



Analysis of Perceived Need, Price Perception, and E-Marketing on Treatment Intention Affecting the Selection Decision for Dola Dental Clinic

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Abstract: This study aims to find out, analyze, and test the effect of needs, price perceptions, and e-marketing on the decision to choose dental health services through interest in treatment. The study used a descriptive method with a qualitative approach, data analysis techniques in this study used structural equation models (SEM) with the help of the Lisrel program. The primary data of the study was obtained through a survey of 130 patients who used dental health services at the Dola Dental Clinic. The results of the study show that all hypotheses are accepted with significant numbers. The study shows a strong relationship between the effect of needs, price perceptions, and e-marketing on the decision to choose dental health services through interest in treatment.

Keywords: needs, price perceptions, e-marketing, buy decision, interest.

INTRODUCTION

Oral and Dental Diseases are risk factors and focal infections for systemic diseases. Nearly the entire global population suffers from oral and dental diseases. According to a publication by the Ministry of Health of the Republic of Indonesia and Kencana (2013), dental health can contribute to accelerating the achievement of the Millennium Development Goals (MDGs). Based on interviews and the Basic Health Research (Riskesdas) examination presented in Table 1.1, 25.9% of Indonesia's population had oral and dental problems in the past 12 months. Among them, 31.1% received treatment and care from dental health professionals (dental nurses, dentists, or dental specialists), while the remaining 68.9% did not receive any treatment.

In the 2013 Riskesdas, DKI Jakarta was among the provinces with a prevalence rate above the national figure, at 29.1%. Based on this data, it can be concluded that in DKI Jakarta, 29.1% of the population had clinical needs for dental health services, yet not all received such services, with only 31.2% obtaining treatment from professionals. A large proportion, 68.8%, had not received any dental health services.

According to research conducted by Ratnaningtyas et al. (2014), there are four factors influencing the choice of dental health service providers: need, accessibility, information, and

price. Dobros and Katsaliaki (2017) also stated that the use of e-marketing influences the choice of dental health providers. Consumers of health services prefer to seek health information through the internet because it is generally easy to select by topic on health websites and can be accessed anytime as needed. It requires minimal effort, at a lower cost, making decision-making more efficient (Bratucu, 2014). Based on a preliminary survey, there are three main factors that influence patients' decisions when choosing dental health services: need, accessibility, and price.

Price also affects the selection of dental health care providers. Based on data from three dental clinics in West Jakarta, dental health service providers with higher prices may have a higher number of patient visits, whereas providers with lower prices may have fewer patient visits. This indicates that price perception affects the choice of dental health service providers. Moreover, this shows the purchasing power of certain community groups in accessing dental health services.

According to a survey conducted by the Indonesian Internet Service Providers Association related to health, 51.06% of respondents search for health information via the internet, and 14.05% consult health experts online. Internet usage in Indonesia continues to grow each year (Figure 2). The commercialization of health care influences patients' choices regarding treatment options. Dental health service providers must be more than mere health care providers; they must also possess entrepreneurial skills, financial management, and innovative marketing capabilities. However, Dobros and Katsaliaki (2017:6–7) concluded that e-marketing has not been fully utilized by dental health service providers. The use of e-marketing would facilitate dental health service users, especially those living in major cities, to find the health information needed to obtain appropriate dental care, as the community tends to search for information via the internet (Coe and Qian, 2014)

