



The effect of service marketing mix towards patient satisfaction and its impact to word of mouth and revisit intention at Kania Dental Clinic through service marketing mix

Benedicta Gisela Camay Octivanny¹, Margaretha Pink Berlianto²

^{1,2}Faculty of Economy, Universitas Pelita Harapan, Indonesia

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ABSTRACT

Founded in 2020, Kania Dental Clinic is a private dental practice provider based in South Tangerang, Indonesia. The development of the private sector in health services in developing countries, especially big cities, is growing very rapidly. Developments and changes in health facilities make private health facilities must be able to compete with other health facilities. Therefore, private health facilities must increase their competitiveness to be able to attract patients to their health facilities and one of these competitiveness is to determine a good strategy. This study aims to determine the relationship between service marketing mix, patient satisfaction and word of mouth at the Kania dental clinic. This study used quantitative research and data collection was carried out using a questionnaire. The target population of this study was Kania dental clinic outpatients who had visited the Kania dental clinic one to two times. The number of samples was determined as many as 200 samples. The sampling technique used was purposive sampling. Partial Least Square-Structural Equation Modeling (SEM-PLS) was applied in this study. The results showed that there were 3 aspects of the service marketing mix that had a positive effect on patient satisfaction, namely, service, process and people. And patient satisfaction has a positive effect on word of mouth. This study shows how important the role of service marketing mix is in increasing patient satisfaction and word of mouth. Several aspects of the service marketing mix that have a significant effect on patient satisfaction are service, process, and people. And this study also proves that there is a positive influence of patient satisfaction on word of mouth.

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Corresponding Author:

Benedicta Gisela Camay

Octivanny, Faculty of Economy,

Universitas Pelita Harapan,

MH Thamrin Boulevard 1100, Klp. Dua, Kec. Klp. Dua, Kota Tangerang, Banten 15811, Indonesia

Email: giselacamay@gmail.com

INTRODUCTION

Founded in 2020, Kania Dental Clinic is a private dental practice in Tangerang Selatan, Indonesia. The clinic provides a routine in screening, X-Ray, tooth filling, tooth extraction, tooth impaction removal, endodontic treatment, dentures (the dental prosthesis), scaling (tooth cleaning), etc. The healthcare service context has become patient-centered and expects high-quality care at a reasonable price. The patients are more critical and expect quality services or high standards. Healthcare providers must strive for maximum patient satisfaction (Siripipatthannakul and Puttharak 2021). Currently, dental clinics have developed with rapid industrial growth and their ofimpact on increasing demand for dental care services (Siripipatthannakul and Bhandar 2021). With increasingly fierce competition in the market of dentistry services, it is necessary to use marketing tools that have an impact on dental clinics (de Lira and Magalhães 2018).

Competition between private health facilities continues to occur in line with the increasing number of health facilities, especially in big cities. On the other hand, patients have the freedom to choose where they want the health care facility. Therefore, private health facilities must increase their competitiveness to be able to attract patients to their health facilities and one of these competitiveness is the quality of services from these health facilities. Good service quality will provide patient satisfaction which also has the potential to increase the retention of these patients. (Vrontis et al. 2022).

Marketing must be planned as well as possible so that it can attract patients to come. Therefore, a strategy is needed to determine what planning to do. One method that can be used for a marketing strategy is service marketing mix (Nurlina and Sasari 2022). The service marketing mix, is a mixture of components that cannot be separated from one another. These components are product/service, price, place, promotion, people, process, and physical evidence (Siripipatthannakul and Puttharak 2021).

According to Nurlia (2011), satisfaction is the result of comparing the product's performance with the product's expectation (expectation). Therefore, the expected quality and the perceived quality must be discussed. Patient satisfaction is a dynamic process that shows how well the patient feels about their interaction with medical care. Maintaining their relationship with contented patients who become repeat clients, identifying organizational strengths and weaknesses, and connecting patient satisfaction to financial rewards are three ways in which healthcare providers must prioritize patient satisfaction. Patient happiness is now a virtual component of health services due to how important it is continuing to become (Siripipatthannakul 2021).

