

The Role of Service Quality, Satisfaction, and Value Perception in Increase Visitor Interest Study on Dental Poly Services UPT Semanu II Health Center

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ABSTRACT

Keywords: interest in revisiting; service quality; Satisfaction; Value Perception	Patients who get quality services, feel very satisfied or happy, and receive the expected value, will make a repeat visit to the health service. The Semanu II Gunungkidul Yogyakarta Health Center in the period 2019 – 2022 experienced a decrease in patient return visits. This study aims to determine the influence of service quality, visitor satisfaction, and value perception both partially and simultaneously on the interest of visitors to revisit the Semanu II Health Center. This research method is quantitative with the total population in the study being all visitors to the dental polyclinic who have visited the Semanu II Yogyakarta Health Center as many as 3,358 visitors. The sampling technique uses accidental sampling. The results of the study show that there is an influence of service quality, satisfaction, and value perception on the interest of visitors to revisit. Service quality, satisfaction, and value perception partially and simultaneously had a significant positive effect on the interest of repeat visits. The results of the ranking found that the influence of satisfaction was more dominant than the influence of service quality and value perception on the interest of repeat visits. In conclusion, Service Quality, Satisfaction, and Value Perception have a significant positive effect simultaneously on the interest of visitors.
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Introduction

Health-oriented development with a regional concept is part of national development which is the responsibility of health centers. The role of health centers has a very important contribution in providing health service facilities that carry out public health efforts and individual health efforts at the first level. The implementation of this effort is always carried out by the health center through integration and coordination across programs and sectors and the implementation of a referral system supported by management. The health services provided by the health center prioritize promotive and preventive efforts to achieve the highest degree of public health in their work area (Anita, 2019).

To accelerate the achievement of the vision of the health center, various health development efforts need to be carried out as an innovation step so that the level of competitive advantage of the health center can be maintained. Health efforts for the development of health centers are efforts that are determined based on health problems found in the community and adjusted to the capabilities of the health center. The selection of this development health effort was carried out by the health center together with the Regency/City Health Office by considering input from the Health Center Support Agency. Development health efforts are carried out if mandatory health efforts have been carried out optimally, in the sense that the target of coverage and improvement of service quality has been achieved. (Garuda Eduka Team, 2021).

One of the development health efforts carried out by the health center is dental and oral health efforts. The role of the health center as a health organization unit is very necessary, especially for groups that are prone to disturbances in dental and oral health, namely low-income communities and families, pregnant women, breastfeeding mothers, preschool children, and elementary school children. Dental nurses as health workers at the health center should have high competence and are expected to be able to manage the dental health programs that have been implemented by the health center. Dental nurses at health centers are responsible and play an important role in increasing knowledge, providing training and skills for non-dental personnel as well as dental and oral health care services for the improvement of the community's dental health status. (Mutaqin, 2022).

The current rate of tooth decay is still relatively high. This is a result of pathogens spread by germs from the tooth decay process can become a reservoir of infection that can lead to heart disease, kidney failure, and other diseases. According to data from the 2018 Basic Health Research (Riskesdas), up to 57.6% of the Indonesian population has dental problems, but only 10.2% receive treatment from medical personnel. The caries rate was 88.8% with a root caries rate of 56.6%. Based on age group, the highest prevalence of dental disease was found in the age group of 5-9 years (67.3%). This data shows a high number in the category of childhood tooth decay at an early age. In Indonesia, the number of patients who experience dental caries reaches 4-5 teeth per person. This number is much lower than the international standard of 2.5 teeth per person. (Wardani, 2022).

