# The Influence of Service Quality, Price, and Customer Satisfaction as a Mediation on Patient Revisit Intention at Oris Dental Aesthetic Pangkalan Kerinci-Riau

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## Abstract

The demand for dental and oral healthcare services in Indonesia continues to rise due to a population of approximately 275.77 million, while the dentist-to-population ratio remains far below the World Health Organization's recommended level, resulting in high competition among service providers. This situation has prompted the establishment of numerous dental clinics nationwide, yet many still face challenges in maintaining service quality and ensuring patient satisfaction. This study aims to examine the effects of service quality, pricing, and customer satisfaction on patients' revisit intentions at Oris Dental Aesthetic. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) to evaluate the relationships among the variables. The results indicate that service quality, pricing, and customer satisfaction each have a significant positive effect on patients' intention to revisit. These findings suggest that improving service quality, implementing competitive pricing strategies, and enhancing overall customer satisfaction are critical for fostering patient loyalty and supporting the sustainable growth of dental healthcare services.

**Keywords:** service quality, price, customer satisfaction, revisit intention

## INTRODUCTION

The service industry across the world varies, encompassing sectors such as health, education, telecommunications, finance, and transportation. The health sector is a key service sector in many countries because it plays a vital role in maintaining and improving public health to achieve national goals. Currently, the health service industry is one of the most promising business opportunities, characterized by high competition and rapid growth (Byarugaba, J. M., 2013) (Irfan, S. M., Ijaz, A., & Farooq, M. M., 2012).

Dental and oral health is an integral part of overall health and an essential component of service programs that must be given special attention. According to the *Basic Health Research Report* (*Riskesdas*, 2018), 57.6% of the population in Indonesia experiences dental and oral problems, yet only 10.2% of the population receives treatment from dental medical personnel. Some of the major dental health issues in Indonesia include high rates of dental caries, low accessibility to dental care, and a lack of education regarding the importance of dental hygiene. Among these issues, one particularly concerning aspect is the low level of accessibility to dental care, with only 10.2% of the population receiving professional treatment. Out of Indonesia's total population of around 275.77 million, there are only 46,298 dentists. If evenly distributed—without taking into account geographic and other factors—the ratio would be one dentist for every 5,956 people, far from the ideal ratio recommended by the WHO of 1:2,000 (Data Indonesia, 2023) (*PDGI.or.id*, 2023).

Based on this phenomenon, the public's need for dental and oral health services is continuously increasing. As a result, service providers are competing to improve the quality and reach of their services. This is evidenced by the growing number of dental clinics established across various regions in Indonesia. Data from the Ministry of Health of the Republic of Indonesia (*Kemenkes RI*, 2023) shows that the number of dental clinics in the country has significantly increased in recent years, with more than 20,000 clinics spread throughout the regions. However, despite the growing number of clinics, many still face the challenge of maintaining and improving service quality in order to achieve high patient satisfaction. (Kemenkes RI, 2023).



**Figure 1. Distribution of the Number of Independent Dentist Practice Places 2023**
Source: (Data Indonesia, 2024)

Per *dental care* (dental clinic) must be able to meet customer satisfaction, one of which is through *service quality* (quality of service). Customer perception of the quality of dental clinic services has a significant influence on the choice of dental clinics in a given area. In addition, a good relationship with customers must be maintained so that their trust and satisfaction are achieved (Aidil, A., Syamsun, M., & Najib, M., 2016).

In terms of *service quality*, it refers to efforts to meet the needs and desires of consumers, as well as the accuracy of service delivery in balancing consumer expectations. To measure and improve service quality, many providers implement the SERVQUAL model developed by Parasuraman, Zeithaml, & Berry. This model evaluates service quality based on five main dimensions (Tjiptono, F., 2010): *tangible* (availability of facilities and cleanliness), *reliability* (consistency and accuracy of service), *responsiveness* (speed of staff response to patient needs), *assurance* (competence and professionalism of staff), and *empathy* (individual concern and attention to the patient). Quality service plays an important role in shaping consumer or patient satisfaction and is closely related to generating profits for service providers. The higher the quality of service provided, the higher the satisfaction experienced by patients (Aprilianti, R. C., & Martha, E., 2023; Parasuraman, A., Zeithaml, V., & Berry, L., 1988; Haryanto, J. O., & Ollivia, O., 2011).

In addition to *service quality*, *dental care* providers also need to consider the *price* of services offered. The *price* must be appropriate to the services provided and acceptable to patients. Prices that are too high or perceived as unreasonable may cause patients to switch to other *dental care* providers. High prices can also raise patient expectations, making it easier for them to file complaints if they feel the service does not match the cost. Patients are more likely to be disappointed when expectations regarding cost are not met. Therefore, the relationship between affordability and price plays an important role in influencing patient satisfaction (Budiarti, A., 2016).

Based on research, price affordability has a significant influence on patient satisfaction. This is in line with research by Zarei et al. (2015), Maulana (2016), and Safitri et al. (2015), which shows that more affordable prices have a positive effect on patient satisfaction. Similarly, Anbori et al. (2010) found that a positive perception of the price leads to higher patient satisfaction.