Because dental services are experiential, it is difficult for patients to evaluate service quality objectively prior to choosing a clinic for treatment. Because they are limited in their ability to assess the quality of dental services, they heavily rely on information from others [e.g. when choosing a dental clinic, word of mouth (WOM) from family, friends, and acquaintances 2018). Several research (Chaniotakis and Lymperopoulos, 2009; Shabbir and other, 2010; Kitapci et al., 2014; Samad, 2014) have demonstrated that positive WOM is predicted by a variety of service quality dimensions. According to Asiamah, Opuni, and Frimpong (2018), there is also a lot of evidence that customers are more likely to use WOM communication to recommend hospitals and the services they provide to friends and family because of the high quality of the care they receive.

This study explains the connection between service marketing mix, patient satisfaction, word of mouth, and visit intention in a dental clinic. It assists the decision manager in developing marketing strategies and plans for the private dental care industry to enhance healthcare outcomes and quality. Finally, the community's patients' health and quality of life will improve.

RESEARCH METHOD

Service quality, patient satisfaction, word-of-mouth (WOM), and return-intention among Kania Dental Clinic patients are the subjects of this study. The marketing mix analysis, which has seven sub-variables, is the study's independent variable. Service, Price, Location, Promotion, People, Process, and Physical Evidence. Patient satisfaction is the intervening variable, and patient word of mouth and intention to return are the dependent variables. Outpatients at the Kania Dental Clinic who have visited at least three times between August and November 2022 constitute the study's target population. This study had 250 respondents, and purposive sampling was used as the method of sampling. The research used in this study is a type of quantitative research, in which the data collection process that has been obtained is numerical and also numerical. The process of collecting data in this study is by distributing questionnaires to each individual. According to Sekaran and Bougie (2016), the process of distributing the questionnaire must personally expected to fill out the questionnaire, due to the interest in accurate data (Sekaran and Bougie 2016). This study uses PLS- SEM (Partial Least Squares-Structural Equation Modeling) as a research data analysis method. In this research, the data analysis method applies the Partial Least Square - Structural Equation Model (PLS-SEM) approach. According to Garson (2016), Partial least squares is a multivariate statistical technique used to address several response variables that also include explanatory variables (Garson 2016). The items in the questionnaire were measured using a Likert scale, where there were 5 points, from points 1 to point 5, indicating strongly disagree to strongly agree. Then the data was processed by measuring validity and reliability. Ghozali and Latan, (2015) say that there are two kinds of PLS- SEM analysis, namely the outer model and the inner model. In measuring the outer model, the results of the loading factor value obtained are declared valid if more than 0.7 this has an exception where for exploratory research of the value the loading factor number of 0.4-0.7 is still acceptable, besides the Average Variance Extracted value must be more than 0.5 (Hair 2019).

RESULTS AND DISCUSSIONS

Demographic Profile Respondent

Data collection was carried out using a questionnaire distributed at the Kania dental clinic. The number of respondents who filled out the questionnaire was 200 people. The profile of the respondents monitored in this questionnaire included: Gender, age, employment status, education level, and domicile.

Table 2. Demographic Profile Respondent

		Frequency	Percentage
Gender	Female	117	47%
	Male	133	53%
Age	17-25	94	38%
	26-41	88	35%
	42-57	65	26%
	>58	3	1%
	Primary	0	0%
Last Education	Middle School	9	3%
	Highschool	53	21%
	Diploma	30	12%
	Bachelor	122	49%
	Magister	32	13%
	Doctoral	4	2%
Employment Status	Government Sector	26	10%
	Public Sector	74	30%
	Self-employed	43	17%
	Professionals	11	4%
	Housewife	39	16%
	Student	57	23%

Domicile	Jabodetabek	234	94%
	Outside	16	6%
	Jabodetabek		

Outer Model

The purpose of the measurement model is to assess the research model's validity and reliability. According to Santoso (2018), there are two types of validity testing: convergent validity testing and discriminant validity testing. The Average Variance Extracted, or AVE, value must be greater than 0.5 for convergent validity testing to be successful. According to Hair et al. (2016), the outer loading, which has a range of 0.4-0.7, can still be utilized if the AVE value is greater than 0.5. From each indicator in this study, Table 2 shows that each variable has an outer loading value that meets the requirements for each indicator to be considered valid.

