0105.141942>
- Joarder, T., George, A., Ahmed, S. M., Rashid, S. F., & Sarker, M. (2017). What constitutes responsiveness of physicians: A qualitative study in rural Bangladesh. *PloS One, 12*(12), e0189962.  
<https://doi.org/10.1371/journal.pone.0189962>
- Joda, T., Bornstein, M. M., Jung, R. E., Ferrari, M., Waltimo, T., & Zitzmann, N. U. (2020). Recent Trends and Future Direction of Dental Research in the Digital Era. *International Journal of Environmental Research and Public Health, 17*(6), 1987. <https://doi.org/10.3390/ijerph17061987>
- Jonkisz, A., Karniej, P., & Krasowska, D. (2021). SERVQUAL Method as an “Old New” Tool for Improving the Quality of Medical Services: A Literature Review. *International Journal of Environmental Research and Public Health, 18*(20), 10758. <https://doi.org/10.3390/ijerph182010758>
- Kementerian Kesehatan. (2023). *Survei Kesehatan Indonesia*.  
<https://layanandata.kemkes.go.id/katalog-data/ski/ketersediaan-data/ski-2023>
- Larsen, M., Holde, G. E., & Johnsen, J.-A. K. (2022). Challenging encounters in clinical dentistry: a qualitative study investigating online reviews of patient

- satisfaction with Norwegian dentists. *Acta Odontologica Scandinavica*, 80(5), 328–337. <https://doi.org/10.1080/00016357.2021.2009909>
- Leung, L. (2015). Validity, reliability, and generalizability in qualitative research. *Journal of Family Medicine and Primary Care*, 4(3), 324. <https://doi.org/10.4103/2249-4863.161306>
- Liu, S., Li, G., Liu, N., & Hongwei, W. (2021). The Impact of Patient Satisfaction on Patient Loyalty with the Mediating Effect of Patient Trust. *INQUIRY: The Journal of Health Care Organization, Provision, and Financing*, 58, 004695802110072. <https://doi.org/10.1177/00469580211007221>
- Liu, W., & Xiaohang, L. (2023). *Application of SERVQUAL Model in Patient Satisfaction Survey* (pp. 295–313). [https://doi.org/10.2991/978-2-38476-040-4\\_25](https://doi.org/10.2991/978-2-38476-040-4_25)
- Lixandru, C. I., Maniu, I., Cernușcă-Mițariu, M. M., Făgețan, M. I., Cernușcă-Mițariu, I. S., Domnariu, H. P., Lixandru, M., & Domnariu, C. D. (2024). Patient Satisfaction with the Quality of Oral Rehabilitation Dental Services: A Comparison between the Public and Private Health System. *Dentistry Journal*, 12(3), 45. <https://doi.org/10.3390/dj12030045>
- Luo, J. Y. N., Liu, P. P., & Wong, M. C. M. (2018). Patients' satisfaction with dental care: a qualitative study to develop a satisfaction instrument. *BMC Oral Health*, 18(1), 15. <https://doi.org/10.1186/s12903-018-0477-7>
- Mack, N., Woodsong, C., Macqueen, K. M., Guest, G., & Namey, E. (2005). *Qualitative Research Methods: A Data Collector's Field Guide* (Vol. 13, Issue 4). Family Health International.
- Mangano, F., Gandolfi, A., Luongo, G., & Logozzo, S. (2017). Intraoral scanners in dentistry: a review of the current literature. *BMC Oral Health*, 17(1), 149. <https://doi.org/10.1186/s12903-017-0442-x>
- Manzoor, F., Wei, L., Hussain, A., Asif, M., & Shah, S. I. A. (2019). Patient Satisfaction with Health Care Services; An Application of Physician's Behavior as a Moderator. *International Journal of Environmental Research and Public Health*, 16(18), 3318. <https://doi.org/10.3390/ijerph16183318>
- Martínez-Mesa, J., González-Chica, D. A., Duquia, R. P., Bonamigo, R. R., & Bastos, J. L. (2016). Sampling: how to select participants in my research