*Customer satisfaction* in this context, patient satisfaction—is an essential aspect to be considered. Satisfaction is determined by the services received from the clinic or hospital, and it is the consumers who will evaluate these services (Afrizal & Suhardi, 2018). *Customer satisfaction* can be defined as the feeling of pleasure or disappointment experienced by a person based on the comparison between their impressions of a product's performance and their expectations. In other words, satisfaction is a post-consumption evaluation where the chosen alternative at least meets or exceeds expectations. Satisfied consumers are those who gain more value from the company. Achieving customer satisfaction does not simply mean providing additional products or services; it is a valuable asset for maintaining customer loyalty and ensuring business continuity (Mandili, I., Zarkasih, A., Munthe, R. S., & Wahyuni, E., 2022; Girsang, N. M., Rini, E. S., & Gultom, P., 2020; Kantoni, J., 2024; Indrasari, M., 2019).

Patient satisfaction or dissatisfaction will influence subsequent behavior (*behavioral intention*). *Revisit intention* is a form of *behavioral intention*, referring to a customer's desire to return for another visit. A satisfied patient is more likely to repurchase the product or service and spread positive *word of mouth* to others (Musdalifah, Hamzah, W., & Idris, P., 2024; Azizah, N., 2020).

*Revisit intention*, which is based on *repurchase intention*, is one of the post-purchase behaviors. Som (2012) and Stylos (2016) define *revisit intention* as the interest in returning to the same destination within a certain time frame. Similarly, Baker and Crompton, as cited in Lin (2012), define *revisit intention* as the possibility for consumers to repeat activities or revisit a destination in the future.

One of the seven privately owned health service providers in Pangkalan Kerinci is the dental clinic *Oris Dental Aesthetic*, which has been operating since 2020. Pangkalan Kerinci is a sub-district that functions as the administrative and economic center of *Kabupaten Pelalawan*, Riau. This sub-district has strong development potential because it is located along the *Sumatra Cross Highway*. In 1993, the *APRIL Group* began developing its first plantation in Pangkalan Kerinci. At that time, only around 200 households lived in the area. Since then, the population has grown significantly—to more than 200,000 people in 2010 and 411,926 people in 2022—as the *APRIL Group* expanded and diversified, transforming Pangkalan Kerinci into a commercial and social hub (BPS Pelalawan, 2022). Based on these developments, the dental clinic business in this region is considered highly promising.

Currently, many Indonesians view dental health as essential—not only visiting dental clinics when they experience tooth pain or cavities, but also for aesthetic purposes such as *bleaching*, *veneers*, and braces installation. This trend is also observed in Pangkalan Kerinci, where *Oris Dental Aesthetic* operates (Damanik, F. A., 2022).

From 2020 to 2024, *Oris Dental Aesthetic* recorded a significant increase in the number of patients who did not return for follow-up visits, as shown in Table 1.

**Table 1. Number of Old and New *Oris Dental Aesthetic* Patients**

| Year | Number of Long Patients | Number of New Patients |
|------|------------------------|------------------------|
| 2020 | 0 | 180 |
| 2021 | 127 | 163 |
| 2022 | 211 | 172 |
| 2023 | 260 | 289 |
| 2024 | 371 | 122 |

Source: Oris Dental Aesthetic Documentation, 2025

From Table 1, it can be seen that in 2021, after one year of operation, there were 53 patients who did not have a *revisit*. In 2022, there were 79 patients who did not *revisit*. In 2023, the number increased to 123 patients, and in 2024, it rose significantly to 178 patients who did not *revisit*. The sharpest increase in the number of patients who failed to return occurred in 2024. Based on this data, the clinic's management should consider strategies to address this issue. If patient satisfaction is low, it can lead to a decrease in the number of patient *revisits* to the clinic and may cause patients to switch to competing dental clinics.

There are several possible reasons why this phenomenon may occur, and the researcher aims to focus on variables considered important by the management, namely *service quality*, *price*, and *customer satisfaction*. Therefore, the researcher conducted a study to

determine whether these variables are correlated with *revisit intention* (Khasanah, U. U., & Mahendri, W., 2023).

Several previous studies have examined the factors influencing patient satisfaction and *revisit intention* in healthcare services. For instance, Zarei et al. (2015) found that pricing significantly affects patient satisfaction in dental clinics, indicating that affordable and perceived fair prices lead to higher patient loyalty. Similarly, Aidil, Syamsun, and Najib (2016) emphasized that *service quality*—including tangible facilities, responsiveness, reliability, assurance, and empathy—plays a critical role in shaping patient satisfaction and behavioral intentions. However, these studies have certain limitations, as they either focus on a single determinant (such as price or *service quality*) or do not analyze the mediating role of *customer satisfaction* in influencing *revisit intention*.

Through this research, the aim is to assist the clinic's management in identifying key factors that require special attention. If the management fails to address this problem, a long-term increase in the number of patients who do not *revisit* could result in severe negative consequences for the clinic, including the possibility of closure.

This study seeks to examine in depth the factors influencing patient *revisit intention* at *Oris Dental Aesthetic*, particularly *service quality*, *price*, and *customer satisfaction*. The goal is to identify which variables contribute most significantly to *revisit intention* so that management can prioritize appropriate strategies. This is crucial for achieving a competitive advantage in the *dental care* business and for providing a solid basis for management decision-making and future innovation. Based on this background, the researcher conducted a study with the theme: *"The Influence of Service Quality, Price, and Customer Satisfaction as a Mediation on Patient Revisit Intention at Oris Dental Aesthetic Pangkalan Kerinci-Riau"*.

