
The Effects of Service Quality and Additional Factors to Electronic Word of Mouth and Revisit Intention at Dental Clinics Mediated by Patient Satisfaction

Putri Kartika Dusak, Oscar Jayanagara
Universitas Pelita Harapan, Indonesia
Email: Putridusak@gmail.com

ABSTRACT

The rapid growth of the dental industry in Indonesia, supported by increasing awareness of oral health through government and community programs, has intensified competition among dental clinics. To remain competitive, clinics have adopted strategies such as improving service quality, modernizing equipment, and utilizing social media to strengthen patient engagement. This study aims to examine the mediating role of patient satisfaction in the relationship between service quality, cost-effectiveness, staff-related factors, electronic Word of Mouth (eWoM), and revisit intention. The research employed a quantitative approach with survey data collected from dental clinic patients across several regions in Indonesia, and the data were analyzed using structural equation modeling (SEM). The results reveal that empathy, dependability, and assurance dimensions of service quality significantly enhance patient satisfaction, which in turn mediates the effects of cost-effectiveness, staff performance, and eWoM on revisit intention. Furthermore, satisfied patients were more likely to generate positive eWoM and exhibit higher loyalty, reinforcing the critical role of patient-centered service strategies. These findings imply that dental clinics can strengthen their competitiveness by focusing on service quality dimensions that build trust and comfort, aligning cost-effectiveness with perceived value, and investing in staff training and patient interaction. Ultimately, prioritizing patient satisfaction not only increases revisit intention but also promotes advocacy, thereby ensuring long-term sustainability and growth in Indonesia's evolving healthcare landscape.

KEYWORDS *Service Quality, Electronic Word of Mouth, Revisit Intention, Patient Satisfaction, Dental Clinic*



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INTRODUCTION

The dental industry is experiencing rapid growth, with an increasing number of individuals seeking dental services as awareness regarding dental health rises as a result of various government, school, and community health programs (Revianti et al., 2023). As a result, the number of available dental clinics continues to surge (Faccini et al., 2020). Consequently, dental clinics are encountering heightened competition to attract and retain patients through various methods such as being proactive on social media, improving the services provided, refining the aesthetic design of the clinic, upgrading to more modern and up-to-date dental equipment, and many other approaches. Understanding the factors influencing patient satisfaction and revisit intention is critical for dental clinics' success (Seong et al., 2015; Sharka et al., 2024). By identifying the key factors that affect patient satisfaction and revisit intention, dental clinics can improve their service quality and increase their patient base, which is critical in an increasingly competitive environment (Naamati-Schneider, 2024; Puri et al., 2024).

The majority of dental clinics in Indonesia provide fundamental dental services, such as dental filling, tooth extraction, scaling, root-canal treatment, dental aesthetics, and orthodontic services (Pindobilowo et al., 2023). Dental clinics in Indonesia have various price ranges, which are mostly based on region, whether urban or rural, and specific market segments. Moreover, cultural and socio-economic factors significantly influence the dental care-seeking behavior of Indonesian patients, where urban populations with higher socio-economic status and education are more likely to seek dental care (Ni Made Yuliana et al., 2023).

Hence, dental clinics are much more concentrated in urban cities such as Jakarta, where the demand for dental care is higher compared to rural regions of Indonesia (Santoso et al., 2020). As a result, the private dental sectors in urban areas are highly competitive. In rural areas, there are heavy fluctuations in patient supply and demand, where low demand decreases revenue and high demand strains the resources of rural dental clinics (Febrian et al., 2020). Thus, dental clinics in both rural and urban areas are facing challenges that may negatively impact their financial situation. Hence, there is a necessity to enhance service quality and improve patient satisfaction, which will consequently augment patient revisit intention and electronic word of mouth (eWoM).

Patient satisfaction is of utmost importance in dental clinics, as satisfied patients are more likely to return to the same clinic, which is vital for a sustainable dental clinic (Sagay et al., 2023). It also acts as a key performance indicator which is beneficial for the continuous improvement of dental clinics. Strong eWoM can help build a clinic's reputation, establishing trust and reliability (Suprayogi et al., 2022). eWoM also acts as free advertising where satisfied patients can share their positive experiences online, potentially increasing the volume of new patients. Moreover, through online reviews, dental clinics may receive valuable feedback to further improve their services.

While the focus on patient satisfaction as a mediator is well-supported, it is essential to consider other factors such as brand equity and social media, which also play significant roles in influencing revisit intentions and word of mouth. These elements can enhance the overall patient experience and satisfaction, thereby strengthening the relationship between

healthcare providers and patients (Ilham Arief et al., 2024). Favorable eWoM, which is often a result of positive patient satisfaction, thus influences revisit intention (Siripipatthanakul, 2021). Hence, patient satisfaction, eWoM, and revisit intention are interrelated.

Moreover, trust and satisfaction from previous medical visits are important, as positive experiences often result in strong intention to revisit, thus developing patient loyalty. Revisit intention is crucial for hospitals and dental clinics as it enhances their credibility and competitiveness. Repeat patients indicate trust and satisfaction with the provided medical services, setting the clinic apart from competitors. Moreover, high rates of revisit intention will often lead to increased revenue, which is vital for clinics' and hospitals' financial health (Sharka et al., 2024).