- study? *Anais Brasileiros de Dermatologia*, 91(3), 326–330.  
<https://doi.org/10.1590/abd1806-4841.20165254>
- Marzban, S., Najafi, M., Agolli, A., & Ashrafi, E. (2022). Impact of Patient Engagement on Healthcare Quality: A Scoping Review. *Journal of Patient Experience*, 9, 237437352211254.  
<https://doi.org/10.1177/23743735221125439>
- Masic, I., Sivic, S., Toromanovic, S., Borojevic, T., & Pandza, H. (2012). Social networks in improvement of health care. *Materia Socio-Medica*, 24(1), 48–53. <https://doi.org/10.5455/msm.2012.24.48-53>
- Mccarthy, edmund jerome. (1960). *Basic Marketing, a Managerial Approach*.
- Muneer, M. U., Ismail, F., Munir, N., Shakoor, A., Das, G., Ahmed, A. R., & Ahmed, M. A. (2022). Dental Anxiety and Influencing Factors in Adults. *Healthcare (Basel, Switzerland)*, 10(12).  
<https://doi.org/10.3390/healthcare10122352>
- Murtadha, I. (2018). Patient satisfaction and its relationship to Dental anxiety among patients of Dental clinics in Baghdad city. *Journal of Educational and Psychological Researches*, 15(57).
- Nyirenda, L., Kumar, M. B., Theobald, S., Sarker, M., Simwinga, M., Kumwenda, M., Johnson, C., Hatzold, K., Corbett, E. L., Sibanda, E., & Taegtmeier, M. (2020). Using research networks to generate trustworthy qualitative public health research findings from multiple contexts. *BMC Medical Research Methodology*, 20(1), 13. <https://doi.org/10.1186/s12874-019-0895-5>
- Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), 460–469.  
<https://doi.org/10.1177/002224378001700405>
- Overcash, J. A. (2003). Narrative research: a review of methodology and relevance to clinical practice. *Critical Reviews in Oncology/Hematology*, 48(2), 179–184. <https://doi.org/10.1016/j.critrevonc.2003.04.006>
- Pahade, A., Bajaj, P., Shirbhate, U., & John, H. A. (2023). Recent Modalities in Pain Control and Local Anesthesia in Dentistry: A Narrative Review. *Cureus*. <https://doi.org/10.7759/cureus.48428>
- Pantouvakis, A., & Bouranta, N. (2014). Quality and price – impact on patient

- satisfaction. *International Journal of Health Care Quality Assurance*, 27(8), 684–696. <https://doi.org/10.1108/IJHCQA-10-2013-0128>
- Parasuraman, A. parsu, Berry, leonard l, & Zeithami, valarie a. (1988). SERVQUAL: A multiple- Item Scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1).
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41–50. <https://doi.org/10.1177/002224298504900403>
- Park, S., Kim, H.-K., Choi, M., & Lee, M. (2021). Factors affecting revisit intention for medical services at dental clinics. *PLOS ONE*, 16(5), e0250546. <https://doi.org/10.1371/journal.pone.0250546>
- Patino, C. M., & Ferreira, J. C. (2018). Internal and external validity: can you apply research study results to your patients? *Jornal Brasileiro de Pneumologia*, 44(3), 183–183. <https://doi.org/10.1590/s1806-37562018000000164>
- Patton, M. Q. (1999). Enhancing the quality and credibility of qualitative analysis. *Health Services Research*, 34(5 Pt 2), 1189–1208.
- Paul, B., Kirubakaran, R., Isaac, R., Dozier, M., Grant, L., & Weller, D. (2023). A systematic review of the theory of planned behaviour interventions for chronic diseases in low health-literacy settings. *Journal of Global Health*, 13, 04079. <https://doi.org/10.7189/jogh.13.04079>
- PDGI. (2024). *Jumlah Dokter Gigi Berdasarkan Kompetensi*. Persatuan Dokter Gigi Indonesia. <https://sertifikasi.pdgi.or.id/laporan/rekap-dokter-gigi>
- Phillippi, J., & Lauderdale, J. (2018). A Guide to Field Notes for Qualitative Research: Context and Conversation. *Qualitative Health Research*, 28(3), 381–388. <https://doi.org/10.1177/1049732317697102>
- Prakash, B. (2010). Patient satisfaction. *Journal of Cutaneous and Aesthetic Surgery*, 3(3), 151. <https://doi.org/10.4103/0974-2077.74491>
- Rahmi, E., Sari, D. P., Rafi, S. M., Tita, A. R., Khairah, I., Syahti, F. D., & Ikhwan, A. (2024). Edukasi Peningkatan Motivasi Kunjungan Kesehatan Gigi Dan Mulut di Puskesmas Muara Siberut, Kabupaten Kepulauan Mentawai, Provinsi Sumatera Barat. *PengabdianMu: Jurnal Ilmiah*