The practical benefit of this research is to assist *Oris Dental Aesthetic* management in pinpointing variables that significantly influence *revisit intention*, allowing them to focus strategies and priorities on these variables, break the pattern of declining patient revisits, maintain stable profits, and encourage sustainable innovation in the marketing mix. Theoretically, this research enriches empirical evidence on the influence of *service quality*, *price*, and *customer satisfaction* on *revisit intention* in the *dental care* industry, encourages follow-up research incorporating more comprehensive marketing mix variables, and adds valuable references to the still-limited body of research in Indonesia's *dental care* sector.

## RESEARCH METHODS

This study was conducted at *Oris Dental Care*, Pangkalan Kerinci, Pelalawan–Riau Regency, from February to July 2025, with the aim of analyzing the influence of *service quality*, *price*, and *customer satisfaction* on patient *revisit intention*. A quantitative research approach was applied, emphasizing the measurement and statistical analysis of cause-and-effect relationships between variables.

The population of this study included all patients of *Oris Dental Care*, while a sample of 100 respondents was selected using non-probability sampling with an incidental sampling technique. The sample size referred to the "10 times rule" as well as Hair's recommendation for SEM (100–200 samples).

The research examined three independent variables: *Service Quality* (X1), measured through *tangible* indicators, *reliability*, *responsiveness*, *assurance*, and *empathy*; *Price* (X2), measured through affordability, conformity with quality, perceived benefits, and competitiveness; and *Customer Satisfaction* (X3), measured through overall satisfaction, satisfaction dimensions, confirmation of expectations, repurchase intention, and willingness to recommend. The dependent variable, *Revisit Intention* (Y), was measured through willingness to visit again, referral behavior, positive *word of mouth*, and visit priority. All variables were assessed using a *Likert* scale from 1 (*Strongly Disagree*) to 5 (*Strongly Agree*).

Primary data were obtained through questionnaires, while secondary data were sourced from patient visit reports. Data collection involved literature research—gathering information from books, journals, and relevant articles—as well as field research through observation, interviews, and questionnaire distribution.

Data analysis was performed using *Partial Least Squares Structural Equation Modeling* (*PLS-SEM*), which is suitable for moderate sample sizes, complex models, and non-normal data distributions. Validity and reliability were tested through convergent validity (loading factor > 0.5), discriminant validity (root AVE > correlation between constructs), and composite reliability (> 0.7). The model evaluation consisted of *outer models* for construct validity and reliability, and *inner models* with predictive Q-square for *goodness-of-fit*. Hypothesis testing was conducted using statistical *t*-values > 1.96, significant at α = 5%. This method allows for a comprehensive analysis of direct, indirect, and mediating relationships between *service quality*, *price*, *customer satisfaction*, and patient *revisit intention*.

## RESULTS AND DISCUSSION

### Respondent Description

The respondents taken in this study were patients who visited Oris *Dental Aesthetics*. Most of the respondents came from Pangkalan Kerinci. The total number of respondents obtained from the distribution of this questionnaire was 100 people. Of the total respondents, 81% were women and 19% were men. The age of patients from 26 to 35 years old is the dominant patient, as much as 45%. The dominant level of education is bachelor's, as much as 49%. The dominant profession is private employees, as many as 51%.

**Table 2. Respondent Profiles**

| Profile | Category | Frequency | Percentage |
|---------|----------|-----------|------------|
| Gender | Man | 19 | 19% |

| Profile | Category | Frequency | Percentage |
|---|---|---|---|
| | Woman | 81 | 81% |
| Age | ≤ 25 Years | 28 | 28% |
| | 26-35 Years | 45 | 45% |
| | 36-45 Years | 18 | 18% |
| | 46-55 Years | 3 | 3% |
| | > 55 years old | 6 | 6% |
| Education | SMA | 31 | 31% |
| | D1-D3 | 14 | 14% |
| | S1 | 49 | 49% |
| | S2 | 6 | 6% |
| | S3 | 0 | 0% |
| Profession | Private Employees | 51 | 51% |
| | Civil Servants/SOEs | 6 | 6% |
| | Self employed | 15 | 15% |
| | IRT | 14 | 14% |
| | Pensioner | 5 | 5% |
| | Students | 8 | 8% |

Source: Data Processing Results (2025)

## Results of the Analysis

In this study, there are 3 independent variables, namely *service quality, price,* and *customer satisfaction. Service quality* consists of 5 question items, *price* consists of 4 question items, and customer *satisfaction* consists of 5 question items. In addition, there is 1 bound variable, namely *revisit intention* which consists of 4 question items.

The SEM-PLS analysis is carried out through 2 analyses, namely the analysis of the measurement model (*outer model*) and the analysis of the structural model (*inner model*).

## Evaluation of Measurement Models (*Outer Model*)

Evaluation of the outer model (measurement model) is the initial stage in the research test that applies the use of *the Partial Least Square - Structural Equation Modeling* (PLS-SEM) method. This evaluation aims to determine the relationship between the construct and the indicator variables through validity tests and reliability tests.