The investigation of patient satisfaction as a mediator in revisit intention and electronic word of mouth in dental clinics in Indonesia is of utmost importance because of the substantial impact of patient happiness on these outcomes. Patient satisfaction is a crucial factor that influences both the intention to revisit and the spread of positive electronic word-of-mouth (eWoM). It represents patients' subjective assessment of their healthcare experience in relation to their initial expectations (Trisnawati et al., 2022). Within dental clinics, service quality factors such as empathy, dependability, and assurance have a substantial effect on patient satisfaction, which subsequently affects patients' inclination to return and engage in positive word-of-mouth dissemination (Siripipatthanakul, 2021).

This relationship is especially crucial in the healthcare industry, as patient decisions are significantly influenced by trust and personal experiences. Empirical research has demonstrated that patient satisfaction mediates the connection between service quality and revisit intention, underscoring its significance in guaranteeing patient loyalty and advocacy (Sianita et al., 2024; Wandebori et al., 2017). Moreover, understanding this mediation phenomenon can assist dental clinics in Indonesia in enhancing their service quality, thereby boosting patient happiness and promoting favorable word-of-mouth, which is a crucial acquisition channel in the medical industry (Sianita et al., 2024).

Furthermore, the study emphasizes the importance of directing attention toward particular aspects of service quality, such as empathy and assurance, which have been shown to greatly influence patient satisfaction and future intentions to return (Wandebori et al., 2017). Through the analysis of these dynamics, dental clinics can establish more effective strategies to enhance patient experiences, resulting in higher patient revisit rates and favorable referrals, which are crucial for maintaining a competitive edge in the healthcare industry. This research is especially pertinent in Indonesia, where the healthcare sector is undergoing rapid transformation and patient expectations are increasing, requiring a more profound understanding of the forces that influence patient happiness and loyalty.

Previous studies have identified service quality, cost-effectiveness, and staff-related factors as important determinants of patient satisfaction and revisit intention. However, there is a lack of research on the mediating role of patient satisfaction in the relationship between these factors and revisit intention. In a study by Sharka et al. (2024) regarding the impact of dental service quality on revisit intention, intention to revisit is heavily influenced

by service quality, most notably staff-related factors and responsiveness, which were identified as the primary attributes of SERVQUAL. Furthermore, according to a study by Siripipatthanakul (2021), service quality also had a significant influence on revisit intention. However, the study found that empathy was the more influential factor compared to the other attributes. Moreover, patient satisfaction greatly impacts eWoM, whereby satisfied patients act as unofficial promoters of the dental clinic.

This study aims to fill this knowledge gap by examining the mediating role of patient satisfaction in the relationship between service quality, cost-effectiveness, staff-related factors, eWoM, and revisit intention. The rationale for this study is to provide dental clinics with a better understanding of the factors that influence patient satisfaction and revisit intention. By identifying the key factors that affect patient satisfaction, eWoM, and revisit intention, dental clinics can improve their service quality and increase their patient base.

Conducting research on patient satisfaction as a mediator in the relationship between revisit intention and word of mouth in dental clinics in Indonesia is essential for understanding and improving patient experiences. This, in turn, can result in higher patient retention rates and successful referrals. This study has special significance within the healthcare services sector, as patient satisfaction has a substantial impact on both the probability of patients returning and their inclination to endorse the service to others. The subsequent sections delve into the fundamental elements of this research field.

Service quality in dental clinics was assessed using an extended SERVQUAL model to examine its impact on patients' revisit intentions in several cities across Indonesia. The research is structured around several key questions: (a) How does SERVQUAL affect electronic Word of Mouth (eWoM) in dental clinics? (b) How does SERVQUAL impact Revisit Intention in dental clinics? (c) How do additional factors, such as cost-effectiveness and staff-related factors, affect eWoM in dental clinics? (d) How do these additional factors impact Revisit Intention? (e) How does patient satisfaction mediate the relationship between SERVQUAL and eWoM in dental clinics? (f) How does patient satisfaction mediate the relationship between SERVQUAL and Revisit Intention? (g) How does patient satisfaction mediate the impact of additional factors (cost-effectiveness and staff-related factors) on eWoM in dental clinics? (h) How does patient satisfaction mediate the relationship between additional factors and Revisit Intention? Based on these questions, the objectives of this research are to test and analyze how SERVQUAL affects eWoM and Revisit Intention in dental clinics, and to evaluate how additional factors like cost-effectiveness and staff-related factors influence both eWoM and Revisit Intention in dental clinics.

RESEARCH METHOD

This study adopts a quantitative, cross-sectional design conducted from October to November 2024, aiming to analyze the relationships between service quality, additional factors (cost-effectiveness and staff-related factors), patient satisfaction, electronic Word of Mouth (eWoM), and revisit intention in dental clinics across Indonesia. The study focuses on individual patients who have received dental services in the past year, with participants selected through purposive sampling to ensure relevance and recency of

experience. Patients under 18 years of age or unable to understand the questionnaire were excluded from the study. The research variables are defined as follows: independent variables include service quality dimensions (reliability, assurance, tangibles, empathy, and responsiveness) alongside cost-effectiveness and staff-related factors; patient satisfaction serves as the mediating variable; and eWoM and revisit intention function as the dependent variables.