Table 3. Loading Factor

Variable	Item	Outer Loading	Result
Service	S1	0.805	Valid
	S2	0.828	Valid
	S3	0.752	Valid
	S4	0.818	Valid
	S5	0.568	Valid
Process	Proc1	0.767	Valid
	Proc2	0.840	Valid
	Proc3	0.833	Valid
	Proc4	0.841	Valid
	Proc5	0.815	Valid
Physical Evidence	PE1	0.795	Valid
	PE2	0.839	Valid
	PE3	0.846	Valid
	PE4	0.882	Valid
	PE5	0.893	Valid
Place	Place1	0.848	Valid
	Place2	0.768	Valid
	Place3	0.800	Valid
	Place4	0.781	Valid
Price	Price1	0.645	Valid
	Price2	0.840	Valid
	Price3	0.825	Valid
	Price4	0.856	Valid
Promotion	Prom1	0.907	Valid
	Prom2	0.556	Valid
	Prom3	0.579	Valid
	Prom4	0.933	Valid
People	PPL1	0.820	Valid
	PPL2	0.859	Valid
	PPL3	0.788	Valid
	PPL4	0.830	Valid
	PPL5	0.832	Valid
Kepuasan Pasien	PS1	0.818	Valid
	PS2	0.815	Valid
	PS3	0.825	Valid
	PS4	0.846	Valid
	PS5	0.822	Valid
	PS6	0.795	Valid
	PS7	0.863	Valid
Word of Mouth	WOM1	0.860	Valid
	WOM2	0.851	Valid
	WOM3	0.874	Valid

Revisit	RI1	0.902	Valid
Intention	RI2	0.891	Valid
	RI3	0.632	Valid

Source: Primary Data Processed

Table 3 shows that the AVE value of each variable is in the range above 0.5, which is the minimum requirement to meet convergent validity, so this shows that each variable in this study meets the requirements of convergent validity. It also shows the value of the composite reliability of a variable, where the composite reliability value must exceed 0.7. In this study, each variable in this study is reliable because all the values of the composite reliability below exceed the value of 0.7.

Table 3. Internal Consistency (Average Variance Extracted & Convergent Validity)

Variable	AVE	Composite Reliability
Service	0.578	0.871
Process	0.672	0.911
Physical Evidence	0.725	0.929
Place	0.640	0.877
Price	0.633	0.872
Promotion	0.584	0.842
People	0.683	0.915
Patient Satisfaction	0.683	0.938
Word of Mouth	0.743	0.896
Revisit Intention	0.670	0.856

Source: Primary Data Processed

Table 4 shows the discriminant validity test, the test is measured using the Fornell-Lacker criteria, which compares the value of one construct with the correlation of one construct with another and must be higher. The construct-value in this research is higher than the correlation between one construct and another, so it can be concluded that in this study the discriminant validity of all variables was met.

Table 4. Discriminant Validity

	Patient Satisfaction	People	Physical Evidence	Place	Price	Process	Promotion	Service	Word of Mouth	Revisit Intention
Patient Satisfaction	0.826									
People	0.618	0.826								
Physical Evidence	0.605	0.556	0.852							
Place	0.635	0.607	0.668	0.800						
Price	0.591	0.573	0.705	0.712	0.796					
Process	0.734	0.655	0.705	0.681	0.671	0.820				
Promotion	0.530	0.656	0.351	0.566	0.391	0.486	0.764			
Revisit Intention	0.639	0.375	0.376	0.477	0.465	0.545	0.355	0.818		
Service	0.716	0.625	0.642	0.700	0.685	0.752	0.599	0.509	0.760	
Word of Mouth	0.616	0.372	0.415	0.478	0.459	0.588	0.295	0.798	0.454	0.862

Inner Model

In the Inner Model, measurements are made of R2 (R-Square), which is to measure the effect of the independent latent variable on the dependent latent variable, and if the R-square level is greater and closer to 1, then the ability of the independent variable to influence the dependent variable is

very high. Table 5 shows the R-square test in the study can be seen that the patient satisfaction variable has an R-square value of 0.613. The R-square value for patient satisfaction shows that the model has moderate, which means that consumer satisfaction can be explained by the variables service, process, physical evidence, place, price, promotion, and people, by 61.3% and the remaining 38.7% can be explained by other variables that do not exist in this research. In addition, the word of mouth variable has an R-square value of 0.376 and it can be said that word of mouth has moderate model strength. Word of mouth can be explained by the variables service, process, physical evidence, place, price, promotion, and people by 36.7% and the remaining 63.3% can be explained by other variables that are not present in this study. Meanwhile, the variable revisit intention has an R-square value of 0.406 and it can be said that word of mouth has moderate model strength. Word of mouth can be explained. by the variables service, process, physical evidence, place, price, promotion, and people by 40.6% and the remaining 59.4% can be explained by other variables that are not present in this study.