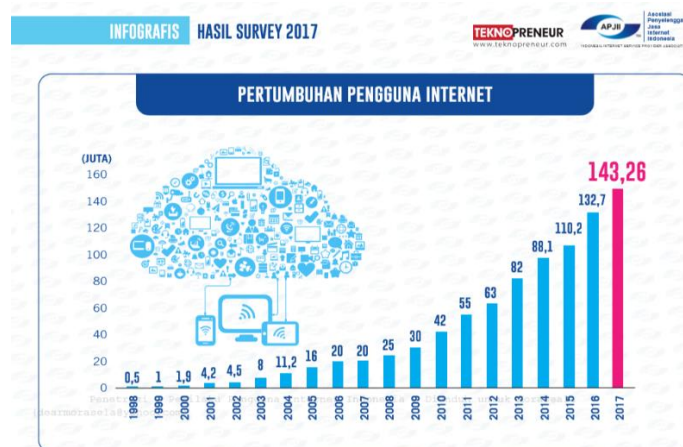


Figure 1 The growth of internet users in Indonesia has increased significantly over the past decade

Source: Survey 2017 Indonesian Internet Service Providers Association.

The factors influencing decision-making in choosing dental health services include need, price, and e-marketing that supports dental health services. These factors must be examined in order to increase interest in and decisions to utilize dental health services among service users. Based on the above background, several research problems can be identified:

1. The need for dental health is still often overlooked compared to other health needs, as evidenced by the low number of people receiving treatment for oral and dental diseases.
2. Technological advancements also affect dental health services. People's daily lives now heavily rely on technology that makes many things easier and faster. Many activities can be done through mobile phones, including e-marketing.

3. The use of e-marketing in dental health services has begun but has not yet been fully utilized and developed to improve service quality for patients.
4. Low-cost dental health services do not necessarily attract a high number of consumers; therefore, it is important to understand how price perception influences patients' decisions to seek treatment.

The objectives of this study are to identify, analyze, and test:

1. The direct influence of perceived need on the decision to choose a dental clinic.
2. The indirect influence of perceived need on the decision to choose a dental clinic through treatment interest.
3. The direct influence of price perception on the decision to choose a dental clinic.
4. The indirect influence of price perception on the decision to choose a dental clinic through treatment interest.
5. The direct influence of e-marketing on the decision to choose a dental clinic.
6. The indirect influence of e-marketing on the decision to choose a dental clinic through treatment interest.
7. The influence of treatment interest on the decision to choose a dental clinic.

Theoretical Review

Dental health services are all efforts conducted individually or jointly within an organization to maintain and improve health, prevent and treat oral and dental diseases, and restore the health of individuals, families, groups, or communities (Levey and Loomba, 1973 in Azwar, 2010). The decision to choose a dental clinic is similar to a purchase decision for dental health services. A purchase decision is a decision-making process consisting of five stages undertaken by a consumer before reaching a purchase decision and subsequently post-purchase (Kotler, 2008). Treatment interest in this study refers to purchase interest in dental health services. Purchase interest is a consumer's tendency to purchase a brand or take actions related to purchasing, measured by the likelihood that the consumer will make a purchase (Assael, 1998). The decision to purchase a product is usually preceded by purchase intention, which can be identified through several indicators: transactional interest, referential interest, preferential interest, and exploratory interest (Ferdinand, 2006). According to Andersen (2005), perceived need—which refers to health or disease status—is the factor that most influences the utilization of health services. Assessment of a disease is part of perceived need. This individual assessment can come from two sources:

1. The individual's own assessment, which reflects how they perceive their general health condition.
2. The clinical assessment, which is the health status evaluation conducted by a physician or health professional providing care.

Price is always one of the most important considerations for consumers when making purchasing decisions (Smith and Carsky, 1996). Meanwhile, Nagle and Holden (2002) describe price as a monetary value. In detail, consumers have the ability to distinguish higher prices associated with higher quality from lower prices associated with lower quality, as consumer perceptions often equate high-priced goods and services with high quality (Etgar and Malhotra, 1981). Therefore, if the quality of products and services meets consumer expectations, they are generally willing to accept higher price levels to satisfy their demands. Consumers may perceive the price as fair and be willing to pay a premium if they believe they are receiving commensurate product or service quality (Monroe, 2003).

