

ABSTRACT

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EXPLORING PATIENT SATISFACTION AT A PRIVATE DENTAL CLINIC IN JAKARTA: A QUALITATIVE STUDY

Oral health is still a major concern in many parts of the world, affecting millions of people with many individuals not receiving proper care. Indonesia is one of the countries that reflects this global trend. According to Kementerian Kesehatan Republik Indonesia (2023), 56.9 percent of the population reported experiencing dental problems. However, only 11.2 percent of these people sought treatment from a dental professional. Even more concerning, 91.2 percent of the population had never visited a dentist. Many factors influence whether individuals decide to go to the dentist. Even when individuals do visit the dentist, their willingness to return often depends on how they feel about the service. Patient satisfaction is the key in the continuity of dental care. Whilst many existing studies in public healthcare settings have identified key elements influencing patient satisfaction, limited research has been conducted to examine these factors in private dental clinics. A qualitative study on Clinic X, a private dental clinic in South Jakarta that has served the community for more than 30 years, will be performed. Despite their solid foundation, recent years have brought noticeable changes in clinic patient flow. The purpose of the study is to analyze patient experiences and feedback to uncover what drives patient satisfaction. The insights gained are intended to support efforts to enhance service quality and improve overall patient care at Clinic X.

Keywords: dental clinic, patient satisfaction, qualitative study