The low level of dental care with medical personnel is also still felt at the Semanu II Health Center as one of the Technical Implementation Units (UPT) of the Gunungkidul Regency Government Health Center. This can be seen from the interest in patient revisits at the Semanu II Health Center which has decreased in previous years. Based on the results of observation of patient visit data at the Semanu II Health Center, it is listed as follows:

Several previous studies that are referenced in this study have examined the interest of visitors to revisit in various contexts. Service quality has an impact on increasing the interest of repeat visitors. Quality services affect the increase in patient visits, so the percentage of service provider revenue increases (Gusmawan *et al.*, 2020; Tarigan &

Fitria, 2021; Syaputra *et al.*, 2022; Lai *et al.*, 2020). The high and low levels of patient satisfaction will have an impact on the high and low interest of patients in returning visits to health care providers. If the provider's performance exceeds the patient's expectations, the patient will be very satisfied or happy and will be more likely to repeat the visit (Siripipatthanakul, 2021; Baharza & Putri, 2020; Sangkot *et al.*, 2022). The perceived value is a positive predictor of increased interest in patient return visits. When the patient has received the expected value better, the patient will have a repeat visit (Guspianto *et al.*, 2022; Nguyen *et al.*, 2021; Soulisa & Hidayat, 2022).

The purpose of this study is to determine the influence of service quality, visitor satisfaction, and value perception on the interest of visitors to revisit the Semanu II Health Center, to find out the ranking of the largest to the smallest influence on service quality, visitor satisfaction and value perception on the interest of visitors to revisit at the Semanu II Health Center and to find out the influence of service quality, visitor satisfaction and value perception simultaneously on the interest of visitors to revisit at the Semanu II Health Center Semanu II Health Center.

Method

The type of research used in this study is quantitative Quantitative research is research that functions to obtain an explanation of something that can be observed by using numbers to be able to obtain a conclusion. (Zakariah, 2020). This research was carried out at the Semanu II Health Center UPT, Gunungkidul Regency. This study was conducted from October 2023 to December 2023 to find out how the description of visitor revisit interest, visitor satisfaction, service quality, and visitor value perception at the Semanu II Dental Poly and analyze how the influence of service quality and value perception on visitor satisfaction and interest in revisiting dental polyclinics at the Semanu II Health Center. The technical questionnaire data collection was carried out after the end was examined by 97 visitors. The service staff will give a questionnaire to visitors or patients after they have been examined.

Results and Discussion

The theme of this study examines how the interest of visitors to the dental polyclinic of Semanu II Yogyakarta Health Center and the factors that affect it. The questionnaire was distributed by researchers to visitors to dental polyclinics who were on a visit. Anyone who happens to be doing a dental and oral examination can be directed to fill out a list of statements on the questionnaire that has been presented. The service staff will provide questionnaires and guide the filling procedures to visitors or patients after they are examined. The collection of respondents was limited to 97 visitors. The identity of the visitor respondents who successfully filled out the questionnaire had criteria, namely the gender of 82 female visitors and 15 male visitors. The age criteria are respondents with an age category of 21 – 30 years old which totals 35 visitors. The lowest number of respondents were respondents with an age category of 51 years and above as many as 3 visitors. The last educational criterion is the IRT (Housewife) job category as many as 41

visitors (the largest number) and self-employed work as many as 1 visitor (the least number).

Bivariate analysis in this study plays a role in measuring the relationship of independent variables to dependent variables partially. The analysis technique used is Spearman rank correlation analysis with SPSS analysis tools. The results of the Spearman rank correlation analysis calculation can be described in full as follows:

1. The Effect of Service Quality on Repeat Visit Interest

The value of the Spearman rank correlation coefficient of 0.652 is positive and the significance value is $0.000 < 0.05$. This shows that the quality of service has a positive and significant effect on the interest of repeat visits. Positive signs indicate a one-way relationship, meaning that the better the quality of the service provided, the higher the interest in returning visits. On the other hand, the worse the quality of the service provided, the lower the interest in repeat visits.

2. The Effect of Satisfaction on Repeat Interest

The value of the Spearman rank correlation coefficient of 0.725 is a positive sign and the significance value is $0.000 < 0.05$. This means that satisfaction has a positive and significant effect on the interest of repeat visits. A positive sign is a one-way relationship, meaning that the higher the level of satisfaction felt, the higher the interest in returning visits. On the other hand, the lower the level of satisfaction felt, the lower the interest in repeat visits.