Data were collected using structured questionnaires employing Likert-scale items to measure perceptions of service quality, patient satisfaction, and loyalty indicators. The collected responses were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine both measurement and structural models. Convergent validity, discriminant validity, and composite reliability were tested to confirm instrument reliability and validity, while the structural model was evaluated using R^2 values, t-statistics, and predictive relevance (Q^2). This approach provides robust insights into how service quality and related factors shape patient satisfaction, which in turn drives eWoM and revisit intentions, offering valuable implications for improving the performance and competitiveness of dental clinics.

RESULTS AND DISCUSSION

Hypothesis Test Results

Table 1. Hypothesis Test Result

Hypothesis	Path	Standard Coefficient	T-Statistic	p-Value	Result
H1	ServQual -> Patient Satisfaction	0.612	7.823	0.000	Hypothesis supported
H2	Additional Factors -> Patient Satisfaction	0.347	4.406	0.000	Hypothesis supported
H3	ServQual -> eWOM	0.273	1.626	0.104	Hypothesis not supported
H4	ServQual -> Revisit Intention	0.106	0.607	0.544	Hypothesis not supported
H5	Additional Factors -> eWOM	0.101	0.944	0.345	Hypothesis not supported
H6	Additional Factors -> Revisit Intention	0.224	1.883	0.060	Hypothesis not supported
H7	Patient Satisfaction -> eWOM	0.437	2.775	0.006	Hypothesis supported
H8	Patient Satisfaction -> Revisit Intention	0.522	3.002	0.003	Hypothesis supported
H9	ServQual -> Patient Satisfaction -> eWOM	0.267	2.489	0.013	Hypothesis supported
H10	ServQual -> Patient Satisfaction -> Revisit Intention	0.319	2.562	0.010	Hypothesis supported

Hypothesis	Path	Standard Coefficient	T-Statistic	p-Value	Result
Intention					
H11	Additional Factors -> Patient Satisfaction -> eWOM	0.151	2.421	0.015	Hypothesis supported
H12	Additional Factors -> Patient Satisfaction -> Revisit Intention	0.181	2.749	0.006	Hypothesis supported

Source: Results of Data Processed with SmartPLS 3.2.9

The analysis shows that service quality and additional factors have a significant positive effect on patient satisfaction, thus supporting hypotheses H1 and H2. However, both variables do not significantly influence eWOM or revisit intention, meaning hypotheses H3–H6 are not supported. On the other hand, patient satisfaction is proven to have a significant positive effect on eWOM and revisit intention, supporting hypotheses H7 and H8. Furthermore, patient satisfaction is found to mediate the effect of service quality and additional factors on eWOM and revisit intention, thus supporting hypotheses H9–H12. Therefore, patient satisfaction serves as a key variable that strengthens the influence of service quality and additional factors on patients' willingness to recommend and revisit the clinic.

H1 The influence of Service Quality on Patient Satisfaction

This study identifies Assurance (63.617) as the most significant factor influencing service quality, followed by Empathy (55.204), Responsiveness (41.494), Tangibles (32.675), and Reliability (30.231) as the least significant.

The findings correspond with the research by Siripipatthanakul (2021), which identifies particular components of service quality that exert differing levels of impact on patient satisfaction. Empathy was identified as the most crucial factor, exerting a substantial positive influence on patient satisfaction (Beta=0.411, $p<0.001$). This indicates that when dental clinic personnel exhibit empathy and concern for patients, it significantly improves patient satisfaction levels. Additional factors, including reliability (Beta=0.183, $p<0.05$), tangibles (Beta=0.119, $p<0.05$), assurance (Beta=0.077, $p>0.05$), and responsiveness (Beta=0.053, $p>0.05$), also influence patient satisfaction, though to a diminished degree.

The results from Table 4.22 correspond with Trisnawati et al., (2022) study, revealing a C.R. value of 4.275 and a p-value of 0.000, indicating that empathy is a crucial factor in service quality. A study conducted by Sajadi et al (2023) demonstrated that the assurance dimension, encompassing elements such as dentists' specialized knowledge and respect for patient privacy, exhibited the most substantial positive gap, signifying a considerable impact on patient satisfaction. This indicates that when patients experience elevated levels of assurance, their satisfaction with the service improves. In contrast, the access dimension, encompassing the ease of obtaining services and the physical environment,

exhibited the lowest positive gap, signifying areas for potential enhancement in patient satisfaction.

The study by Park et al., (2021) indicates that service quality significantly affects patient satisfaction in dental clinics. A multitude of factors influence this relationship, such as physician communication, expertise, reliability, and tangibility, all of which have been shown to enhance patient satisfaction. Reliability exerts the greatest impact on patient satisfaction, succeeded by tangibility and physician communication.