Table 5. Coefficient of Determination

Variable	R-Squares
Patient Satisfaction	0.613
Word of Mouth	0.376
Revisit Intention	0.406

Multi-collinearity measurements were tested to see if there was a correlation between the intervening, independent variable, and other independent variable, where in a good model the correlation between independent variables and the others should not occur. In table 6, the value of Variance Inflation Factor (VIF) for all research variables has met the recommended requirements, namely < 3 , so that all variables in the research model have fulfilled the criteria and there is no multicollinearity problem.

Table 6. Collinearity

	Patient Satisfaction	People	Physical Evidence	Place	Price	Process	Promotion	Revisit Intention	Service	Word of Mouth
Patient Satisfaction								1.000		1.000
People	2.529									
Physical Evidence	2.654									
Place	2.946									
Price	2.830									
Process	3.189									
Promotion	2.231									
Revisit Intention										
Service	3.258									
Word of Mouth										

Source: Primary Data Processed

The next thing is testing existing hypotheses with the T test, where the minimum value of T count is 1.65 with a significance level of 0.05.

Table 7. Summary of Statistics Hypothesis Testing Results

Hypothesis	T-Statistic	P-Value	Result
H1 Service influence positively to patient satisfaction	4.239	0.000	Supported

H2	Process influence positively to patient satisfaction	5.740	0.000	Supported
H3	Physical Evidence influence positively to patient satisfaction	1.513	0.131	Not Supported
H4	Place influence positively to patient satisfaction	1.362	0.174	Not Supported
H5	Price influence positively to patient satisfaction	0.017	0.987	Not Supported
H6	Promotion influence positively to patient satisfaction	1.677	0.094	Not Supported
H7	People influence positively to patient satisfaction	1.729	0.084	Not Supported
H8	Patient satisfaction influence positively to word of mouth	10.979	0.000	Supported
H9	Patient satisfaction influence positively to revisit intention	12.054	0.000	Supported

Source: Primary Data Processed

Table 7 shows each t-value and p-value of each hypothesis, it can be seen that there are only four hypotheses that are supported, service and process influence positively to patient satisfaction, and patient satisfaction influences both word of mouth and revisit intention. Hypothesis 1 in this study regarding the relationship between service and patient satisfaction with p-value of 0.000. This means that the relationship between service has a positive effect on patient satisfaction, and this hypothesis is supported. So this study, confirms the theory that service improvements have a positive impact on increasing patient satisfaction. Hypothesis 2 in this study regarding the relationship between process and patient satisfaction with a p-value of 0.000. This means the relationship between the process has a positive effect on patient satisfaction, and this hypothesis is supported. Therefore, this study, confirms the theory that process improvements have a positive impact on increasing patient satisfaction. So this study, confirming the theory that an increase in place does not have a positive impact on increasing patient satisfaction. Hypothesis 5 in this study regarding the relationship between price and patient satisfaction with a value of 0.987.

Hypothesis 2 in this study Process has a positive effect on increasing patient satisfaction at the Kania dental clinic, this is also supported by research conducted by Pardede and Saragih (2020) which was conducted on outpatients at Sari Mutiara Medan Hospital which shows that process is a mixed aspect the most powerful marketing on patient satisfaction. This is also supported by research conducted by Ala'Eddin et al (2013) which shows significantly that service has a positive influence on patient satisfaction with a p-value of 0.042.

Hypothesis 3 in this study Physical Evidence has no positive effect on increasing patient satisfaction at the Kania dental clinic. positive on patient satisfaction with a p-value of 0.002. The physical evidence factor is certainly very important in patient satisfaction, it is proven in this study that the average respondent answered in agreement with the statement of the questionnaire used in this study, but in inferential statistical analysis, the physical evidence factor was not proven to be significant and the results of this study could not be population generalized.

Hypothesis 4 in this study Place did not have a positive effect on increasing patient satisfaction at the Kania dental clinic, this is contrary to research conducted by Pardede and Saragih (2017) which said that there was a significant relationship between location factors and patient satisfaction with a p-value = 0.001, this is evidenced by the results of the questionnaire where the majority of respondents, namely as many as 82% of respondents said they agreed that the road to the hospital was free from traffic jams with 76% of patients feeling satisfied. Kania's dental clinic is located in a shophouse on a major road which is easy for private and public vehicles to pass and it's easy to find parking, besides that the Kania dental clinic environment is in a convenient location, this is proven in this study, the average respondent answered agreeing to the

place questionnaire in this study. However, based on inferential statistical analysis, the place factor was not proven to be significant and the results of this study cannot be generalized to the population.