3. The Effect of Value Perception on Repeat Interest

The value of the Spearman rank correlation coefficient of 0.639 is a positive sign and the significance value is $0.000 < 0.05$. This means that the perception of value has a positive and significant effect on the interest of repeat visits. A positive sign means a one-way relationship, meaning that the higher the level of value perception, the higher the interest in revisiting. On the other hand, the lower the level of value perception, the lower the interest in revisiting.

4. Coefficient Value Rating

The results of the ranking of the values of the bivariate analysis coefficient in sequence were 0.725 (the effect of satisfaction on the interest of repeat visits); 0.652 (the effect of service quality on revisit interest); and 0.639 (the influence of value perception on revisit interest). Thus the ranking can be described as follows:

- | | |
|---------------|----------------------------------------------------|
| First stage: | Effect of satisfaction on return interest |
| Second place: | The effect of service quality on revisit interest |
| Third place: | The effect of value perception on revisit interest |

Results of Multivariate Analysis

The results of the multiple correlation analysis calculation found that the value of the multiple correlation coefficient shown through the R-value of 0.750 was positive. On the other hand, the significance value (sig) is $0.000 < 0.05$ or significant. This means that service quality, satisfaction, and value perception have a positive and significant effect simultaneously on the interest in repeat visits. A positive sign means a one-way

relationship, meaning that the better the quality of service, satisfaction, and value perception, the higher the interest in returning visits. On the other hand, poor service quality, satisfaction, and value perception lower the interest in repeat visits.

Coefficient of Determination

The value of the determination coefficient can be used as a measure of the ability of the research model to explain the variation of response variables. The ability of this research model refers to how much the independent variable X determines the level of the response variable. The determination coefficient can be notated with *R Square* which is stated in the results of the multivariate analysis of SPSS data. The results of SPSS data processing found an *R Square* value of 0.562 or 56.2%. The value of *R Square* or the value of this determination coefficient shows the ability of the research model to explain the variation in revisit interest. In other words, it is the magnitude of service quality, satisfaction, and value perception in determining the level of interest in repeat visits in a research model. The remaining value of 43.8% is the magnitude of the ability of other variables that are not explained in the research model.

The Effect of Service Quality on Repeat Visit Interest

The results of the study found that the quality of service had a positive and significant effect on the interest of repeat visits. The quality of dental poly services, in general, can be considered as an assessment of patients who visit the dental polyclinic facilities they receive. When the patient's assessment is good, the desire to make a follow-up visit also increases. The good or bad patient assessment of the quality of dental poly services depends on how the physical appearance of the building, the ability of the dentist, the responsiveness of the dentist to the patient, and the knowledge and ability of the staff and dentists. Several supporting factors in the quality of dental health services are expectations and requirements for patients in general to increase interest in revisiting. If the expectations of the quality of dental poly services are met, the interest of patients in making repeat visits will increase.

The findings of this study are in line with the results of previous research. Several previous studies have stated that service quality has an impact on increasing the interest of repeat visitors. The quality of health care affects the increase in patient visits. (Gusmawan *et al.*, 2020; Tarigan & Fitria, 2021; Syaputra *et al.*, 2022; Lai *et al.*, 2020; Nasution *et al.*, 2023).

The Effect of Satisfaction on Repeat Interest

The findings of the study stated that there was a positive and significant effect of satisfaction on the interest in revisiting. This shows that the level of satisfaction felt by patients as visitors is proven to be able to increase their interest in revisiting dental polyclinic services. The level of patient satisfaction that patients expect consists of three elements, namely satisfaction with dental poly services, satisfaction with staff and dentist services, and satisfaction with the facilities received by patients. These three factors support efforts to increase patient interest in making repeat visits. When patient

satisfaction increases because three factors have been determined, the interest in revisiting increases. However, when patient satisfaction decreases because these three factors are not met, then the interest in revisiting will decrease.