The findings underscore the multifaceted nature of service quality and its essential role in fostering patient satisfaction. The research underscores the necessity of upholding superior service quality to guarantee patient satisfaction, which is vital for the success of healthcare institutions. The study underscores that patient satisfaction constitutes an ongoing evaluative judgment influenced by experiences prior to and following the receipt of medical services. Patients evaluate these services according to their criteria, highlighting the necessity of fulfilling or surpassing patient expectations to improve satisfaction.

H2 The Influence of Additional Factors on Patient Satisfaction

From table 4.22 above, it is known that the T-statistic for the additional factor variable >1.645 (4.406), with a p-value <0.05 (0.000) and a positive regression coefficient (Path Coefficient) above 0 (0.347). Because the Path Coefficient is positive and the T-statistic >1.645 and the p-value $0.000 < 0.05$, it can be concluded that the additional factors variable has a positive and significant effect on patient satisfaction. Thus, the hypothesis H2 "Additional factors have a positive effect on Patient Satisfaction" is supported.

Research indicates that cost-effectiveness in dental clinics can significantly impact patient satisfaction, as demonstrated by various studies. Operational efficiency, which includes the use of advanced technologies and efficient management systems, not only reduces costs but also enhances the quality of care and patient satisfaction (Ulloa Gomez et al., 2024). For instance, a study at the Lagos State University Teaching Hospital Dental Clinic found that while most patients were satisfied with the services, the cost of services was one of the factors with the lowest satisfaction scores, suggesting that cost effectiveness could improve overall satisfaction (Adeniyi et al., 2013).

Furthermore, a review of patient satisfaction surveys in dental school clinics identified cost as one of the critical dimensions influencing patient satisfaction, alongside quality, interaction, access, and environment (Ahmady et al., 2015). Additionally, a randomized controlled trial comparing Hawley and vacuum-formed retainers found that vacuum-formed retainers were more cost-effective and preferred by patients, indicating that cost effective solutions can lead to higher patient satisfaction (Hichens et al., 2007). These findings collectively underscore the importance of integrating cost-effective practices in dental clinics to enhance patient satisfaction, as they address both financial and quality aspects of care. The study undertaken by (Octivanny & Berlianto, 2022) indicates that price does not have a positive effect on increasing patient satisfaction at the Kania Dental Clinic, suggesting that while cost is an important consideration, it may not directly correlate with satisfaction in this context.

Cost effectiveness in healthcare refers to providing services that achieve the desired

health outcomes at the lowest possible cost. It involves balancing the quality of care with the expenses incurred by patients. Generally, when patients perceive that they are receiving high-quality care at a reasonable price, their satisfaction tends to increase. This is because they feel they are getting value for their money, which is a significant factor in their overall experience. The study highlights that service quality is a significant determinant of patient satisfaction, indicating that even if the cost is high, patients may still be satisfied if the quality of care meets or exceeds their expectations.

While the study suggests that price does not directly affect satisfaction, financial accessibility can still play a role. If services are perceived as too expensive, it may deter patients from seeking care, thereby affecting their satisfaction indirectly. Cost-effective services can lead to long-term relationships with patients, as they are more likely to return and recommend the clinic to others if they feel they are receiving good value for their money. In conclusion, while the study at Kania Dental Clinic suggests that price alone does not impact patient satisfaction, cost effectiveness, which encompasses both price and perceived value, can significantly influence how patients perceive their healthcare experience. This highlights the importance of balancing cost with quality to enhance patient satisfaction.

Whether staff-related factors play a pivotal role in patient satisfaction at Kania Dental Clinic. The competence and interpersonal skills of the staff contribute significantly to how patients perceive their care, ultimately affecting their satisfaction and likelihood of recommending the clinic to others. This underscores the need for healthcare facilities to invest in training and developing their staff to ensure high-quality patient interactions.

This study aligns in additional factors on staff related by Park et al., (2021) the study found that communication by assistants did not significantly affect patient satisfaction or service value, which contrasts with some previous research. This suggests that while assistants are involved in the treatment process, their communication may not be as critical to patient satisfaction as that of doctors. However, patients do express a desire to communicate with assistants about their discomfort, indicating that there is still a role for assistants in enhancing the patient experience.

The human factor, including the kindness and empathy of the medical staff, is more important in dental services than in general medical treatment. This is because dental treatments often require long-term engagement, and maintaining a positive relationship with the staff can significantly influence patient satisfaction and their decision to continue treatment at the same clinic. Additionally, the reliability and expertise of the staff are crucial, as these factors positively impact patient satisfaction. Patients are more likely to be satisfied when they perceive the staff as reliable and knowledgeable, which enhances their trust in the clinic's services. In conclusion, staff-related factors, particularly the communication and expertise of doctors, play a vital role in shaping patient satisfaction in dental clinics. While assistants' communication may not directly impact satisfaction, their role in addressing patient discomfort is still valuable. Overall, fostering a patient-centered approach with empathetic and expert staff can significantly enhance patient satisfaction and encourage repeat visits.

