EXPLORING REPURCHASE INTENTION AND KEY FACTORS IN DENTAL CARE DECISIONS: EVIDENCE FROM DENTAL CLINICS IN BANDUNG CITY, INDONESIA

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Abstract

This study seeks to identify the factors that influence patient repurchase intentions in dental clinics in Bandung, Indonesia, as well as how these factors interact to determine patients' decisions to return to the clinic. Based on a survey of 177 respondents, this research identifies five main factors influencing repurchase intention: quality of medical service, physical and emotional comfort, trust in the professionalism of doctors, prices, and social influences from family and friends. The analysis shows that both social influence and service quality significantly influence the repurchase intention, which social influence has the most significant influence on repurchase decisions. These findings provide important insights for dental clinics in designing marketing and service strategies that focus on improving the overall quality of the social influence and service quality, which can increase repurchase intentions. This research also promotes the development of the knowledge on health service marketing, in the context of the dental care industry in Indonesia.

Keywords: *repurchase intention, service quality, social influence.*

1. INTRODUCTION

The dental care industry in Indonesia, especially in large cities like Bandung, has experienced significant development in recent years (Suprayogi et al., 2022). One form of economic development is business development in an area, which also positively affects the level of community wellbeing (Luckyardi et al., 2022). Numerous factors need to be considered when creating a marketing strategy to survive amid competition. These must be prepared properly, especially as public awareness of the importance of dental health increases. Consequently, the public is also paying more attention to the quality of dental care services they receive (Suprayogi et al., 2022). In a study (Oltean et al., 2020), it was found that price is generally a consideration for patients in choosing services at a dental clinic, but quality and service are also often determining factors. Also, according to (Ruswanti et al., 2020) the influence social communication is incredibly significant on patient satisfaction and the intention to return to using hospital services.

Previous research (Suprayogi et al., 2022), explains the impact of satisfied patient will increase the patient intention to reuse services. However, these studies did not explain more variables that will affect patient's repurchase intention such as service quality and social influence. Consequently, this study places greater emphasis on repurchase intention with service quality and social influence variables at the dental clinic. This study aimed to investigate the impact of service quality and social influence on customer intent to repurchase dental services as a key marketing strategy. Data were collected from 177 participants via online surveys

administered to individuals with prior experience receiving dental care at clinics in Bandung, Indonesia. The collected data were analyzed using PLS-SEM. The findings revealed a significant positive influence of both service quality and social influence on customer intent to repurchase dental services.

Repurchase intention plays a crucial role, especially since the Covid-19 pandemic negatively impacted 63.9% of businesses, with less than 30% of them surviving (Wijarnoko et al., 2023). Repurchase intention is a highly pertinent topic in marketing, especially within the health service industry (Suprayogi et al., 2022). Several previous studies have highlighted that repurchase intention is influenced not only by service quality but also by various emotional, social, and economic factors that are often overlooked by service providers. A study conducted by (Zeithaml et al., 1996), states that service quality rated as main factor in forming customer loyalty, which in turn influences their intention to return. Other researchers, such as Alsheikh et al. (2022), have demonstrated that social influence significantly impacts repurchase intentions, even when mediated by electronic word-of-mouth (e-WOM).

With this background, this study seeks to explore the factors that influence patient repurchase intentions and their decisions in choosing dental clinics in Bandung, Indonesia. This research will consider various dimensions that shape these decisions, including quality of medical service, physical and emotional comfort, trust in the professionalism of doctors, prices, and social influences from family and friends, all of them which interact to create patient's repurchase intention. Thus, this article not only aims to provide new insights into consumer behavior in the dental care industry but also to offer practical recommendations for stakeholders interested in formulating more effective marketing strategies based on an understanding of patient behavior.