Factors that create the costs of dental services include the clinic's location, clinic atmosphere, dentist qualifications, dentist specialization, dentist experience, the quality of

materials used, the quality of the supporting team, the types of equipment used, the financial status and mentality of patients, and a number of other variables. In reality, the prices charged by one dental health service provider cannot be directly compared to another due to determining factors such as:

The personal investments required for future expansion and growth, commitments related to the perceived financial needs of the family, and retirement planning.

Overhead costs, which include all expenses related to revenue generation except for direct labor and consumable materials. This covers accounting costs, marketing, insurance, interest, legal fees, rent, repairs, taxes, telephone bills, travel expenses, and utilities.

According to Strauss and Frost (2009), electronic marketing (e-marketing) is the use of information technology in the process of creating, communicating, and delivering value to customers. Similarly, Judy Strauss (2009) describes e-marketing as the result of applying information technology to traditional marketing. E-marketing influences traditional marketing in two ways: first, by improving the efficiency of traditional marketing functions, and second, through technological advances that transform many marketing strategies. The result of these changes in the new business model can add customer value and increase company profits. According to Kotler and Armstrong (2004), e-marketing refers to a company's efforts to inform, communicate, promote, and market its products and services via the internet.

Reedy et al. (2000) define e-marketing as all online or electronic activities that facilitate the process of manufacturing goods and services by producers to satisfy customers. E-marketing utilizes network technology to coordinate market research, assist in product development, devise strategies and tactics to attract customers, provide online distribution, maintain customer records, create customer satisfaction, and gather customer feedback. E-marketing advances marketing programs that support the company's objectives in implementing e-marketing.

The goal of healthcare marketing is to understand and identify the perceived needs and wants of prospective patients in order to meet those needs at the highest standards. The internet, email, and social media are not only more cost-effective than direct marketing but also create opportunities to market services to virtual customers, removing distance barriers and enabling consumers to become aware of services offered anytime and anywhere. Another key advantage is the targeting capability of electronic media, which has led marketing managers in medical institutions to use it as an advertising tool when developing marketing strategies.

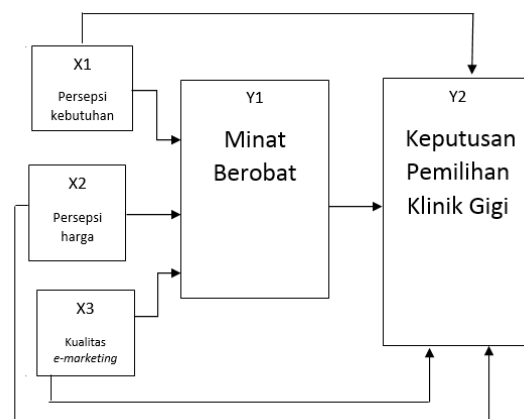


Figure 2. Framework

Based on the conceptual framework shown in Figure 4, the hypotheses to be tested in this study are:

- H1:** Perceived need has a positive and significant direct effect on the decision to choose a dental clinic.
- H2:** Perceived need has a positive and significant indirect effect on the decision to choose a dental clinic through treatment intention.
- H3:** Price perception has a positive and significant direct effect on the decision to choose a dental clinic.
- H4:** Price perception has a positive and significant indirect effect on the decision to choose a dental clinic through treatment intention.
- H5:** E-marketing has a positive and significant direct effect on the decision to choose a dental clinic.
- H6:** E-marketing has a positive and significant indirect effect on the decision to choose a dental clinic through treatment intention.
- H7:** Treatment intention has a positive and significant direct effect on the decision to choose a dental clinic.

METHOD

This study employs a descriptive method, which objectively describes a situation and addresses current problems being faced (Elfindri, 2011). The research uses a quantitative approach and a cross-sectional design, in which observations of the dependent and independent variables are conducted simultaneously. This allows for an overview and the identification of relationships between risk factors and effects within the population under study.

The population in this study consists of patients who have previously received dental care services at Dola Dental Clinic, West Jakarta. The research sample is a representative subset of the population and serves as a source of the required information. The sample includes adult patients as well as children (represented by their decision-makers) who have received dental treatment at Dola Dental Clinic.