H3 The Influence of Service Quality on eWOM

From table 4.22 above, it is known that the T-statistic for the service quality variable <1.645 (1.626), with a p-value >0.05 (0.104) and a positive regression coefficient (Path Coefficient) above 0. (0.273). Because the T-statistic value <1.645 and the p-value $0.104 > 0.05$, The Service Quality variable does not significantly influence eWOM. Thus, the hypothesis H3 "Service Quality has a positive effect on eWOM" is not supported.

The research conducted by Trisnawati et al., (2022) also noted that service quality does not have a significant effect on eWOM. This conclusion was reached through hypothesis testing, where the hypothesis that service quality would positively and significantly affect eWOM was rejected. The Structural Equation Model (SEM) analysis revealed a C.R. value of 0.298 and a p-value of 0.766, indicating a lack of statistical significance, which led to the conclusion that service quality does not directly influence eWOM in the context of the dental clinic in Yogyakarta.

H4 The Influence of Service Quality on Revisit Intention

From Table 4.22 above, it is known that the T-statistic for the service quality variable <1.645 (0.607), with a p-value >0.05 (0.544) and a positive regression coefficient (Path Coefficient) above 0 (0.106). Because the T-statistic value <1.645 and the p-value $0.544 > 0.05$. It may be stated that the service quality variable does not significantly influence Revisit Intention. Consequently, hypothesis H4, which posits that "Service Quality positively influences Revisit Intention," is not supported.

Whereas in the research Sharka et al., (2024) the results indicate that service quality significantly affects patients' intentions to revisit dental facilities, with the model explaining 65.6% of the variance in revisit intention.

The study by Trisnawati et al., (2022) examined the relationship between service quality and revisit intention within the context of a dental clinic in Yogyakarta. Contrary to the initial hypothesis, the results indicated that service quality does not have a significant effect on revisit intention. This finding was based on the analysis of the Structural Equation Model (SEM), which showed a C.R. value of -0.658 and a p-value of 0.511, leading to the rejection of the hypothesis that service quality positively affects revisit intention.

H5 The Influence of Additional Factors on eWOM

From table 4.22 above, it is known that the T-statistic for the additional factor variable <1.645 (0.944), with a p-value >0.05 (0.345) and a positive regression coefficient (Path Coefficient) above 0 (0.101). Because the T-statistic value <1.645 and the p-value $0.345 > 0.05$, The supplementary variable does not exert a significant influence on electronic word-of-mouth (eWOM). Therefore, the hypothesis H5 "Additional Factor has a positive effect on eWOM" is not supported.

The relationship between cost effectiveness and electronic word of mouth (eWOM) in the context of dental clinics is multifaceted, involving various factors that influence consumer decisions and perceptions. eWOM has been shown to significantly impact consumer purchase interest and decision-making in dental services, as it provides valuable insights into the quality and value of services offered by clinics (Putri & Sijabat, 2021).

The effectiveness of eWOM is often linked to the perceived value for money, which is a critical component of cost-effectiveness. For instance, comments on value for money in eWOM can strongly influence consumer choices, as demonstrated in studies where positive eWOM regarding cost-effectiveness led to increased sales and consumer interest (Cho & Chan, 2017). However, the role of price influencing consumer decisions in dental clinics is complex. While some studies suggest that price does not significantly affect the decision to choose a dental clinic, it is crucial to consider the broader context of cost-effectiveness, which includes not only the price but also the quality and outcomes of the services provided (Putri & Sijabat, 2021).

From a societal perspective, cost-effectiveness in dental care is essential for resource allocation, especially in public health settings where the economic burden of oral care is significant (Ferreira & Loureiro, 2010). The evaluation of cost-effectiveness in dental treatments often involves comparing the benefits of treatments, such as improved functionality and aesthetics, against their costs, which can influence patient satisfaction and revisit intentions (Pennington et al., 2009; Periyanto et al., 2024).

Therefore, while eWOM can enhance consumer interest by highlighting cost-effective services, the actual impact on consumer behavior is mediated by factors such as patient satisfaction and perceived value, which are integral to the overall cost-effectiveness of dental services (Periyanto et al., 2024). In conclusion, the interplay between cost effectiveness and eWOM in dental clinics underscores the importance of delivering high-quality, value-for-money services to leverage positive eWOM and enhance consumer engagement.

Research on how staff-related factors such as sex, age, and specialization affect electronic word-of-mouth (eWOM) in dental clinics reveals a complex interplay of demographic influences and professional attributes. While some studies indicate that gender does not significantly impact word-of-mouth marketing in dental health services, other research highlights the nuanced role of age and specialization in shaping patient perceptions and satisfaction (Ekiyor & Atilla, 2014; Rao, 2014). For instance, the reputation and technical competency of dental professionals, which are often linked to their experience and specialization, are critical factors influencing patient choice and satisfaction, thereby affecting eWOM (Koh et al., 2022).

Additionally, the calibration and experience of clinicians, rather than their age or gender, have been shown to significantly impact diagnostic accuracy and patient trust, which can indirectly influence eWOM (Evirgen et al., 2013). Furthermore, demographic factors such as age and gender have been identified as effective discriminators of relationship marketing outcomes, with younger and female patients more likely to engage in positive eWOM (Fernandes et al., 2013). This suggests that while direct effects of staff demographics on eWOM might be limited, indirect effects through patient satisfaction and perceived service quality are significant.

