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Antecedent of Patient Revisit Intention: An Empirical Study in Dental Clinic

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Abstract: This research aims to analyze the relationship between brand awareness, trust, brand image, social media marketing, service quality, patient satisfaction and patient revisit intention. The model constructed in this research is a newly modified conceptual framework that is referred to models or concepts from previous research that are integrated and adapted according to the condition of Omni Dental Clinic in Palembang. The model is used to test population sample of patient that revisits Omni Dental Clinic for treatment with a minimal of two visits. The sample of this research was collected using total sampling method with a total number of 146 patients. The data gathered was then performed using a method of PLS-SEM Analysis. The result acquired in this research was that all direct relationship between brand awareness, trust, brand image, social media marketing, service quality patient satisfaction and patient revisit intention was positive. The indirect effect was also positive for the relationship between trust and patient revisit intention if mediated with brand image alongside the relationship of service quality and patient revisit intention was positive with patient satisfaction as mediating variable. Trust variable has the most influence on patient revisit intention.

Keywords: Patient Revisit Intention, Brand Awareness, Trust, Brand Image, Social Media Marketing, Service Quality, Patient Satisfaction.

INTRODUCTION

The Healthcare sector has undergone a period of transformation that has never happened before, reinforced by technological advancement, shifting demography, and the never-ending needs of patient that are evolving. Health Economic and Outcome Research (HEOR) Services Market approximation can reach 2,699.56 million USD in the year 2027 rising from $ 1,116.38 million USD in 2019 affected by increase of health treatment research. Subsequent to COVID 19 phenomenon in 2020 problems are arising in the healthcare sectors and hospitals for instance the scarcity of workers, inflation, the leap of interest rate and bank collapses. Furthermore, threatening remark upsurge in the healthcare sector, many technological industry and big retails are seeking to intervene into the market proposing a medication options that are reasonably priced than the conventional healthcare system (PNC Healthcare, 2023). The augmentation of

healthcare professionals and hospitals drastically has shaped a competition among medical instances that are inevitable. Based on Indonesia National Medical Council data in the month of December 2018, there are 31.628 dentists and 3,788 specialized dentist that are registered in Indonesia with an uneven spread throughout the provinces of Indonesia thus it became an issue since dental healthcare couldn't be delivered comprehensively to all of the people in Indonesia throughout the nation (Maria Fransisca, Lindawati S, 2018).

Most dental clinic usually serve outpatient and relatively infrequent in serving patient with severe dental health condition, thus it is important to elevate *patient revisit intention* through *patient centered communication* enabling patient to pick out the dental office based on their needs *(*Sewon Park, 2021). In this era of digitaliztion the increase of people's awareness and expectation alongside the major growth of medical instances manifest that the hospital and clinic that manage to reach the expectation of patient are able to maintain its position in the healthcare market. Morever. there is a shift in the healthcare market that once hold a principle of *supplier-oriented* marketing to now implying a *customer-oriented marketing;* a business concept that aims to identify the the patient's need and increase their satisfaction (Selin Woo, 2021). Patient's loyalty to a certain clinic/ medical instances depends upon how well their needs and wants are satisfied leading to their intention to revisit to the medical instances for future treatment (Harimukti Wandebori, Ign Ag. Ananda P Pidada,2017). Dental clinic patients that are loyal usually spreads a positive *word of mouth* thus have the bigger tendency to revisit the clinic with their families (Tanudjaja, 2014). Thus, it is important for Omni Dental Clinic to also maintain its reputation in order to survive the outgrowing competition in the dental healthcare industry.