The sample size is determined using Hair's formula, which is 5 times the number of indicators. Hair's formula is used because the total population is unknown. Therefore, the total sample used in this study is $5 \times 26 = 130$ respondents.

The type of data used in this research is quantitative data. This study begins with a theoretical framework, then proceeds to data collection, and concludes with the acceptance or rejection of the proposed hypotheses. Based on its sources, the data consist of primary and secondary data. The primary data in this study are obtained through a survey using a questionnaire, either face-to-face or via online media. The questionnaire used is a closed-ended questionnaire, which is structured with a complete set of answer choices so that respondents only need to mark their selected answer.

RESULTS AND DISCUSSION

Analysis Results

Dola Dental Clinic is a dental health service provider that aims to improve the standard of oral health in the community by offering educational outreach and delivering high-quality dental care at competitive prices to those in need. Dola Dental Clinic is located at Jalan Kebon Jeruk Raya No. 9A, in the Kebon Jeruk area, West Jakarta. The clinic has been in operation since January 2016. Its location is quite strategic, situated near residential areas, educational facilities, and office buildings. Dola Dental Clinic also understands the community's desire for dental aesthetics by providing specialized treatments designed to enhance the appearance of patients' teeth for those who require such services. In addition, Dola Dental Clinic prioritizes preventive and promotive efforts to improve the overall level of oral health in the community.

Currently, Dola Dental Clinic is supported by three general dentists and two dental assistants. The clinic also collaborates with specialist dentists to perform specialized treatments that cannot be handled by general practitioners.

The clinic faces major challenges not only from competitors but also from patients themselves. Competition arises from similar competitors, namely other dental clinics operating within Dola Dental Clinic’s service area. Competition also comes from non-similar providers, such as alternative medicine practitioners and traditional dental technicians (*tukang gigi*) within the same area, which presents additional challenges, particularly in terms of price competition. Another challenge stems from technological developments, as Indonesia’s technological landscape continues to advance and people increasingly expect the same convenience to be applied to dental health services. This poses a challenge to the clinic’s ability to keep up with technological trends in order to add value for patients or prospective patients by providing easier access to information and dental health services. The most significant challenge comes from the patients themselves: how to attract new patients and retain existing ones. Often, patients seek treatment only when experiencing pain, rather than out of awareness of the importance of maintaining oral and dental health. Preventive measures and routine check-ups should ideally be carried out regularly by patients to maintain their dental health before diseases arise.

Based on the results of the questionnaire testing shown in Table 2, all variables in this study demonstrate good reliability and validity. Therefore, the implementation of the survey through structured interviews using this questionnaire can proceed, and the research results will subsequently be analyzed using the Structural Equation Modeling (SEM) method.

Table 1. Reliability and validity

Variable	Nilai Cronbach's Alpha (Syarat >0.6)	KMO and Bartlett's Test (Syarat >0,5)	Conclusion
Perceived need (X1)	0.841	0.809	Valid and Reliable
Price Perception (X2)	0.827	0.705	Valid and Reliable
<i>e-marketing</i> (X3)	0.733	0.664	Valid and Reliable
Treatment intention (Y ₁)	0.728	0.640	Valid and Reliable
Dental Clinic Selection Decision (Y ₂)	0.821	0.883	Valid and Reliable

Source : Researces

Table 2. (Goodness Of Fit)