Moreover, the professional title and specialization of dental staff can influence their knowledge and attitudes towards patient care, which in turn affects patient satisfaction and their likelihood to recommend services (Lyu et al., 2021). Overall, while direct correlations between staff demographics and eWOM are not consistently significant across studies, the

interplay of these factors with patient satisfaction and service quality highlights their indirect influence on eWOM in dental clinics

H6 The Influence of Additional Factors on Revisit Intention

From table 4.22 above, it is known that the T-statistic for the additional factors variable <1.645 (1.883), with a p-value >0.05 (0.060) and a positive regression coefficient (Path Coefficient) above 0 (0.224). Because the T-statistic value >1.645 and the p-value $0.060 > 0.05$, it can be concluded that the additional factors variable does not significantly affect Revisit Intention. Therefore, the hypothesis H6 "Additional Factors positively affect Revisit Intention" is not supported.

Research by Sharka et al., (2024) indicates that supplementary factors in the extended SERVQUAL model markedly enhance its predictive capability, accounting for 65.6% of the variance in revisit intention. This indicates that these factors are crucial for comprehending and improving patient retention in dental services.

The study at Kania Dental Clinic by Octivanny & Berlianto, (2022) analyzed the influence of various factors on revisit intention, although specific results regarding "cost effectiveness" as a separate factor were not explicitly detailed in the provided contexts. The study examined the overarching concept of price and its impact on patient satisfaction, which subsequently affects the intention to revisit. The research indicated that price did not positively influence patient satisfaction at the Kania Dental Clinic. This implies that cost-effectiveness, as man element of pricing, may not directly improve patient satisfaction or the intention to return.

Nonetheless, it is crucial to recognize that although price alone may not substantially influence satisfaction, the perceived value or cost effectiveness may still affect a patient's decision to return, particularly if they regard the services as providing good value for money. Staff related factor, classified within the "people" component of the service marketing mix, were determined to positively influence patient satisfaction. Given that patient satisfaction positively affects the intention to revisit, it can be deduced that staff-related factors indirectly influence revisit intention by affecting satisfaction levels.

Constructive interactions with personnel, marked by professionalism and proficient communication, improve the overall patient experience, increasing the likelihood of patients returning to the clinic. In conclusion, although cost effectiveness was not explicitly evaluated regarding its influence on revisit intention, the study indicates that price does not substantially impact patient satisfaction. Conversely, staff-related factors positively affect patient satisfaction, thereby increasing the intention to revisit. This underscores the significance of prioritizing staff performance and interactions to cultivate a favorable patient experience and promote return visits.

H7 The Influence of Patient Satisfaction on eWOM

From table 4.22 above, it is known that the T-statistic for the additional factor variable <1.645 (2.775), with a p-value >0.05 (0.006) and a positive regression coefficient (Path Coefficient) above 0 (0.437). Because the T-statistic value >1.645 and the p-value $0.060 > 0.05$, it can be concluded that the additional factors variable does not significantly

affect Revisit intention. Therefore, the hypothesis H6 "Patient Satisfaction positively affect eWOM" is supported. Studies examining electronic word-of-mouth (eWOM) reveal that while eWOM can enhance patient trust and satisfaction, its direct impact on revisit intention may vary based on other influencing factors.

Siripipatthanakul (2021) study underscores the substantial impact of patient satisfaction on electronic word-of-mouth (eWOM) among dental patients in Thailand. Patient satisfaction is a pivotal factor influencing electronic word-of-mouth (eWOM), accounting for approximately 42.9 percent of its variance (Beta=0.655, $p < 0.001$, $R^2 = 0.429$). This suggests that patient satisfaction with service quality correlates with an increased likelihood of positive electronic word-of-mouth, as they share their experiences on digital platforms.

The results align with Octivanny & Berlianto (2022), The research performed at Kania Dental Clinic underscores the crucial impact of patient satisfaction on electronic word of mouth (eWOM). Patient satisfaction positively influences word of mouth, including electronic word of mouth (eWOM), as contented patients are more inclined to disseminate their favorable experiences through diverse communication channels, particularly digital platforms.

Trisnawati et al., (2022) study on a dental clinic in Yogyakarta demonstrates that patient satisfaction significantly enhances electronic word of mouth (eWOM). The acceptance was predicated on the analytical findings indicating a positive C.R. value of 2.099 and a p-value of 0.036, both of which are below the threshold of 0.05. This suggests that patient satisfaction with services correlates with an increased likelihood of engaging in positive electronic word-of-mouth, wherein they disseminate their favorable experiences to others.

H8 The Influence of Patient Satisfaction on Revisit Intention

From table 4.22 above, it is known that the T-statistic for the patient satisfaction variable > 1.645 (3.002), with a p-value < 0.05 (0.003) and a positive regression coefficient (Path Coefficient) above 0 (0.522). Because the Path Coefficient is positive and the T-statistic > 1.645 with a p-value of $0.003 < 0.05$, it can be concluded that the Additional Factors variable has a positive and significant effect on Patient Satisfaction. Thus, the hypothesis H8 "Patient Satisfaction has a positive effect on Revisit Intention" is supported.