Omni Dental Clinic is a dental clinic located in the city of Palembang, South Sumatera. This clinic has different dental treatment including scaling, orthodontic treatment, root canal treatment, denture prosthetics, odontectomy and other treatment. This clinic has the most advanced technology supplemented with a competent and experienced general dental practioner and dental specialists. However, according to the data of the number of patient revisit presented in the year of 2023-2024, this clinic faces an inconsistent fluctuation where the number of revisit patient are increasing and decreasing month by month. There are certain factors that can attribute to the motivation of patient to revisit to the clinic which includes *brand awareness, trust, brand image, social media marketing, service quality* and *patient satisfaction.* Thus, this study aims to examine the relationship between brand awareness, trust, brand image, social media marketing, service quality, patient satisfaction and patient revisit intention

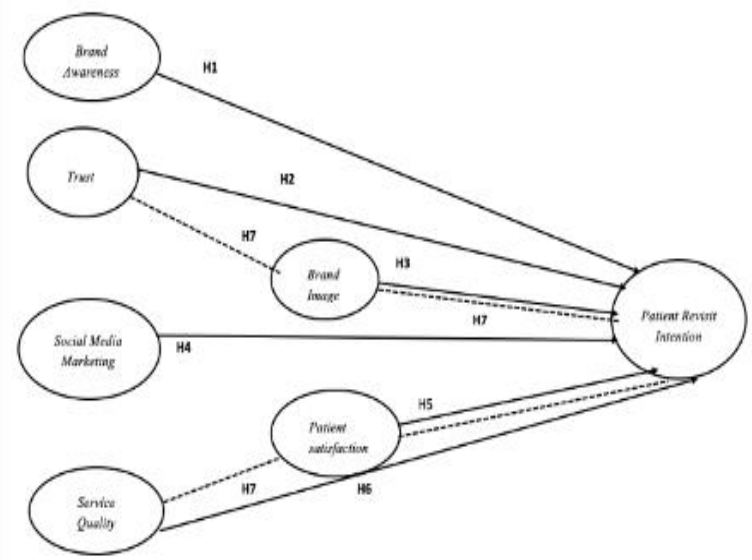


Figure 1. Conceptual Framework

METHOD

Research design

This study employs a quantitative research method, which is designed to investigate a specific population or sample (Sugiyono, 2016). This explanatory research utilizes a survey design. Data was gathered through surveys in natural settings, using techniques such as questionnaires, tests, and structured interviews (Sugiyono, 2016). In this study, the unit of analysis is patients receiving treatment at Omni Dental Clinic in Palembang.

Sampling Method and Process

The population sample of this research were patients undergoing treatment at Omni Dental Clinic in Palembang collected from September to October 2024 who was receiving treatment at Omni Dental Clinic and have visited the clinic at least twice and were willing to participate in the survey. The questionnaire is distributed in the form of paper based. Purposive sampling was used, focusing on individuals who possess the necessary information for the survey. Sample size calculations were conducted using G Power 3.1.9.6. The minimum sample required for this study is 146, using a multiple regression F-test. The total sample size is 146, with an additional 30 samples for the pretest, resulting in a total of 176 samples for the study.

Data Collection Technique

This study utilized paper-based questionnaires containing questions for respondents to complete. The research questionnaire was distributed to samples that met the inclusion and exclusion criteria. Specifically, the researcher distributed the questionnaire to patients at Omni Dental Clinic who had undergone treatment at least twice. Each question is answered based on 5 likert scale.

Data Measurement

The data is measured with attributes collected from previous research

Variable	Item	Reference
Patient Revisit Intention	**3**	*Quality of Service and its Effect On Patient Value, Patient Satisfaction, and Revisit Intention Investigation of the Public Health Center in Jambi Province* (Guspianto et al., 2022)
Brand Awareness	**5**	*Brand Awareness and Brand Equity of Outpatient* (Serlly Frida Drastyana, 2017)
Brand Image	**4**	*The Effect of Patient Satisfaction on Patient Loyalty Mediated by Patient Trust and Hospital Brand Image at The Jakarta Education Dental and Oral Hospital* (Tanya, 2023)
Social Media Marketing	**8**	*Social Media Marketing's Influence on Customer Loyalty: A Case Study of Siloam Hospital* (Radityo dan Nur, 2020)
Service Quality	**25**	*Quality of Service and its Effect on Patient Value, Patient Satisfaction, and Revisit Intention: Investigation of the*

Patient Satisfaction	**11**	*Public Health Center in Jambi Province* (Guspianto et al., 2019) *Quality of Service and its Effect on Patient Value, Patient Satisfaction, and Revisit Intention: Investigation of the Public Health Center in Jambi Province* (Guspianto et al., 2019)
Trust	**6**	*Mohd Isa S , Lim G, & Chin P, 2019*