## Validity Test
### *Convergent Validity*

To test convergent validity, the outer loadings value and *the Average Variance Extracted* (AVE) value were used. The following table is the loading factor value of the indicators that have been processed by the researcher through SmartPLS 4.1.0.9 software:

**Table 3. *Loading Factor***

| Variable | Indicator | *Loading Factor* | Tanda | Border | Test Results |
|---|---|---|---|---|---|
| *Service Quality* | X1.1 | 0.780 | > | 0.70 | Valid |
| | X1.2 | 0.715 | > | 0.70 | Valid |
| | X1.3 | 0.757 | > | 0.70 | Valid |
| | X1.4 | 0.787 | > | 0.70 | Valid |
| | X1.5 | 0.746 | > | 0.70 | Valid |
| | X1.6 | 0.765 | > | 0.70 | Valid |
| | X1.7 | 0.741 | > | 0.70 | Valid |
| | X1.8 | 0.793 | > | 0.70 | Valid |

| Variable | Indicator | *Loading Factor* | Tanda | Border | Test Results |
|---|---|---|---|---|---|
| | X1.9 | 0.785 | > | 0.70 | Valid |
| | X1.10 | 0.829 | > | 0.70 | Valid |
| | X1.11 | 0.835 | > | 0.70 | Valid |
| | X1.12 | 0.723 | > | 0.70 | Valid |
| | X1.13 | 0.718 | > | 0.70 | Valid |
| | X1.14 | 0.718 | > | 0.70 | Valid |
| | X1.15 | 0.771 | > | 0.70 | Valid |
| | X1.16 | 0.726 | > | 0.70 | Valid |
| *Price* | X2.1 | 0.724 | > | 0.70 | Valid |
| | X2.2 | 0.720 | > | 0.70 | Valid |
| | X2.3 | 0.712 | > | 0.70 | Valid |
| | X2.4 | 0.825 | > | 0.70 | Valid |
| | X2.5 | 0.763 | > | 0.70 | Valid |
| *Customer Satisfaction* | Z1 | 0.840 | > | 0.70 | Valid |
| | Z2 | 0.843 | > | 0.70 | Valid |
| | Z3 | 0.873 | > | 0.70 | Valid |
| | Z4 | 0.873 | > | 0.70 | Valid |
| | Z5 | 0.901 | > | 0.70 | Valid |
| *Revisit Intention* | Y1 | 0.884 | > | 0.70 | Valid |
| | Y2 | 0.842 | > | 0.70 | Valid |
| | Y3 | 0.846 | > | 0.70 | Valid |
| | Y4 | 0.858 | > | 0.70 | Valid |

Source : SmartPLS 4.1.0.9 (2025) Output Results

As seen in the table above, the convergent validity test shows that all indicators in each variable have a value of > 0.70. So that it can be stated that the data is valid and suitable for use for the next research.
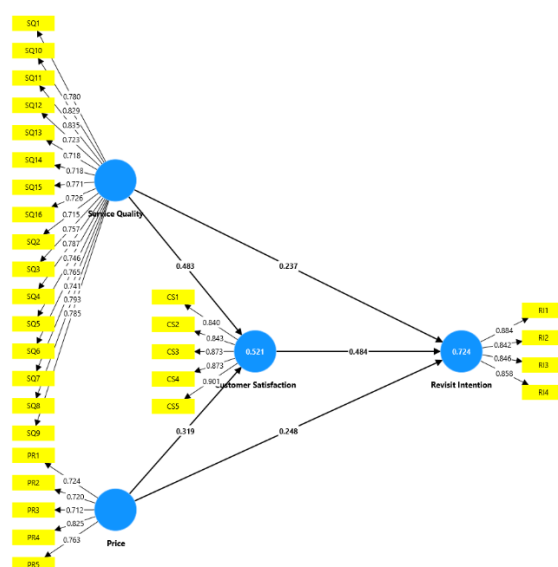


**Figure 2. SEM-PLS data processing results diagram (1)**

**Table 4. Nilai *Average Variance Extracted* (AVE)**

| Variable | AVE | Tanda | Border | Test Results |
|---|---|---|---|---|
| *Price* | 0.562 | > | 0.50 | Valid |
| *Customer Satisfaction* | 0.750 | > | 0.50 | Valid |
| *Revisit Intention* | 0.736 | > | 0.50 | Valid |
| *Service Quality* | 0.582 | > | 0.50 | Valid |

Source : SmartPLS 4.1.0.9 (2025) Output Results

A variable can be said to be eligible if AVE has a value greater than 0.50. Based on Table 4, all variables tested, namely *Price, Customer Satisfaction, Revisit Intention* and *Service Quality* had a value greater than 0.50. This states that all latent variables meet *the requirements of convergent validity* and are classified as good.

**Discriminant Validity**

After conducting a convergent validity test, the next stage is a discriminant validity test that uses cross loading values. An indicator can be declared eligible if the indicator's cross loading value on its variable is the largest compared to other variables. The discriminant validity test will be carried out through three stages, namely cross loading, Fornell Larcker and HTMT. The following is a breakdown of the data from the cross loading test.