2. LITERATURE REVIEW

Repurchase Intention

In this study, repurchase intention refers to the likelihood of patients who have visited a dental clinic to return for future treatment or recommend the clinic to others. This aligns with the definition by (Suprayogi et al., 2022), which describes repurchase intention as the actual process of customers intending to revisit or repurchase a service from the same provider, in this case, a dental clinic. Essentially, repurchase intention measures the probability of patients repeatedly utilizing or repurchase the same dental services, serving as a direct, objective, and observable predictor of future patient behaviour (Suprayogi et al., 2022). Previous research within the healthcare sector (Mahmoud et al., 2019) has demonstrated that patient satisfaction fully mediates the relationship between service quality and the likelihood of patients to repurchase services. Therefore, understanding the factors influencing repurchase intention can inform the development of effective marketing strategies for dental clinics in Bandung.

Service Quality

Service quality is regarded as a pivotal element for success in the service sector (Ananda & Devesh, 2017). Service quality concept describes the gap between expectations and actual results or performance of a service (Zeithaml et al., 1996). The SERVQUAL model, developed by (Parasuraman et al., 1988), remains one of the most influential frameworks for measuring service quality. This model consists of five dimensions, namely tangibles, reliability, responsiveness, assurance and empathy, which represent the core attributes that customers consider during service evaluation (Parasuraman et al., 1988). SERVQUAL defines service quality as the discrepancy between customer expectations and their perceptions of the actual service received (Bakır et al., 2024).

When customers perceive high service quality, they are more likely to repurchase (Bakır et al., 2024). Specifically, (Bakır et al., 2024) state that high service quality leads to increased customer satisfaction, which in turn positively influences repurchase intention. To succeed in a competitive market, firms must offer high-quality products that encourage customers to engage in purchase and repurchase behaviors (Law et al., 2022). Similarly, (Bakır et al., 2024) addressed the pivotal role of quality service in forming purchase intention. High service quality leads to repurchase intention, whereas low quality diminishes it (Tandon et al., 2017). The first hypothesis of this study is:

H_1: Service quality affects repurchase intention.

Social Influence

Social influence is defined as the extent to which an individual perceives those others in their network, such as friends, relatives, family, peers, and acquaintances, expecting them to use the latest information system or technology (Alvarez et al., 2020). In the context of repurchase intention, social influence refers to the impact that others, such as friends, family, or social groups, have on an individual's decision to buy a product or service again (Wijarnoko et al., 2023). This influence can manifest in various forms, such as recommendations, reviews, or social pressure (Wijarnoko et al., 2023). (Alsheikh et al., 2022) examine the impact of social influence, including the effects of friends, family, and peers, which significantly and positively affect repurchase intention indirectly through e-WOM. (Wijarnoko et al., 2023) highlight that understanding the role of social influence is crucial for companies to design effective marketing and customer relationship management strategies. By recognizing how social influence affects repurchase intentions, companies can optimize their efforts to retain and increase customer loyalty (Wijarnoko et al., 2023). Therefore, the second hypothesis:

H_2: Social influence affects repurchase intention.

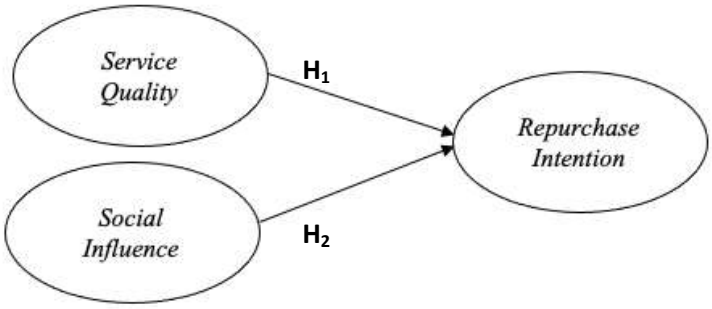

Figure 1. Research Framework

3. METHODOLOGY

This study employs a quantitative methodology. Data were collected from participants with prior experience receiving dental care at clinics in Bandung through an online survey platform during a two-week period in November 2024. The collected questionnaires were subsequently analyzed using the (PLS-SEM) method.

This study employed a non-probability sampling technique, resulting in a sample size of 177 participants. Data analysis was conducted using PLS-SEM. The PLS-SEM model comprises two components: the **outer model** and the **inner model**. The outer model was assessed for reliability and validity. Reliability was evaluated using **Cronbach's Alpha**, with an acceptable threshold of 0.7 or higher. Additionally, **composite reliability** was used to assess the internal

consistency of the model, with an acceptable threshold of 0.7 or higher (Fornell & Larcker, 1981; Prasetio & Sari, 2022).