- Pengabdian Kepada Masyarakat*, 9(3), 563–569.  
<https://doi.org/10.33084/pengabdianmu.v9i3.6014>
- Rauf, A., Muhammad, N., Mahmood, H., & Yen, Y. Y. (2024). The influence of healthcare service quality on patients' satisfaction in urban areas: The case of Pakistan. *Heliyon*, 10(18), e37506.  
<https://doi.org/10.1016/j.heliyon.2024.e37506>
- Ravangard, R., Khodadad, A., & Bastani, P. (2020). How marketing mix (7Ps) affect the patients' selection of a hospital: experience of a low-income country. *The Journal of the Egyptian Public Health Association*, 95(1), 25.  
<https://doi.org/10.1186/s42506-020-00052-z>
- Redaksi Sehat Negeriku. (2024). *Agar Gigi dan Mulut Sehat*. Redaksi Sehat Negeriku.  
<https://sehatnegeriku.kemkes.go.id/baca/mediakom/20240318/1945120/mediakom-163/>
- Reiling, J., Hughes, R. G., & Murphy, M. R. (2008). *Patient Safety and Quality: An Evidence-Based Handbook for Nurses*. Agency for healthcare research and quality. <https://www.ncbi.nlm.nih.gov/books/NBK2633/>
- Renjith, V., Yesodharan, R., Noronha, J., Ladd, E., & George, A. (2021). Qualitative methods in health care research. *International Journal of Preventive Medicine*, 12(1), 20.  
[https://doi.org/10.4103/ijpvm.IJPVM\\_321\\_19](https://doi.org/10.4103/ijpvm.IJPVM_321_19)
- Serrano, C. I., Shah, V., & Abrámoff, M. D. (2018). Use of Expectation Disconfirmation Theory to Test Patient Satisfaction with Asynchronous Telemedicine for Diabetic Retinopathy Detection. *International Journal of Telemedicine and Applications*, 2018, 1–14.  
<https://doi.org/10.1155/2018/7015272>
- Sutton, J., & Austin, Z. (2015). Qualitative Research: Data Collection, Analysis, and Management. *The Canadian Journal of Hospital Pharmacy*, 68(3).  
<https://doi.org/10.4212/cjhp.v68i3.1456>
- Szabó, R. M., Buzás, N., Braunitzer, G., Shedlin, M. G., & Antal, M. Á. (2023). Factors Influencing Patient Satisfaction and Loyalty as Perceived by Dentists and Their Patients. *Dentistry Journal*, 11(9), 203.



- <https://doi.org/10.3390/dj11090203>
- Tarrant, C., Angell, E., & Baker, R. (2014). *Responsiveness of primary care services: development of a patient-report measure – qualitative study and initial quantitative pilot testing*. NIHR Journals Library.  
<https://www.ncbi.nlm.nih.gov/books/NBK263694/>
- Tenny, S., Brannan, J. M., & Brannan, G. D. (2022). *Qualitative Study*.  
<https://www.ncbi.nlm.nih.gov/books/NBK470395/>
- Trisnawati, I., Handayani, S. D., & Nuryakin. (2022). The effect of dental clinic service quality on patient satisfaction, word of mouth, and revisit intention in Yogyakarta. *Jurnal Ilmu Kesehatan*, 7(4), 1351–1356.
- Turra, L., Zanetti, P., & Rigo, L. (2021). Patient’ satisfaction with dental care: an integrative review. *Revista Da ABENO*, 21(1), 1258.  
<https://doi.org/10.30979/revabeno.v21i1.1258>
- Undang-Undang tentang Kesehatan, Pub. L. No. 93 (2009).
- van Waterschoot, W., & van den Bulte, C. (1992). The 4P Classification of the Marketing Mix Revisited. *Journal of Marketing*, 56(4), 83.  
<https://doi.org/10.2307/1251988>
- Victoria Government. (n.d.). *Dental Treatment*. Victoria Government. Retrieved September 10, 2024, from  
<https://www.betterhealth.vic.gov.au/health/conditionsandtreatments/dental-treatment>
- Wencheslaus, L., Mtaya-Mlangwa, M., & Sohal, K. S. (2024). Patients’ satisfaction with oral health care provided at the University Dental clinic in Tanzania: A cross-sectional analytical study. *Health Science Reports*, 7(5).  
<https://doi.org/10.1002/hsr2.2101>
- WHO. (2022). *Oral Health*. World Health Organization.  
<https://www.who.int/news-room/fact-sheets/detail/oral-health>
- Zhang, J., Chen, W., Petrovsky, N., & Walker, R. M. (2022). The Expectancy-Disconfirmation Model and Citizen Satisfaction with Public Services: A Meta-analysis and an Agenda for Best Practice. *Public Administration Review*, 82(1), 147–159. <https://doi.org/10.1111/puar.13368>
- Zun, A. B., Ibrahim, M. I., & Hamid, A. A. (2018). Level of Satisfaction on

Service Quality Dimensions Based on SERVQUAL Model Among Patients Attending 1 Malaysia Clinic in Kota Bharu, Malaysia. *Oman Medical Journal*, 33(5), 416–422. <https://doi.org/10.5001/omj.2018.76>