Data Analysis

In this study, the partial least squares structural equation modeling (PLS-SEM) method was used to analyze data from the survey. PLS-SEM is a statistical technique commonly used to test complex theories with empirical data. Firstly pretest was done using 30 samples. This study then employs a measurement model and a structural model in the analysis of PLS-SEM. The inner model, or structural model, serves to connect independent variables to dependent variables. This model represents the relationships among latent variables (Hair et al., 2019). Composite reliability, convergent validity and discriminant validity testing are utilized to assess the outer model. Construct reliability is to evaluated to test realibility by looking at Cronbach's alpha and Composite's reliability values > 0.7. Convergent validity is deemed acceptable when the Average Variance Extracted (AVE) exceeds 0.5 and the outer loading surpasses 0.7 (Hair et al., 2019). While the discriminant validity is assessed by ensuring that the *Heterotrait-Monotrait* (HTMT) ratio for each variable is less than 0.9. The inner model is to evaluated by t *Variance Inflation Factor* (VIF) values, moreover R-Square test, F-Square test and Q-Square test. Hypothesis testing is also done by assessing the *standard coefficient* values.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondent when categorized based on gender, were mostly women with a ratio of 59% women and 41 % men. The education background mostly were bachelor degree graduates with a ratio of 49 % bachelor degree graduate, 31% were senior high school students. Their age categories were 26-30 years old (25%), 20-25 years old (23%), >35 years old (21%), <20 years (19%) and 31-35 years old (12%). The number of visits with the highest ratio was >5 times visit (37%), following 4-5 times visit, then 2 times visit (20%) and lastly 2-3 times visit (17%).

Evaluation of Measurement Model

The outer model is a measurement framework that illustrates how the measured variables represent specific constructs (Hair et al., 2019). Two key assessments can evaluate the outer model: the validity and reliability of the measurement instrument. Validity is determined by examining outer loading, whereas the reliability of the instrument is evaluated through methods like Cronbach's alpha and composite reliability. Furthermore, the outer model assesses construct validity using concepts such as Average Variance Extracted (AVE) and discriminant validity (Faizan et al., 2019).

Table 1. Outer Model Results

Construct		Outer Loading Factor (>0,5)	AVE	CR	Cronbach Alpha
Brand Awareness	L1	0.798	0.561	0.864	0.809
	L2	0.766			
	L3	0.719			
	L4	0.750			
	L5	0.708			
Social Media Marketing	M1_1	0.917	0.875	0.861	0.889
	M1_2	0.958			
	M2_1	0.911			
	M2_2	0.964			
	M2_3	0.963			
	M3_1	0.889			
	M3_2	0.958			
	M4_1	0.912			
	M4_2	0.941			
	M5_1	0.940			
	M5_2	0.936			
Patient Satisfaction	N1_1	0.747	0.627	0.883	0.879
	N1_2	0.726			
	N1_3	0.818			
	N2_1	0.801			
	N2_2	0.833			
	N3_1	0.808			
	N3_2	0.830			
	N4_1	0.839			
	N4_2	0.751			
	N5_1	0.797			
	N5_2	0.748			
Service Quality	O1_1	0.707	0.561	0.888	0.860
	O1_2	0.766			
	O1_3	0.711			
	O1_4	0.744			
	O1_5	0.766			
	O1_6	0.796			
	O1_7	0.777			
	O2_1	0.781			
	O2_2	0.701			
	O2_3	0.770			
	O2_4	0.712			
	O2_5	0.779			
	O3_1	0.802			
	O3_2	0.768			
	O3_3	0.787			
	O3_4	0.726			
	O3_5	0.717			
	O4_1	0.781			
	O4_2	0.708			
	O4_3	0.780			
	O4_4	0.707			

	O4_5	0.781			
	O5_1	0.730			
	O5_2	0.796			
	O5_3	0.809			
	O5_4	0.787			
	O5_5	0.783			
Patient Revisit Intention	X1	0.885	0.738	0.894	0.822
	X2	0.888			
	X3	0.802			
Trust	Y1	0.812	0.525	0.868	0.815
	Y2	0.810			
	Y3	0.708			
	Y4	0.728			
	Y5	0.728			
	Y6	0.818			
Brand Image	Z1	0.874	0.674	0.892	0.839
	Z2	0.846			
	Z3	0.751			
	Z4	0.808			

Based on the above values, each construct of these variables have OLF value> 0.70 which and the AVE Value of each construct are >0.5 thus all of the items are valid. Moreover, each variable has a Composite of Reability and Cronbach Alpha >0.7 which indicates that all of the variable are reliable.