PLS-SEM validity was assessed through two methods: **convergent validity** and **discriminant validity.** Convergent validity was assessed using the Average Variance Extracted (AVE), which must meet a minimum value of 0.5 to ensure that indicators adequately represent the latent variable. To test discriminant validity, cross-loading analysis is used, where validity is considered achieved if the factor loading of an indicator is higher compared to its cross-loading on another indicator.

The structural model, also known as the **inner model**, measures the relationships between latent variables. The R^2 value is used to evaluate the structural model in PLS-SEM, with the following categories: (1) R^2 of 0.67 indicates a substantial variable; (2) R^2 of 0.33 indicates a moderate variable; and (3) R^2 of 0.19 indicates a weak variable. The P-value is used to assess hypothesis significance, where the null hypothesis is rejected if the P-value is equal to or less than 0.05 (Prasetio & Sari, 2022).

The data was analyzed using Smart PLS-SEM 4.0 software. Indicators for the variables **X1 Service Quality** and **X2 Social Influence** were analyzed to determine their influence on **Y Repurchase Intention** in dental clinics in Bandung City.

Table 1: Measurement Variable

No.	Variable	Indicators	Description	Source
1	Service Quality	SQ1	How reliable is the medical staff in providing consistent and accurate care to patients?	(Ananda & Devesh, 2019)
		SQ2	How quickly and accurately does the medical staff respond to patient needs?	
		SQ3	Does the clinic provide clear and visible information about available services and facilities	
2	Social Influence	SI1	People who influence my behavior believe I should use social media to share my experiences.	(Alsheikh et al., 2022)
		SI2	Individuals important to me think I should use social media to share my experiences.	
		SI3	I make reservations at the dental clinic through social media because many others are doing so.	
3	Repurchase Intention	RI1	I feel a strong sense of belonging to this clinic as a loyal customer.	(Suprayogi et al., 2022)
		RI2	I intend to return for future treatments.	
		RI3	I would recommend this dental clinic to my social circle, including family and friends.	
		RI4	I will continue to visit this clinic due	

	to the perceived uniqueness of its dental services.

Table 2: Measurement Model for Evaluation Threshold

Criteria of Evaluation	Threshold
Reliability Indicator	The outer loadings of indicators should be higher than 0.70
Internal Consistency Reliability (Composite Reliability)	Composite reliability must exceed 0.70
Convergent Validity	The Average Variance Extracted (AVE) should be greater than 0.50
Discriminant Validity	The outer loadings of an indicator on a construct should be higher than all its cross-loadings with other constructs
	According to the Fornell-Larcker criterion, the square root of the AVE of each construct should be higher than its highest correlation with any other construct
	The confidence interval of the Heterotrait-Monotrait ratio of correlations (HTMT) statistics should not include the value 1 for any combination of constructs

Source: (Hair et al., 2017)

A descriptive research design was employed in this study. The research methodology utilized quantitative methods. As defined by (Hailu, 2019), a descriptive study aims to explore and explain the relationships between variables. In this study, data were collected through online surveys. Respondents were selected from a population of individuals who have received dental treatment at dental clinics in Bandung.

4. RESULTS AND DISCUSSION

Primary data were collected from 177 respondents after distributing the questionnaire.

Table 3: Respondent Profile

No	Variables		Rate
1	Gender	Male	45.8%
		Female	54.2%
2	Age (years old)	< 17	2.8%
		17-22	46.9%
		23-28	23.2%
		29-34	10.2%
		35-40	5.6%
		>40	11.3%
3	Occupation	Students	42.4%
		Entrepreneur	15.8%
		Private Officers	18.6%
		Civil Servants	14.7%