This research is in line with several previous studies related to the results of his research. Several previous studies have stated that high and low levels of patient satisfaction will have an impact on the high and low interest of patients in returning visits to healthcare providers. (Siripipatthanakul, 2021; Baharza & Putri, 2020; Sangkot *et al.*, 2022; Nasution *et al.*, 2023; Deriba *et al.*, 2020).

The Effect of Value Perception on Repeat Interest

The findings of the study stated that value perception had a positive and significant effect on the interest in repeat visits. Patients' perception of dental poly services shows the ratio between the benefits felt by patients when performing dental care and the sacrifices made by patients to benefit from the treatment. A positive perception in the patient's mind towards dental poly health services is a form of fulfilling the expectations of benefits that patients receive for the materials they have spent. The value perception instrument in this study is related to the overflow of patients' feelings about the provision of services when entering the treatment room, the ability of the staff, and the cost of treatment and healing.

This research is in line with the results of previous research. Several previous studies have stated that the perceived value is a positive predictor of increasing patient interest in returning visits. When the patient receives the expected value better, the patient will have a repeat visit. (Guspianto *et al.*, 2022; Nguyen *et al.*, 2021; Soulisa & Hidayat, 2022; Haddad *et al.*, 2000; Slightam *et al.*, 2020).

Coefficient Value Rating

The results of the ranking in order found that the effect of satisfaction on return visit interest was higher than the influence of service quality and value perception on return visit interest. This means that the influence of satisfaction is more dominant than the influence of service quality and value perception on the interest of repeat visits.

This study tries to examine the ranking of the value of the correlation coefficient of satisfaction, service quality, and value perception on the interest of repeat visits. Meanwhile, previous studies did not discuss the ranking of the three variables.

The Influence of Service Quality, Satisfaction, and Value Perception on Repeat Visit Interest

The results of the study found that service quality, satisfaction, and value perception had a positive effect simultaneously on the interest in repeat visits. Efforts to improve the quality of dental poly services, fulfill patient satisfaction levels, and improve perception in patients' minds will foster patient interest in making repeat visits. The quality of service is related to the quality of dental care and health services provided by dental polyclinics. Satisfaction level refers to the satisfaction that patients feel according to performance and expectations. Value perception is related to the patient's view of what dental polydentistry gives him/her.

This study tries to combine the three factors, namely service quality, satisfaction, and value perception into factors that can affect the growth of patient interest in repeat visits. The initiative of these three factors comes from research that is separate from each other so the combination of these three factors becomes an element of novelty in this study.

Conclusion

The conclusion of this study is oriented towards the end of the research report which is about the summary of the results, discussion, and implications of the research. The conclusions are contained in several statements of the research report as follows:

1. The quality of service has a positive and significant effect on the interest of repeat visits. Positive signs indicate a one-way relationship, meaning that the better the quality of service, the higher the interest in repeat visits. On the other hand, the worse the quality of the service provided, the lower the interest in repeat visits.
2. Satisfaction has a positive and significant effect on the interest of repeat visits. Positive signs indicate a one-way relationship, meaning that the higher the level of satisfaction, the higher the interest in returning visits. On the other hand, the lower the level of satisfaction felt, the lower the interest in repeat visits.
3. Value perception has a positive and significant effect on the interest of repeat visits. A positive sign means a one-way relationship, meaning that the higher the level of value perception, the higher the interest in revisiting. On the other hand, the lower the level of value perception, the lower the interest in revisiting.
4. The results of the ranking in order found that the effect of satisfaction on return visit interest was higher than the influence of service quality and value perception on return visit interest. This means that the influence of satisfaction is more dominant than the influence of service quality and value perception on repeat visit interest.
5. Service quality, satisfaction, and value perception have a significant positive effect simultaneously on revisit interest. A positive sign means a one-way relationship, meaning that the better the quality of service, satisfaction, and value perception, the higher the interest in returning visits. On the other hand, poor service quality, satisfaction, and value perception lower the interest in repeat visits.

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