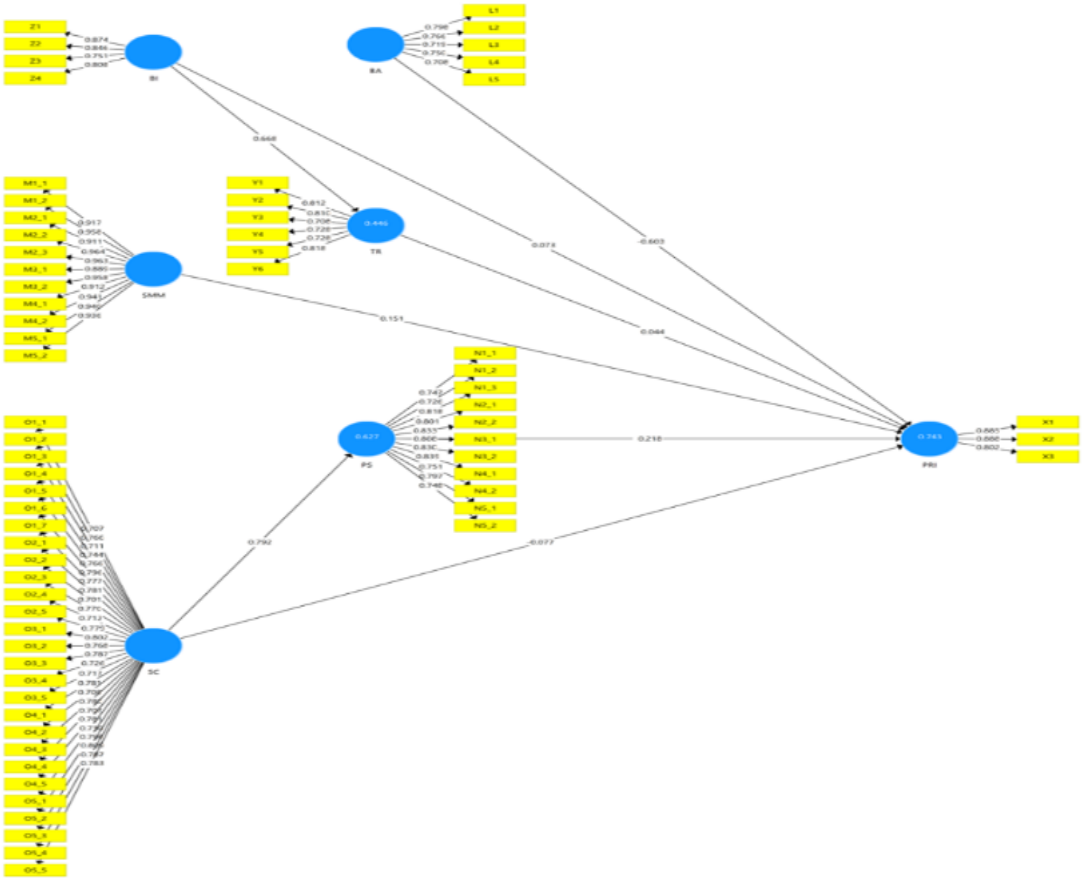


Figure 2. Outer Model

Discriminant validity testing was done using the Fornell-Criterion-method. As a result all variables exhibit HTMT values below 0.9, signifying that each indicator demonstrates robust discriminant validity and effectively measures its corresponding construct, thereby affirming the validity of the variables.