		Others	8.5%
4	Educational background	Senior High School	20.3%
		Diploma	14.7%
		Undergraduate	44.1%
		Post-graduate	20.9%
5	Monthly Income (IDR)	Under 2.000.000	14.7%
		Between 2.000.000 and 4.000.000	48.6%
		Between 4.000.000 and 6.000.000	11.9%
		Between 6.000.000 and 8.000.000	6.8%
		More than 8.000.000	18.1%
6	When was your most recent visit to the Dental Clinics in Bandung for dental care?	Within the last 6 months	39.0%
		More than 6 months ago"	61.0%

In Table 2, the respondents' profiles are presented, with data obtained from 177 individuals, of which 52.4% are female and 47.6% are male. The 17-22 age group is predominantly represented among the respondents. The majority of respondents are students, and the most common educational background is a bachelor's degree. The most frequent monthly income range among respondents was between Rp. 2,000,000 and Rp. 4,000,000. Furthermore, 59.5% of respondents reported their last visit to a dental clinic in Bandung occurred more than six months prior to the survey. The analysis of the measurement model demonstrated that all indicators and variables met the established criteria for validity and reliability, enabling further analysis. Respondent profiles are presented in Table 3.

Table 4, which presents several latent variable coefficients, shows that the research model has high reliability, as indicated by the Cronbach's alpha values of all constructs (RI, SI, SQ) which exceed the threshold of 0.800. The composite reliability (rho_a) and composite reliability (rho_c) values are also above 0.800, demonstrating that all constructs possess good convergent validity. The AVE values for all constructs are above 0.500, indicating that each construct explains more than 50% of the variance in its indicators (Fornell & Larcker, 1981; Prasetio & Sari, 2022).

Table 4: Composite Reliability and Convergent Validity Result

	Cronbach's alpha	**Composite reliability (rho_a)**	**Composite reliability (rho_c)**	**Average variance extracted (AVE)**
RI	0.957	0.958	0.969	0.885
SI	0.853	0.901	0.908	0.768
SQ	0.817	0.832	0.891	0.731

Table 5 presents the results of discriminant validity tests for each latent variable. Discriminant validity was assessed using the (Fornell-Larcker, 1981) criterion, which requires that the square root of each construct's AVE exceeds its correlation with any other construct. This criterion mandates that the diagonal values in the correlation matrix must be higher than the values located above and below them within the same column. The findings indicate that all

square roots of the AVE surpass any correlation involving the latent variable, supporting discriminant validity (Prasetio & Sari, 2022). Furthermore, values of 0.5 or higher for AVE indicate convergent validity (Prasetio & Sari, 2022).

Table 5: Discriminant Validity

	RI	**SI**	**SQ**
RI	0.941		
SI	0.453	0.876	
SQ	0.453	0.512	0.855

The results of the analysis in table 6 show an R-squared value of 0.263, more than 0.02, which indicates that the predictor variables have a moderate contribution in explaining the variance of the dependent variable (Fornell & Larcker, 1981; Prasetio & Sari, 2022). This value indicates that the predictor variable accounts for 26.3% of the variance in the predicted variable. It suggests a moderate level of association between the predictor and predicted variables. While the predictor has some relevance, it does not fully explain the variations in the predicted variable.

Tabel 6: Measurement R Square Model Test Result

	Rsquare	**Sample mean (M)**	**Bias**	**5.0%**	**95.0%**
RI	0.263	0.276	0.013	0.164	0.343

Table 7 displays F-square values of 0.091 for the relationships between RI and SI, and RI and SQ. Interpretation: These values indicate that the predictor variable (RI) explains a relatively small proportion of the variance in both SI (9.1%) and SQ (9.1%). This suggests that the predictor has a weak to moderate influence on these variables.

Tabel 7: Measurement F Square Model Test Result

	RI	**SI**	**SQ**
RI			
SI	0.091		
SQ	0.091		

Table 8 presents a summary of the hypothesis testing results for two different scenarios: SI → RI and SQ → RI. The original sample (O) and sample mean (M) are provided for both scenarios, along with the standard deviation (STDEV) calculated from the samples. The T statistic is obtained by dividing the difference between the original sample and the sample mean by the standard deviation. The P-value associated with all scenarios specifies the probability of observing the observed outcome if there were no difference between the original sample and the sample mean. In both cases, a P-value of 0.000 is observed, indicating convincing evidence that supports the proposition of both variables having an influence. With p-values less than 0.05, all research hypotheses can be accepted (Prasetio & Sari, 2022), which indicates that both social influence and service quality significantly influence repurchase intentions, but social influence is more dominant. Previous studies by (Alsheikh et al., 2022) indicate that social influence impacts repurchase intention, with service quality also playing a significant role. Similarly, research by (Bakır et al., 2024) confirms that service quality affects repurchase intention.