This aligns with the study by Siripipatthanakul (2021) which conducted research on dental patients in Thailand and demonstrates a robust correlation between patient satisfaction and the intention to revisit. Patient satisfaction is a crucial determinant of the intention to revisit, accounting for 53.4 percent of the variance (Beta=0.731, $p < 0.001$, $R^2 = 0.534$). This suggests that patient satisfaction with the dental clinic's services increases the likelihood of their return for subsequent visits.

Additionally, the study by Park et al., (2021) indicated that patient satisfaction significantly affects revisit intention, with a path coefficient of $\beta = 0.383$ ($p < 0.001$). This suggests that patient satisfaction with services correlates with their likelihood of continuing care with the same provider.

Similar to the study by Trisnawati et al., (2022), patient satisfaction with dental care

correlates positively with the likelihood of returning for subsequent visits. The analysis reveals a positive C.R. value of 2.688 and a p-value of 0.007, both of which support the hypothesis that patient satisfaction positively affects revisit intention.

Patient satisfaction significantly impacts the intention to return to healthcare establishments such as Kania Dental Clinic. Octivanny & Berlianto, (2022) study demonstrates a positive correlation between patient satisfaction and the intention to revisit. Patient satisfaction with services increases the likelihood of their return to the same healthcare provider for future requirements.

H9 The Influence of Patient Satisfaction as Mediator Between Service Quality and eWOM

The results of the H9 hypothesis test can be seen in table 4.22, where this hypothesis is supported by a p-value <0.05 (0.013) and a T-statistic value >1.645 (2.489), indicating a significant effect. The standard coefficient obtained is positive above 0 (0.267), indicating that Service Quality has a positive direction towards eWOM mediated by patient satisfaction. High service quality positively affects eWOM, but this influence can be affected by patient satisfaction. When patients are satisfied with the dental clinic's service, they tend to recommend and share their experiences on social media.

The research is consistent with prior studies, including those by Siripipathanakul (2021). It reveals that patient satisfaction serves as a significant mediator, indicating that the quality of service delivered by the dental clinic influences patient satisfaction, which subsequently affects the propensity of patients to participate in electronic word-of-mouth (eWOM). This mediating effect highlights the necessity of maintaining superior service quality to improve patient satisfaction, consequently fostering positive electronic word-of-mouth. The research indicates that patient satisfaction accounts for approximately 42.9 percent of the variance in electronic word-of-mouth (Beta=0.655, $p<0.001$, $R^2=0.429$).

The research conducted by Octivanny & Berlianto (2022) at Kania Dental Clinic emphasizes the intermediary function of patient satisfaction in the relationship between service quality and electronic word of mouth (eWOM). It illustrates that superior service quality markedly improves patient satisfaction, which subsequently has a favorable impact on electronic word-of-mouth (eWOM). The relationship is statistically validated, with enhancements in service demonstrating a significant positive impact on patient satisfaction, evidenced by a p-value of 0.000.

The study by Trisnawati et al., (2022) examines the function of patient satisfaction as a mediator between service quality and electronic word of mouth (eWOM). The results demonstrate that service quality does not directly influence eWOM; however, patient satisfaction serves as a vital mediating factor in this connection. The study demonstrates that service quality substantially affects patient satisfaction, which subsequently enhances electronic word-of-mouth (eWOM). Patient satisfaction has a positive and significant impact on electronic word-of-mouth (eWOM), evidenced by a C.R. value of 2.099 and a p-value of 0.036.

H10 The Influence of Patient Satisfaction as Mediator Between Service Quality and

Revisit Intention

The results of the H10 hypothesis test can be seen in table 4.22, where this hypothesis is supported by a p-value <0.05 (0.010) and a T-statistic value >1.645 (2.562), indicating a significant effect. The standard coefficient obtained is positive above 0 (0.319), demonstrating that service quality positively influences return intention through the mediation of patient satisfaction.

The discovery corresponds with earlier studies, including that of Siripipatthanakul (2021), which indicates that patient satisfaction can forecast revisit intention by 53.4 percent (Beta=0.731, $p<0.001$, $R^2=0.534$). This significant mediation effect underscores the necessity of maintaining superior service quality to improve patient satisfaction, consequently elevating the probability of patients revisiting the clinic for subsequent services.

Park et al., (2021) study highlights the crucial function of patient satisfaction as an intermediary between service quality and the intention to return to dental clinics. The quality of health communication and medical services significantly impacts patient satisfaction, subsequently influencing the probability of patients returning to the same clinic. The research findings demonstrate that service value, closely associated with patient satisfaction, significantly influences revisit intention, evidenced by a path coefficient of $\beta = 0.438$ ($p < 0.001$). This aligns with the prior research conducted by Trisnawati et al., (2022), which indicates that patient satisfaction positively and significantly influences revisit intention, thereby reinforcing this mediating role. The analysis indicates a C.R. value of 2.688 and a p-value of 0.007, thereby affirming the significance of this relationship.