**Table 5. Nilai Cross Loading**

|  | Customer Satisfaction | Price | Revisit Intention | Service Quality |
|---|---|---|---|---|
| CS1 | **0.840** | 0.551 | 0.642 | 0.568 |
| CS2 | **0.843** | 0.495 | 0.625 | 0.566 |
| CS3 | **0.873** | 0.553 | 0.665 | 0.567 |
| CS4 | **0.873** | 0.495 | 0.744 | 0.625 |
| CS5 | **0.901** | 0.550 | 0.758 | 0.595 |
| PR1 | 0.399 | **0.724** | 0.403 | 0.443 |
| PR2 | 0.358 | **0.720** | 0.394 | 0.543 |
| PR3 | 0.446 | **0.712** | 0.528 | 0.467 |
| PR4 | 0.591 | **0.825** | 0.663 | 0.484 |
| PR5 | 0.438 | **0.763** | 0.514 | 0.347 |
| RI1 | 0.764 | 0.593 | **0.884** | 0.611 |
| RI2 | 0.606 | 0.567 | **0.842** | 0.574 |
| RI3 | 0.661 | 0.637 | **0.846** | 0.600 |
| RI4 | 0.689 | 0.559 | **0.858** | 0.661 |
| SQ1 | 0.538 | 0.453 | 0.589 | **0.780** |
| SQ10 | 0.455 | 0.390 | 0.591 | **0.829** |
| SQ11 | 0.471 | 0.436 | 0.563 | **0.835** |
| SQ12 | 0.349 | 0.386 | 0.449 | **0.723** |
| SQ13 | 0.631 | 0.515 | 0.544 | **0.718** |
| SQ14 | 0.534 | 0.455 | 0.520 | **0.718** |
| SQ15 | 0.464 | 0.505 | 0.595 | **0.771** |
| SQ16 | 0.511 | 0.454 | 0.519 | **0.726** |
| SQ2 | 0.586 | 0.512 | 0.576 | **0.715** |
| SQ3 | 0.576 | 0.492 | 0.580 | **0.757** |
| SQ4 | 0.550 | 0.566 | 0.580 | **0.787** |
| SQ5 | 0.503 | 0.450 | 0.510 | **0.746** |
| SQ6 | 0.501 | 0.404 | 0.442 | **0.765** |
| SQ7 | 0.534 | 0.429 | 0.511 | **0.741** |
| SQ8 | 0.504 | 0.375 | 0.482 | **0.793** |
| SQ9 | 0.449 | 0.475 | 0.589 | **0.785** |

Source : SmartPLS 4.1.0.9 (2025) Output Results

Based on Table 5, information was obtained that each indicator has met the discriminant validity, this is evident from the value of cross-loadings showing that each indicator must have a higher outer loading on its construct compared to other constructs.

**Table 6. Fornell Larcker**

| | Customer Satisfaction | Price | Revisit Intention | Service Quality |
|---|---|---|---|---|
| Customer Satisfaction | 0.866 | | | |
| Price | 0.610 | 0.750 | | |
| Revisit Intention | 0.795 | 0.686 | 0.858 | |
| Service Quality | 0.675 | 0.603 | 0.713 | 0.763 |

Source : SmartPLS 4.1.0.9 (2025) Output Results

Based on table 6, information was obtained that all variables have a root value of AVE greater than other constructs. Thus it can be decided that the criteria have been met.

The discriminant validity test can also be carried out using HTMT, on the basis of decision-making if the HTMT value is < 0.90, it means that the discriminant validity has been achieved or meets the requirements. The following are the results of HTMT testing.

**Tabel 7 Heterotrait Monotrait Ratio**

| | Heterotrait-monotrait ratio (HTMT) |
|---|---|
| Price <-> Customer Satisfaction | 0.692 |
| Revisit Intention <-> Customer Satisfaction | 0.879 |
| Revisit Intention <-> Price | 0.790 |
| Service Quality <-> Customer Satisfaction | 0.716 |
| Service Quality <-> Price | 0.689 |
| Service Quality <-> Revisit Intention | 0.774 |

Source : SmartPLS 4.1.0.9 (2025) Output Results

Based on Table 7, information was obtained that the HTMT values were < 0.90, meaning that the discriminant validity had met the requirements and the test could be continued at the inner model stage.

**Reality Test**

Reliability tests aim to determine the relationship of factors in the test to other factors. Based on the reliability test, it can be said that it is qualified if the value of the latent variable tested must be greater than 0.70, both the Cronbach's alpha value and the composite reliability value. The following are the results of data processing based on Cronbach's alpha and composite reliability values.

**Table 8. Cronbach's Alpha and Composite Reliability Values**

| Variable | Cronbach's Alpha | Composite Reliability | Tanda | Border | Test Results |
|---|---|---|---|---|---|
| Price | 0.807 | 0.827 | > | 0.70 | Reliable |
| Customer Satisfaction | 0.917 | 0.919 | > | 0.70 | Reliable |
| Revisit Intention | 0.880 | 0.883 | > | 0.70 | Reliable |
| Service Quality | 0.952 | 0.953 | > | 0.70 | Reliable |

Source : SmartPLS 4.1.0.9 (2025) Output Results

Based on the test results of Table 8, all variables tested had *Cronbach's alpha* and *composite reliability* values greater than 0.70 so that all variables tested were declared reliable and each indicator was able to represent its own variable.

## Evaluation of Model Structure *(Inner Model)*

The evaluation of the model structure *(inner model)* is the second stage in the research test that applies the use of *the Partial Least Square - Structural Equation Modeling* (PLS-SEM) method. This evaluation aims to predict the causality relationship or causal relationship between variables through the R² *value (Coefficient of Determination)*.

## R² value (Coefficient of Determination)

*Coefficient of Determination* (R²) is a measure of the proportion of variance of endogenous constructs described by the predictor construct. It shows the explanatory power of the model with respect to specific endogenous constructions. The value of $R^2$ is in the range of values 0 to 1 where at 0.25 indicates a weak level of prediction accuracy; 0.50 means medium; 0.75 means strong. The following is a breakdown of the results of the R² *value (Coefficient of Determination) test processing.*

**Table 9. R *Square* and R *Squar Adjusted Values***

| Variable | R Square | Adjusted R Square | Criterion |
|---|---|---|---|
| Revisit Intention | 0.724 | 0.716 | Keep |
| Customer Satisfaction | 0.521 | 0.511 | Keep |

Source : SmartPLS 4.1.0.9 (2025) Output Results

Based on the results of the determination coefficient test above, the *value of R2 (R Square)* from the regression model is used to determine how much ability independent variables are able to explain dependent variables. Based on the table above, it is known that the *R2* value is 0.521, this means that 52.1% variation of the Customer Satisfaction variable can be explained by the variation of two independent variables, namely Service Quality and Price. While the remaining (100% - 52.1% = 47.9%) were influenced by other variables outside of this study.