Ukuran Goodness Of Fit	Ukuran Kecocokan			Hasil Pengukuran
	Good Fit	Marginal Fit		
Goodness of Fit Index (GFI)	≥ 0.90	0.80 - < 0.90	0.85	Marginal Fit
Root Mean Square Error (RMSEA)	< 0.08		0.025	Good Fit
Normed Chi-Square (χ^2/df)	< 2.0		1.078	Good Fit
Normal Fit Index (NFI)	≥ 0.90	0.80 - < 0.90	0.98	Good Fit
Non-Normed Fit Index (NNFI)	≥ 0.90	0.80 - < 0.90	1.00	Good Fit
Relative Fit Index (RFI)	≥ 0.90	0.80 - < 0.90	0.98	Good Fit
Comparative Fit Index (CFI)	≥ 0.90	0.80 - < 0.90	1.00	Good Fit
Incremental Fit Index (IFI)	≥ 0.90	0.80 - < 0.90	1.00	Good Fit

Parsimony Normed Fit Index (PNFI)	≥ 0.90	$0.80 < 0.90$	0.85	Marginal Fit
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Source: Lisrel 8.8

Based on the Goodness of Fit model in the overall model fit table, the model is acceptable and can be considered good. The following figure presents the Basic Model/Full Model as a whole. Based on this figure, the overall structural equation model in this study is evaluated as good and is capable of providing an appropriate representation of the research data. The model fit test for the measurement model in SEM was conducted using validity and reliability tests. The validity and reliability tests were carried out using the Basic Model (Full Model) for each indicator that forms the latent variables (constructs) in the research model. The validity test refers to the measurement instrument, which tests whether the measurement instrument truly measures the intended variables. The measurement instrument or variable indicators are considered valid if the t-value is greater than 1.97 and the standardized loading factor is greater than 0.5.