Tabel 2. Dicriminant Validity Testing Result

	Brand Awareness	Brand Image	Patient Revisit Intention	Patient Satisfaction	Service Quality	Social Media Marketing	Trust
Brand Awareness	0.749						
Brand Image	0.709	0.821					
Patient Revisit Intention	0.557	0.356	0.859				
Patient Satisfaction	0.756	0.627	0.373	0.792			
Service Quality	0.684	0.690	0.490	0.654	0.749		
Social Media Marketing	0.502	0.365	0.393	0.539	0.810	0.936	
Trust	0.604	0.668	0.395	0.501	0.613	0.475	0.724

Evaluation of Structural Model

The following stage is to analyze the structural model by using the VIF, R-Square, F-Square, Q-Square value and hypothesis testing by looking at the standard coefficient values. This process was done to predict the relationship between latent variables.

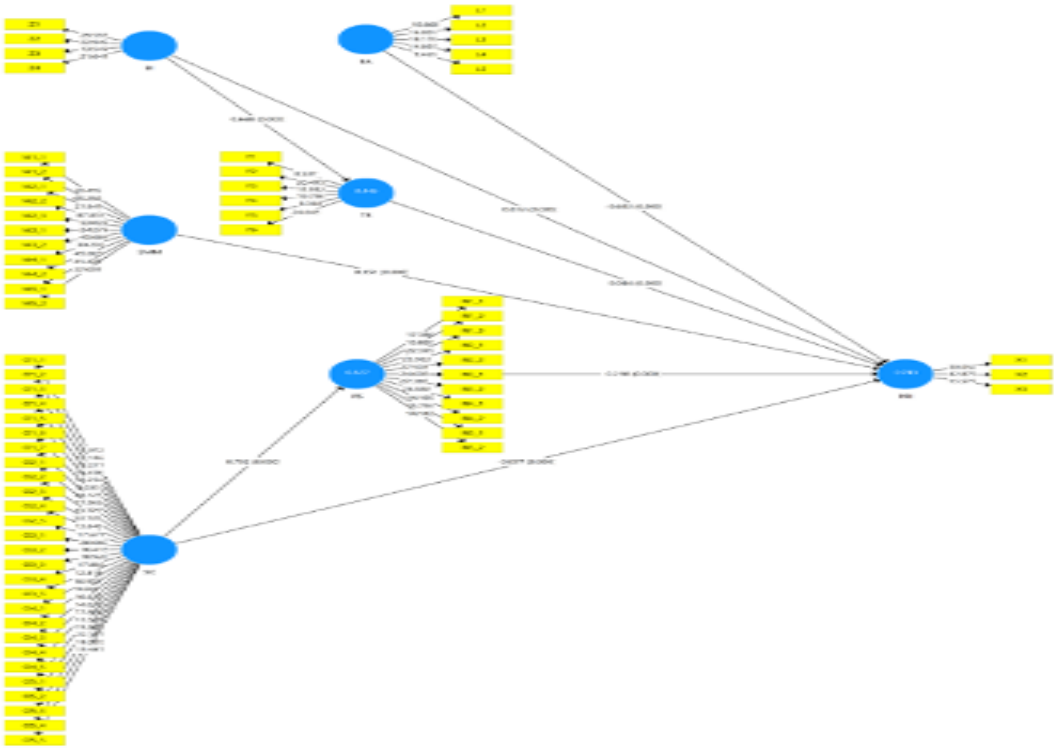


Figure 2. Inner Model

The structural model results are summarized in table 3 to 6

Table 3. VIF results

Variabel	Patient Revisit Intention	Patient Satisfaction	Trust
BA->PRI	3.830		
BI->PRI	2.618		1.000
PS-> PRI			
SQ-> PRI	5.498		
SMM-> PRI	10.643	1.000	
TR->PRI	4.129		
SQ->PS	5.115		
BI->TR	3.830		

The data interpretation reveals that the relationships between brand awareness and patient revisit intention, and social media marketing and patient revisit intention, show suggested VIF values. In contrast, the correlation between *patient satisfaction and patient revisit intention*, *service quality and patient revisit intentio* exhibit probable VIF values. Lastly, the relationship between brand image and patient revisit intention demonstrates ideal VIF values.