In the Revisit Intention variable, it is known that *the R2* value is 0.724, this means that 72.4% of the variation of the Revisit Intention variable can be explained by the variation of three independent variables, namely Service Quality, Price, and Customer Satisfaction. While the remaining (100% - 72.4% = 27.6%) were influenced by other variables outside of this study.

## Predictive Relevance Q²

Q² testing performs predictive relevance testing of complex models using *blindfolding procedures*. *Blindfolding* is the use of sample indicators that eliminate each data point into an endogenous construct indicator and estimate the parameters with the remaining data points. *Predictive Relevance* Q² can be said to be qualified and accepted if the value of Q² must be greater than 0 so as to indicate that the model has predictive relevance to a model. On the other hand, if Q² is valued at 0 or below, it does not indicate any predictive relevance to a model. Below are the details of the processing of *the Predictive Relevance* Q² test.

**Table 10. Nilai Q² *Predict***

| Variable | Q² Predict | Test Results |
|---|---|---|
| Customer Satisfaction | 0.375 | Relevant |
| Revisit Intention | 0.511 | Relieve |

Source : SmartPLS 4.1.0.9 (2025) Output Results.

According to the data contained in Table 10, it can be seen that the Customer Satisfaction variable has a $Q^2$ value of 0.375 or 37.5% while for Revisit Intention it has a $Q^2$ value of 0.511 or 51.1% which means that the value is greater than 0 which means that both variables show predictive relevance. The following is the research model.
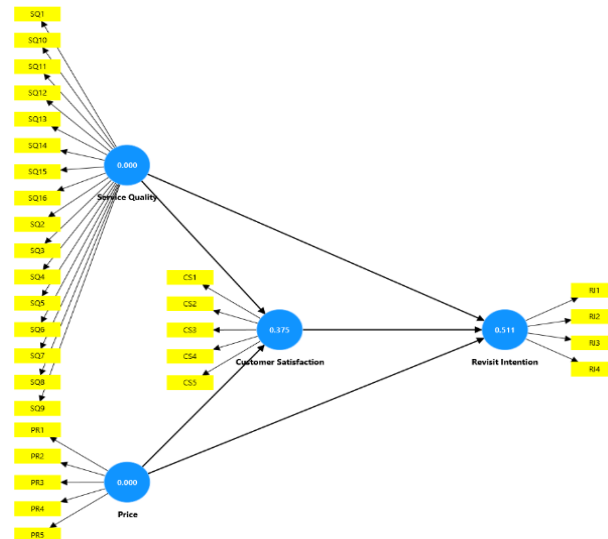


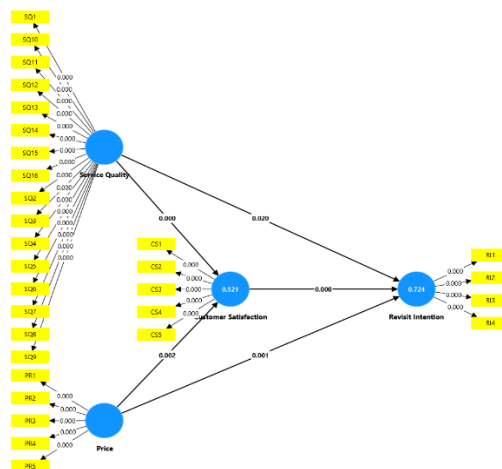**Figure 3. SEM-PLS data processing results diagram (2)**



**Figure 4. Diagram of SEM-PLS data processing results (3)**

The discussion of the results of the research was carried out to obtain scientific arguments on the results of hypothesis testing. The following is a discussion of the results of the research:

**The Effect of *Service Quality* on *Revisit Intention***

In this study, the results of the analysis using the SEM-PLS method were obtained for the influence of variables *service quality* against *revisit intention* at Oris Dental Aesthetics. The results of the analysis are known the t-test is either minus H0 or accepts H1 because it has a value of $t_{count} = 2,328 > t_{table} = 1.96$ and Sig. value = 0.020 < 0.05. The results of this study are in line with the research conducted by where in the research it is known that (Satria, 2023)*service quality* partially has a significant effect on *revisit intention* ($t_{count} = 3,890 > 1.96$).

Steps that companies can take so that customers have an interest in visiting again is by providing quality service (*service quality*) to the maximum. Service quality is a measure of how good the level of service provided is able to meet customer expectations. Companies that can optimize aspects *service quality* It often has a great opportunity to improve its financial performance by attracting and retaining customers in an increasingly competitive market. The benefits of well-managed service quality can help companies to differentiate themselves from competitors, increase sales volume and control market share and strengthen relationships with customers.(Astana, 2022)

The quality of service is the level of ability (*Ability*) the company in providing everything that customers expect to meet their needs. Satisfied customers will make repeat visits. Service quality is the overall nature and idiosyncrasy of goods and services that depend on the capacity to provide satisfaction to consumers which is expressed directly. The success in providing quality services to visitors is determined by the approach used by each service provider which must be able to give a good and attractive impression to visitors, so that patients who have visited will be interested in returning to the place.(Satria, 2023)

**The Influence of *Customer Satisfaction* on *Revisit Intention***

In this study, the results of the analysis using the SEM-PLS method were obtained for the influence of variables *customer satisfaction* against *revisit intention* at Oris Dental Aesthetic. The results of the analysis are known the t-test is either minus H0 or accepts H2 because it has a value of $t_{count}$ = 4,843 > $t_{table}$ = 1.96 and Sig. value = 0.000 < 0.05. The results of this study are in line with the research conducted by where in the research it is known that (Astana, 2022)*customer satisfaction* partially has a significant effect on *revisit intention* ($t_{count}$ = 2.508 > 1.66).