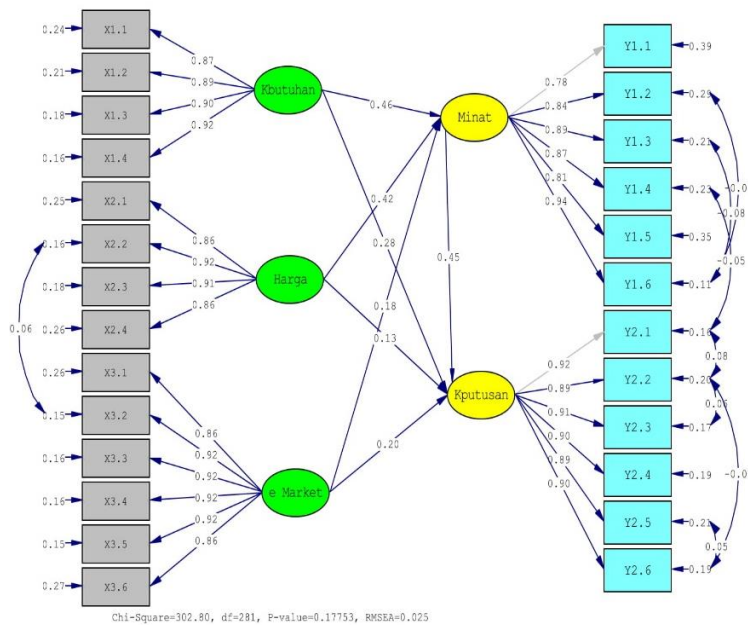


Figure 3. Basic Model Standard Solution

Source: Lisrel 8.8

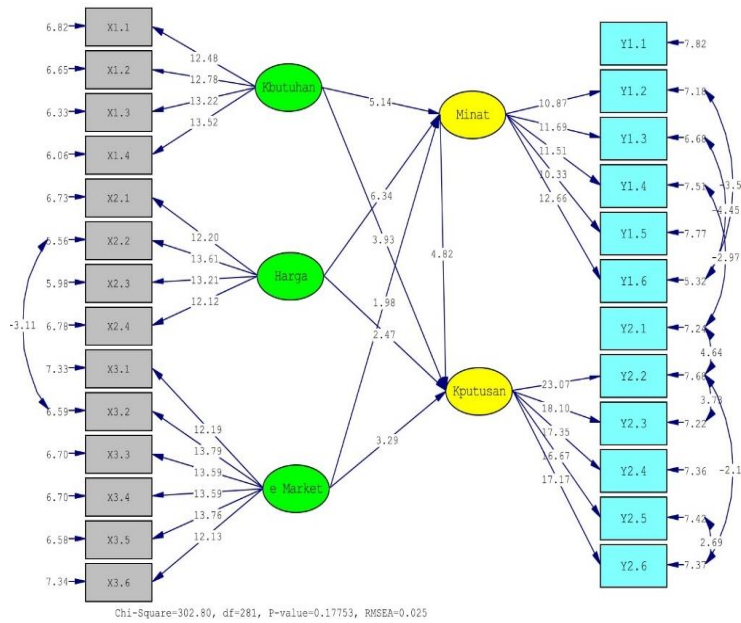


Figure 4. Basic Model t-Value

Source: Lisrel 8.8

The second test of the measurement instrument (questionnaire) is reliability, which measures the consistency of a questionnaire as an indicator of a variable or construct. The method used to calculate the instrument’s reliability is the construct reliability index.

Table 3. Table 1. Reliability and validity

Variable Latent	Model Pengukuran Indicators	SLF* > 0.5	Standard Errors	Reliability		Conclusion			
				CR** ≥ 0.70	VE*** ≥ 0.5				
Perceived need (X1)	X1.1	0.87	0.24	0.94	0.80	Valid			
	X1.2	0.89	0.21			Valid			
	X1.3	0.90	0.18			Valid			
	X1.4	0.92	0.16			Valid			
Price Perception (X2)	X2.1	0.86	0.25	0.94	0.79	Valid			
	X2.2	0.92	0.16			Valid			
	X2.3	0.91	0.18			Valid			
	X2.4	0.86	0.26			Valid			
	e-marketing (X3)	X3.1	0.86			0.26	0.96	0.81	Valid
		X3.2	0.92			0.15			Valid
X3.3		0.92	0.16	Valid					
X3.4		0.92	0.16	Valid					
X3.5		0.92	0.15	Valid					
X3.6		0.86	0.27	Valid					
Treatment intention (Y1)	Y1.1	0.78	0.39	0.94	0.72	Valid			
	Y1.2	0.84	0.29			Valid			
	Y1.3	0.89	0.21			Valid			
	Y1.4	0.87	0.23			Valid			
	Y1.5	0.81	0.35			Valid			
	Y1.6	0.94	0.11			Valid			
Dental Clinic Selection Decision (Y2)	Y2.1	0.92	0.16	0.97	0.82	Valid			
	Y2.2	0.89	0.20			Valid			
	Y2.3	0.91	0.17			Valid			
	Y2.4	0.90	0.19			Valid			

Y2.5	0.89	0.21	Valid
Y2.6	0.90	0.19	Valid

* Standardized Loading Factor, ** Construct Reliability, *** Variance Extracted
 Source: Researchers

Table 4. Direct indirect test

Variable	Direct Effect		Indirect effect		Conclusion
	Coefficient correlation	t-Value	Coefficient correlation	t-Value	
Perceived need	0.28	3.93	0.20	3.85	There is an indirect effect
Price Perception	0.13	2.47	0.18	4.14	There is an indirect effect
e-Marketing	0.20	3.29	0.08	1.83	There is no indirect effect

Source: Researchers

The indirect effect of E-marketing on the Dental Clinic Selection Decision is $0.18 \times 0.45 = 0.08$, with a t-value of 1.83, which is lower than 1.96. This indicates that there is no significant indirect effect of the E-marketing variable on the Dental Clinic Selection Decision through the Treatment Intention variable. The coefficient of the direct effect for this variable is much greater compared to the indirect effect, indicating clearly that E-marketing directly influences the Dental Clinic Selection Decision.

The hypothesis test results can be seen from the printed output generated by the syntax process of the structural equation model used by the researcher, and they are also illustrated in the path diagram. Significant relationships are indicated by t-values shown in black on the path diagram, with values ≥ 1.97 . Meanwhile, non-significant relationships are marked with red t-values on the path diagram with values below 1.97. The t-values and structural equation coefficients are used to test the research hypotheses.