Tabel 8: Hypothesis Testing Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
SI → RI	0.300	0.300	0.078	3.833	0.000
SQ → RI	0.299	0.305	0.080	3.764	0.000

The model's output is depicted in Figure 2, which shows the influence of Social Influence and Service Quality on Repurchase Intention of 27.1%

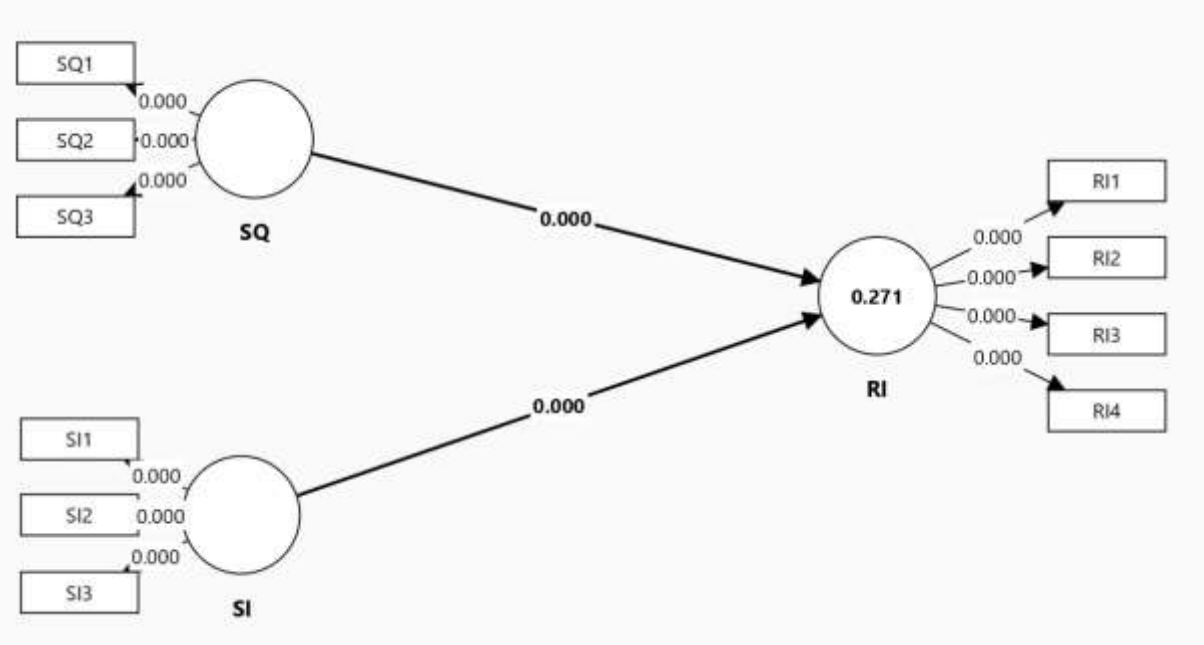

Figure 2. Output Model

5. CONCLUSION

This study aims to investigate the relationship between service quality and repurchase intentions at dental clinics in Bandung, Indonesia. It is argued that providing exceptional service in dental clinics positively influences repurchase intention. To support the research findings, a quantitative methodology was employed, involving the distribution of online questionnaires to individuals who had received dental treatment at clinics in Bandung, Indonesia. Data was analyzed using PLS-SEM 4.0. The study results demonstrate that social influence exerts the most significant influence on repurchase intentions, followed by service quality, which also significantly impacts repurchase intentions. The implications of this research highlight the potential benefits for dental clinic operators to leverage these findings to enhance repurchase intention as a key marketing strategy within the dental clinic business sector.

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