One of the strategies sought to make customers do *revisit intention* i.e. by increasing *customer satisfaction* (customer satisfaction). Customer satisfaction is defined as the feeling of pleasure or disappointment felt by customers after comparing their perception or impression of the performance of a product with their expectations. For companies engaged in the service sector, creating customer satisfaction is the goal so that the company is able to survive in the midst of fierce competitive competition. Every company from time to time always strives to improve customer satisfaction. Customer satisfaction is an element that must be created for a service provider because if the customer is satisfied with the service provided, then the customer will return to using the service. Satisfaction with the quality of healthcare services will have an impact on patient loyalty and return visits ((Astana, 2022)*Revised intent*). The service marketing mix includes service products, locations, costs, promotions, employees, physical appearance, and overall services. All of these elements must be maximized to achieve optimal results, including patient satisfaction and interest in repeat visits (*revisit intention*). Patient satisfaction increases with the implementation of aspects of the marketing mix, namely good products, low prices, right places, attractive promotions, people, good physical appearance, and good processes.(Haryadi, 2024)

**The Influence of *Price* on *Revisit Intention***

In this study, the results of the analysis using the SEM-PLS method were obtained for the effect of *price* variables on *revisit intention* at Oris Dental Aesthetics. It is known that the

results of the t-test analysis are to reject H0 or accept H3 because it has a calculated t value = 3.296 > $t_{table}$ = 1.96 and a Sig. value = 0.001 < 0.05. The results of this study are in line with research conducted by Baistia & Suryadi (2024) where in their research it is known that *price* has a significant effect on *revisit intention* (p-value = 0.006 < 0.05).

Basically, consumers' assessment of prices does not depend on the nominal price alone, but on their perception of the price. The higher the price perception, the higher the interest or desire of consumers to visit again. Some factors that encourage its formation *Price* Among others, affordability, price compatibility with the quality of products and services, price competitiveness, and price compatibility with benefits. Customers tend to choose a higher price between two items, because they see the different qualities between the two items.(Baistia, 2024)

Price perception will create interest in returning visits to patients and the cheap or expensive price of a product is very relative. Therefore, it is necessary to compare first with the price of similar products produced or sold by other clinics with the income of the community. Price perception can have an influence on the interest in returning visits. Price perception plays an important role in creating interest in returning visits. The price that the clinic gives is relatively and reasonably will give a positive boost to the patient. This will affect the interest in visiting directly. A good perception of prices will encourage patients to feel better satisfaction, for example, with a price that is in accordance with the benefits will make patients will always make the clinic the main means of health.(Khasanah, U. U., Mahendri, W., 2023)

**The Effect of *Service Quality* on *Customer Satisfaction***

In this study, the results of the analysis using the SEM-PLS method were obtained for the effect of *service quality* variables on *customer satisfaction* at Oris Dental Aesthetic. It is known that the results of the t-test analysis are to reject H0 or accept H4 because it has a calculated t value = 3.921 > $t_{table}$ = 1.96 and a Sig. value = 0.000 < 0.05. The results of this study are in line with the research conducted by Siregar & Loisa *et al*., (2024) where in their research it is known that the quality of health services has a significant effect on patient satisfaction (p-value = 0.000 < 0.05).

Patient satisfaction is a very important factor and needs to be considered in determining the level of quality of health services. Health care institutions should make various efforts to create patient satisfaction. Patients who have a sense of satisfaction with health services have a high chance of returning to the service agency chosen by them. In the state of poor quality of service or low quality provided, it will have an impact on the patient, namely dissatisfaction which will certainly result in various kinds of complaints from the dissimilarity between the desire and reality experienced by the patient, thereby resulting in disappointment, patient satisfaction and the quality of health services are important indicators that affect the long-term success of a health institution.(Siregar, 2024)

At this time, the development of health science and technology is very rapid so that new health service facilities have emerged both in big cities and in the regions. In providing services, health facilities compete to provide convenience and quality according to the regulations that have been set. Quality health services are supported by competent human resources, both from medical personnel, paramedics and other health workers. Benefit perception refers to the prospective user's subjective possibility that the use of a particular

service will increase his satisfaction. When the benefits of a particular service can be enjoyed by its users, then every user will happily adopt the service.(Indriaswati, 2024)

**The Influence of *Price* on *Customer Satisfaction***

In this study, the results of the analysis using the SEM-PLS method were obtained for the effect of *price* variables on *customer satisfaction* at Oris Dental Care. It is known that the results of the t-test analysis are to reject H0 or accept H5 because it has a calculated t-value = 3.083 > table t = 1.96 and a Sig. value = 0.002 < 0.05. The results of this study are in line with the research conducted by Waluyo *et al*., (2022) where in their research it was found that *price* has a significant effect on *revisit intention* (p-value = 0.000 < 0.05).