Based on the demographic analysis of the respondents, females aged 26–35 years, with a bachelor’s degree (undergraduate), and working as private-sector employees, represent the largest group of respondents. This profile also reflects the primary users of Dola Dental Clinic’s services. The main market for Dola Dental Clinic is productive-age women, which may be due to the fact that women generally place greater importance on appearance compared to men. Dental health is not limited to the prevention and treatment of disease but also relates to aesthetics and beauty. Therefore, it is important for Dola Dental Clinic to pay attention to this target market, for example, by developing special programs tailored to this segment, such as dental alignment and whitening treatments, which are highly popular among women.

Tabel 4.14 Conclusion Uji Hipotesis

Hypothesis	Construct	Coefficient correlation	t-Value	Conclusion
H1	Perceived need → Dental Clinic Selection Decision	0.28	3.93	There is an effect of Perceived Need on the Dental Clinic Selection Decision
H2	Perceived need → Treatment intention → Dental Clinic Selection Decision	0.45	5.14	There is an effect of Perceived Need on Treatment Intention
H3	Price Perception → Dental Clinic Selection Decision	0.13	2.47	There is an effect of Price Perception on the Dental Clinic Selection Decision.
H4	Price Perception → Treatment intention →	0.41	6.34	There is an effect of Price Perception on Treatment Intention.

	Dental Clinic Selection Decision			
H5	E-marketing → Dental Clinic Selection Decision	0.20	3.29	There is an effect of E-marketing on the Dental Clinic Selection Decision.
H6	E-marketing → Treatment intention → Dental Clinic Selection Decision	0.17	1.98	There is an effect of E-marketing on Treatment Intention.
H7	Treatment intention → Dental Clinic Selection Decision	0.45	4.82	There is an effect of Treatment Intention on the Dental Clinic Selection Decision.

Source: Researchers

Private-sector employees also represent the largest occupational group among the respondents. Not all private-sector employees are provided with non-BPJS (private) health insurance, but a considerable number do receive health insurance coverage through their employers. Therefore, it is worth considering for Dola Dental Clinic’s management to collaborate with insurance companies to facilitate easier payment solutions for Dola Dental Clinic patients.

There is a strong relationship between the Perceived Need variable, both directly and indirectly through Treatment Intention, and the Dental Clinic Selection Decision. For the Perceived Need factor, the indicator with the highest Standardized Loading Factor (SLF) is indicator X1.4 in the research questionnaire. The dimension examined is perceived need with the indicator X1.4 statement: “I need dental health services based on the diagnosis provided by the medical professional.” Based on this indicator, one way to address this is through regular check-ups and consultations for patients or potential patients, either through consultations and outreach at Dola Dental Clinic or externally, such as at private schools.

There is also a strong relationship between the Price Perception variable and the Dental Clinic Selection Decision, both directly and through Treatment Intention. The highest SLF for Price Perception is found in indicator X2.2. The dimension measured is price affordability with the indicator of competitive pricing. The statement for indicator X2.2 is: “I believe the treatment costs at Dola Dental Clinic are competitive compared to other dental clinics.” According to respondents, Dola Dental Clinic’s prices are competitive relative to other clinics, and this can be used as a consideration when setting service fees at Dola Dental Clinic. In addition, to increase the number of patient visits, it is important for Dola Dental Clinic to pay attention to Price Perception by ensuring that services provided match the costs incurred by patients, offering installment payment options, and running periodic promotions to attract patients to undergo treatments. This adds unique value for both current and potential patients.

The analysis results also show that Price Perception has an indirect effect on the Dental Clinic Selection Decision, as dental health treatments are generally costly and therefore do not directly determine the choice of clinic; instead, they must first influence Treatment Intention. It is important for Dola Dental Clinic to communicate the benefits of dental care to patients or potential patients to increase Treatment Intention, even when dental treatment costs are relatively high.