Table 4. R^2 Results

Variabel	R^2	Remarks
Trust	0.446	*Weak*
Patient Revisit Intention	0.743	*Moderate*
Patient Satisfaction	0.627	*Moderate*

Based on the table above, the effect of the independent variable on trust is weak (R^2=0.446 or 44.6%), on patient revisit intention is moderate (R^2=0.743 or 74.3%) and on patient satisfaction is also moderate (R^2=0.627 or 62.7%).

Table 5. f^2 Results

	Patient Revisit Intention	Patient Satisfaction	Trust
Brand Awareness	0.144		
Brand Image	0,003		0.806
Patient Revisit Intention			
Patient Satisfaction	0.013		
Service Quality	0.001	1.678	
Social Media Marketing	0.008		
Trust	0.001		

From the table, it can be inferred that the relationship between the dependent variable and brand awareness, along with patient satisfaction, shows a medium effect size. Conversely, the relationship between service quality and patient satisfaction, as well as that between brand image and trust, indicates a strong effect size.

Table 6. Q^2 Results

Variable	Q^2	Hasil
Patient Revisit intention	0.217	*medium predictive relevance*
Patient Satisfaction	0.380	*medium predictive relevance*
Trust	0.225	*medium predictive relevance*

Based on the result above it can be concluded that the variabel patient revisit intention, trust and patient satisfaction and trust has a medium predictive relevance. The final procedure of model testing is hypothesis testing, the result can be seen from the table below.

Table 7. Hypothesis Testing

	Hipotesis	*Standard Coefficient*	T Statistics (|O/STDEV|)	P Values	Hasil
H1	*Brand Awareness -> Patient Revisit Intention*	-0.603	4.052	0.000	supported
H2	*Trust -> Patient Revisit Intention*	0.044	4.176	0.000	supported
H3	*Brand Image -> Patient Revisit Intention*	0.073	4.110	0.000	supported
H4	*Social Media Marketing -> Patient Revisit Intention*	0.151	44.546	0.000	supported
H5	*Patient Satisfaction -> Patient Revisit Intention*	0.218	4.196	0.000	supported
H6	*Service Quality -> Patient Revisit Intention*	-0.077	23.619	0.000	supported
H7	*Brand Image -> Trust->Patient Revisit Intention*	0.029	3.964	0.000	unsupported
H8	*Service Quality -> Patient Satisfaction-> Patient Revisit Intention*	0.173	3.964	0.000	supported

The results of H7 in this study do not align with previous research (Mohd Isa S, Lim G, & Chin P, 2019). This is due to several factors, including the small sample size in this study and the limited distribution of respondents, this study was restricted to only one dental clinic in the city of Palembang. Also, the sampling technique differs in this study, where in the previous study probability sampling was used, while in this study non-probability sampling is used, which may affect the results. This study was restricted to only one dental clinic in the city of Palembang.

CONCLUSION

This study aims to empirically test the model in the context of the antecedents of patient revisit intention. Previous research has demonstrated that patient revisit intention can be influenced by social media marketing, service quality, patient satisfaction, brand image, brand awareness, trust, and patient revisit intention (Salmi Mohd Isa et al., 2019; Salsabila Az Zahra et al., 2023; Chanantakanok Jatiyananda et al., 2021; Massimo et al., 2022; Andrew Lienata, Margaretha Pink Berlinto, 2023; Vena Angelica and Innocentius Bernarto, 2023; Frizky Ramadhan, Mohamed Reza Hilmy, Rokiah Kusumapradja, 2020; Mohd Abd Rahman and Anas Hidayat, 2020). Additionally, the researcher aims to analyze the mediating role of trust in the relationship between brand image and patient revisit intention, as well as the mediating role of patient satisfaction in the relationship between service quality and patient revisit intention. Based on the results of this study, one hypothesis were not supported, while six (6) hypotheses were supported, demonstrating a positive influence consistent with their proposed directions. The unsupported hypothesis is the mediation effect of trust on brand image and patient revisit intention. Results shown in Figure 4.7 indicate that brand awareness has the strongest and most significant impact on patient revisit intention. This aligns with previous research (Moh and Anas, 2023). Additionally, the analysis revealed that patient satisfaction mediates the relationship between service quality and patient revisit intention, showing positive

results, as well as brand image mediating the relationship between trust and patient revisit intention, which also yielded positive outcomes.

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