The creation of patient satisfaction is one of the efforts of health institutions to be able to continue to survive and win the hearts of patients so that they continue to feel the satisfaction that has been provided by health institutions. Price perception is how information about a customer's price is fully understood and gives a deep meaning to consumers. Price perception is that consumers consider some real prices today that consumers consider not marketers of the prices mentioned. Consumers tend to have base prices where prices below the threshold are considered substandard and prices above the threshold are considered unreasonable or not worth spending. Price perception is also an important factor that must be considered by healthcare institutions, especially in improving patient satisfaction. Health institutions must always manage the prices set by health institutions so that the prices set by the health institutions are not too high or vice versa. It is stated that price perception has an effect on patient satisfaction, this is proven that the more affordable the price perception given to patients will increase the satisfaction received by patients. Because the price given must be in accordance with the benefits felt by the patient. Affordable prices and drug benefits felt by patients have a good effect and are relatively affordable according to the patient's income. Therefore, price perception has a positive effect on patient satisfaction.(Khasanah, U. U., Mahendri, W., 2023)

**The Influence of *Service Quality* on *Revisit Intention* through *Customer Satisfaction***

In this study, the results of the analysis using the SEM-PLS method were obtained for the effect of *service quality* variables on *revisit intention* through *customer satisfaction*. It is known that the results of the t-test analysis are to reject $H_0$ or accept $H_6$ because it has a calculated t value = 3.693 > $t_{table}$ = 1.96 and a Sig. value = 0.000 < 0.05. The results of this study are in line with research conducted by Hutagalung & Nainggolan (2022) where in their research it is known that service quality indirectly affects *revisit intention* through customer satisfaction (p-value = 0.034 < 0.05).

With the creation of quality service can make customers feel satisfied and feel that their expectations are met, it can create a sense of wanting to visit again in the minds of customers. Therefore, the company must continue to maintain or improve the quality of service to customers so that customers feel satisfied with the services offered. Service quality can be a strong factor in triggering satisfaction *customer*. Every individual when visiting will want perfect service. With the fulfillment of their wishes, the customer will feel satisfied. The feeling of satisfaction obtained will arouse the intention to visit the same place again. Increasing

*service quality* applied by the company, then it is increasing *customer satisfaction* And the higher the likelihood that customers will visit again.(Hutagalung, 2022)

Health facilities strive to provide services that meet patient expectations by providing or improving services in accordance with SOPs. Another effort is to improve the competence of health workers, namely doctors, nurses, midwives and other competent health workers. Meanwhile, non-medical officers such as information officers and *customer service* Strive to improve friendliness with the jargon of "smile, greeting politely" and effective communication as well as complaint receiving officers who respond to patient complaints. In providing health service support, facilities and infrastructure are needed to improve the quality and safety of patients. This will lead to the intention of re-visit because the patient is satisfied with the quality of the service provided (Indriaswati, 2024)

### The Influence of *Price* on *Revisit Intention* through *Customer Satisfaction*

In this study, the results of the analysis using the SEM-PLS method were obtained for the influence of *price* variables on *revisit intention* through *customer satisfaction*. It is known that the results of the t-test analysis are to reject $H_0$ or accept $H_1$ because it has a calculated t value = 2.302 > $t_{table}$ = 1.96 and a Sig. value = 0.021 < 0.05. The results of this study are in line with the research conducted by Oktavio et al., (2023) where in their research it was found that *price* affects *revisit intention* mediated by *customer satisfaction* (p-value = 0.004 < 0.05).

Price is one of the things that must be considered by the manager of the business object, if the manager is wrong in setting the price, it will have an impact on the disruption of operational activities that can threaten business continuity. The price set by the manager must be able to meet the expectations of consumers in visiting, because prices that are too expensive become unaffordable for consumers and difficult to compete with competitors. Prices can be measured from several indicators, namely price affordability, price according to quality, price suitability with benefits, and price competitiveness. Price suitability can increase consumer satisfaction. Consumer satisfaction can be measured from several indicators, namely the suitability of services with expectations, consumer satisfaction with the service, and the suitability of services with the rates or prices offered. Consumer satisfaction is very important and can influence consumers to choose to consume products and services, as well as decide whether to return or not.(Waluyo, 2022)

Price is very important for customers as well as for companies, because the pricing of a product affects customer satisfaction and customer loyalty. The company intends to make adequate profits but at the same time, the company does not intend to lose customers due to higher prices. Satisfied customers are willing to spend more but do not compromise on product quality standards. This means that price can affect the level of satisfaction among customers and the satisfaction it brings loyalty.(Oktavio, 2023)

### CONCLUSION

Based on the results of the research at *Oris Dental Aesthetic*, it can be concluded that the variables of *service quality*, *customer satisfaction*, and *price*—either directly or indirectly through *customer satisfaction*—have a positive and significant effect on patient *revisit intention*. These findings imply that management should continually enhance *service quality* by implementing strict SOPs, conducting regular staff training, utilizing service

technology, and applying competitive yet transparent pricing strategies to sustain customer loyalty. Theoretically, this study reinforces consumer behavior theory regarding the mediating role of *customer satisfaction* in shaping repeat visit intentions and enriches the literature on the *dental aesthetic services* sector in Indonesia. Furthermore, the research opens opportunities for future studies by incorporating additional variables such as trust, perceived value, and brand image; employing a mixed-methods approach; and expanding the study area to achieve more generalizable results. Practically, recommended strategies include improving *service quality*, ensuring price transparency, utilizing information technology, creating loyalty programs, and establishing a proactive complaint-handling system to maintain patient satisfaction and encourage repeat visits.

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