There is also a significant direct relationship between the E-marketing variable and the Dental Clinic Selection Decision, which makes this factor crucial. To increase patient visits, it is important for Dola Dental Clinic to focus on E-marketing, as patients and potential patients today generally search for dental health service information online. Dola Dental Clinic’s e-marketing can also serve as an educational tool that provides accurate information on dental health and aesthetics, thereby enhancing patients’ or potential patients’ Treatment Intention.

The highest SLF values for E-marketing are found in indicators X3.2, X3.3, X3.4, and X3.5. The statements for these indicators are, respectively: “I find Dola Dental Clinic’s website and social media easy to understand,” “I believe the information provided on Dola Dental

Clinic's website and social media is accurate," "I believe the information provided on Dola Dental Clinic's website and social media is scientifically verified," and "I trust the information provided on Dola Dental Clinic's website and social media." Dola Dental Clinic must ensure that its e-marketing is well-executed by paying attention to the accuracy and scientific validity of the information shared through its website and social media channels. Effective e-marketing can help retain existing patients and attract new ones to Dola Dental Clinic.

CONCLUSION

Based on the research conducted in this thesis, several conclusions can be drawn:

The results of the SEM analysis show that Perceived Need has a positive and significant effect on the Dental Clinic Selection Decision. In other words, an increase in Perceived Need will influence the Dental Clinic Selection Decision. Therefore, research hypothesis (H1) is accepted.

The results of the SEM analysis show that Perceived Need has a positive and significant effect on Treatment Intention. In other words, an increase in Perceived Need will influence Treatment Intention. Based on this empirical evidence and supported by previous studies, it can be concluded that hypothesis (H2) is accepted, confirming that Perceived Need has a positive and significant direct effect on Treatment Intention.

The results of the SEM analysis show that Price Perception has a positive and significant effect on the Dental Clinic Selection Decision. In other words, an increase in Price Perception will influence the Dental Clinic Selection Decision. Based on this empirical evidence and supported by previous studies, it can be concluded that hypothesis (H3) is accepted, confirming that Price Perception has a positive and significant direct effect on the Dental Clinic Selection Decision.

The results of the SEM analysis show that Price Perception has a positive and significant effect on Treatment Intention. In other words, an increase in Price Perception will influence Treatment Intention. Based on this empirical evidence and supported by previous studies, it can be concluded that hypothesis (H4) is accepted, confirming that Price Perception has a positive and significant direct effect on Treatment Intention.

The results of the SEM analysis show that E-Marketing has a positive and significant effect on the Dental Clinic Selection Decision. In other words, an increase in E-Marketing efforts will influence the Dental Clinic Selection Decision. Based on this empirical evidence and supported by previous studies, it can be concluded that hypothesis (H5) is accepted, confirming that E-Marketing has a positive and significant direct effect on the Dental Clinic Selection Decision.

The results of the SEM analysis show that E-Marketing has a positive and significant effect on Treatment Intention. In other words, an increase in E-Marketing efforts will influence Treatment Intention. Based on this empirical evidence and supported by previous studies, it can be concluded that hypothesis (H6) is accepted, confirming that E-Marketing has a positive and significant direct effect on Treatment Intention.

The results of the SEM analysis show that Treatment Intention has a positive and significant effect on the Dental Clinic Selection Decision. In other words, an increase in Treatment Intention will influence the Dental Clinic Selection Decision. Based on this empirical evidence and supported by previous studies, it can be concluded that hypothesis (H7) is accepted, confirming that Treatment Intention has a significant effect on the Dental Clinic Selection Decision.

Suggestions for Future Research:

1. Future research may focus on other variables that may influence the Dental Clinic Selection Decision.

2. Future research may target more specific respondent groups, such as certain age groups, occupational groups, or income segments.

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