Hypothesis 5 in this study Price did not have a positive effect on increasing patient satisfaction at the Kania dental clinic, this is supported by research conducted by Ulfah (2013) which was conducted on outpatient polyclinic patients at the Bina Sehat Jember hospital which showed that there was no significant effect of price on patient satisfaction. This is also in line with research conducted by Noviza et al (2019) which said that price does not affect patient satisfaction. Nevertheless, Chana's research contradicts this one (2021). The prices offered by the Kania dental clinic will vary based on the kind of treatment the patient will receive. Then setting prices for products like services, facilities, and medicines that are offered are also different. Due to the fact that price is what determines a company's income, it is an essential component of the service marketing mix. Pricing decisions also play a significant role in describing service quality and are crucial in determining the value that can be provided to customers.

Hypothesis 6 in this study Promotion has no positive effect on increasing patient satisfaction at the Kania dental clinic, this is supported by research conducted by Hasan and Islam (2020) with a p- value of 0.356. This is also supported by research conducted by Do and Vu (2020). With so many service providers today, there are many choices for the community. For this reason, the clinic still needs to maximize the promotions that have been carried out. If the patient's perception of promotion is good, the patient will be satisfied with the promotional efforts made in disseminating information.

Hypothesis 7 in this study People has a positive effect on increasing patient satisfaction at the Kania dental clinic, this is in accordance with a review led by Eddin (2013) which expressed that there is a critical impact between individuals perspectives on persistent fulfillment. Due to the intense contact between hospital staff and patients, they place a greater emphasis on staff appearance. Serving clients in a facility is a significant action that can procure consumer loyalty or endorsement, so superb norms are fundamental in such a climate. The aftereffects of this study demonstrate that as indicated by patients, matters connected with the Kania dental center staff are the deciding elements for their choice.

Hypothesis 8 Patient satisfaction has a positive effect on word of mouth, this is in line with research conducted by Dongxiao Gu (2018) which says that there is a significant effect between patient satisfaction and word of mouth. This is also supported by research conducted by Bahareh (2019) which shows that customer (patient) satisfaction with a service has a positive effect on WOM behavior, this study examines the impact of customer satisfaction on WOM marketing. According to Anggraeni and Rachmanita (2015), word-of-mouth is a method by which consumers share information and opinions about a product, brand, or service informally. WOM is about how consumers spread information about services or products. Patients discuss their experiences with healthcare providers with their friends and relationships through WOM communication. They might go above and beyond to provide information that enables members of social networks to access these healthcare providers' services. Consequently, WOM correspondence is a way to make new clients and increment emergency clinic income.

Hypothesis 9 Patient satisfaction has a positive effect on revisit intention, this is supported by research conducted by Supaprawat which proves that there is a relationship between patient satisfaction and revisit intention. This is also consistent with Taegoo's (2007) study, which demonstrated a significant correlation between patient satisfaction and hotel customers' intention to return. The customer's intention to return within a year is called the "return intention. There are two types of customers in service: new customers and returning customers. Satisfaction at the first meeting between the customer and the service provider accounts for the majority of revisit intention. Revisit intention can also be expressed as a result of the consumer's perceived experience

or value that results in satisfaction, where the revisit intention is a picture of future behavior based on the consumer's assessment of the place visited (Som, Marzuki, Yousefi & AbuKhalifeh, 2012).

CONCLUSION

This study tests the research hypotheses that have been proposed in the first chapter and tested in the fourth chapter with the following conclusions: 1. Service has a positive effect on increasing patient satisfaction at the Kania dental clinic. 2. Process has a positive effect on increasing patient satisfaction at the Kania dental clinic. 3. Physical Evidence has no positive effect on increasing patient satisfaction at the Kania dental clinic. 4. Place has no positive effect on increasing patient satisfaction at the Kania dental clinic. 5. Price has no positive effect on increasing patient satisfaction at the Kania dental clinic. 6. Promotion has no positive effect on increasing patient satisfaction at the Kania dental clinic. 7. People has a positive effect on increasing patient satisfaction at the Kania dental clinic. 8. Patient satisfaction has a positive effect on word of mouth. 9. Patient satisfaction has a positive effect on revisit intention.

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