H11 The Influence of Patient Satisfaction as Mediator Between Additional factors and eWOM

The outcomes of the H11 hypothesis test are presented in Table 4.22. where this hypothesis is supported with a p-value <0.05 (0.015), a T-statistic value >1.645 (2.421), indicating a significant effect. The standard coefficient obtained is positive above 0 (0.151), indicating that the Additional Factors has a positive direction towards eWOM mediated by Patient Satisfaction.

Moreover, the function of patient satisfaction as an intermediary between factors such as cost-effectiveness and staff-related elements, and electronic word of mouth (eWOM) constitutes a complex relationship that has been examined in diverse healthcare environments. Patient satisfaction serves as a pivotal mediator that impacts the correlation between service quality and patient loyalty, subsequently influencing electronic word-of-mouth (eWOM). In ophthalmology practices, financial factors and staff services positively affect patient satisfaction, which in turn increases patient loyalty; however, these elements do not directly influence loyalty without the mediation of satisfaction (Almulhim & AlMulhim, 2024).

In military hospitals, the caliber of service delivery substantially influences patient satisfaction, which subsequently mediates the connection with patient loyalty (Razak et al., 2022). This indicates that patient satisfaction is crucial in converting service quality into favorable results, including loyalty and potentially electronic word-of-mouth (eWOM).

Moreover, research indicates that service quality directly affects patient satisfaction, which subsequently influences patient loyalty and electronic word-of-mouth, underscoring the necessity of upholding high service standards (Pasya, 2024; Suja Sundram et al., 2022). In healthcare, experiential marketing and service innovation necessitate patient satisfaction as a mediator to effectively elicit positive word of mouth (Indrayani et al., 2023).

The implementation of health information exchange systems enhances organizational efficiency, thereby improving patient satisfaction and potentially affecting electronic word-of-mouth through heightened satisfaction (H.-M. Lee et al., 2023). Consequently, patient satisfaction acts as a vital intermediary that not only bolsters patient loyalty but also potentially increases electronic word-of-mouth by fostering a favorable perception of the healthcare services provided. This highlights the necessity for healthcare providers to prioritize cost-effectiveness and personnel-related factors to enhance patient satisfaction, consequently promoting favorable electronic word-of-mouth.

H12 The Influence of Patient Satisfaction as Mediator Between Additional factors and Revisit Intention

The outcomes of the H12 hypothesis test are presented in Table 4.22. where this hypothesis is supported by a p-value <0.05 (0.006) and a T-statistic value >1.645 (2.749), indicating a significant effect. The standard coefficient obtained is positive above 0 (0.181), indicating that the Additional Factor has a positive direction towards Revisit Intention mediated by Patient Satisfaction.

The correlation between patient satisfaction and the intention to revisit is a significant focus in healthcare management, with patient satisfaction frequently acting as a mediator among diverse factors influencing revisit intention. A multitude of studies have examined this dynamic across various healthcare environments. In community health centers in India, patient satisfaction mediates the effects of staff competence and waiting time on the intention to revisit, underscoring the significance of these factors in improving patient satisfaction and subsequently affecting patients' decisions to return (Islam et al., 2024).

In Jakarta's aesthetic clinics, the reasonableness of prices substantially influences patient satisfaction and the intention to return, with patient satisfaction serving as a mediator, highlighting the importance of perceived value for money in patient retention (Periyanto et al., 2024).

Cost satisfaction, especially regarding dental implant services, significantly influences patient satisfaction and indirectly impacts the intention to revisit (Akhtar et al., 2024; Islam et al., 2024; Park et al., 2021; Suprayogi, Hurriyati, Gaffar, et al., 2022). Furthermore, effective communication between physicians and patients elevates service value and patient satisfaction, thereby increasing intentions to return (Park et al., 2021). In conclusion, patient satisfaction acts as a crucial intermediary between multiple factors, such as cost-effectiveness and staff-related aspects, and the intention to return to dental clinics. This highlights the necessity of enhancing service quality, staff proficiency, and communication to elevate patient satisfaction and promote repeat visits (Akhtar et al., 2024; Islam et al., 2024; Park et al., 2021; Suprayogi, Hurriyati, Gaffar, et al., 2022).

CONCLUSSION

This study highlights that service quality plays a crucial role in enhancing patient satisfaction, which in turn influences revisit intention and the dissemination of positive online reviews (eWoM). Dimensions of service quality, such as empathy, reliability, assurance, responsiveness, and tangibles, significantly contribute to patients' perceptions. Among these dimensions, empathy is considered the most influential factor in building trust and satisfaction. Additionally, patient satisfaction has been proven to be a key mediator in the relationship between service quality, eWoM, and revisit intention. Satisfied patients are more likely to share positive online reviews and demonstrate higher loyalty by returning to the clinic. Additional factors, such as cost-effectiveness and staff professionalism, also have a positive impact on patient satisfaction. Effective communication and professional expertise of clinic staff enhance the overall patient experience, encouraging them to return and recommend the services to others. This study emphasizes that by focusing on improving service quality and managing supporting factors such as cost and staff interactions, dental clinics can strengthen their competitiveness, retain patients, and build a positive reputation through eWoM.

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