

The Impact of Service Quality, Patient Satisfaction, and Trust on Positive Word of Mouth (WOM) of Dental Clinic's Patients**Hans Kristian Wibowo¹, Sheellyana Junaedi²**Magister Management, Universitas Atma Jaya Yogyakarta^{1,2}

Correspondence Email: hanzkw@gmail.com

shellyana@staff.uajy.ac.id

ABSTRACT

The purpose of this research is to study the impact of service quality, patient satisfaction, and trust on positive word of mouth (WOM) recommendations by dental clinic patients. The paper also investigates the mediating effect of loyalty on WOM. A survey involving 150 dental clinic patients is conducted using a structured questionnaire developed using existing constructs. Data are analyzed using regression analysis with mediation which is used to assess the degree of association between the constructs and also applied to analyze the mediating effect of loyalty. The study is limited to a small sample which may somewhat limit generalization of findings. The results show that service quality has neither direct nor indirect significant relationship towards positive WOM, patient satisfaction has indirect significant relationship through the medium of loyalty towards positive WOM, and trust has both direct and indirect significant relationship through the medium of loyalty towards positive WOM of dental clinic's patients. This study makes several contributions. For academic, this study establishes the importance of service quality, patient's satisfaction, and trust as antecedents of WOM in the context of dental clinic patients and also establishes loyalty as the mediating factor between them. For practical, the result provides insights about factors that can influence positive WOM of dental clinic patients. Also, it is beneficial for dental clinic management to consider the promotion strategy.

Keywords: Word of mouth, WOM, Service quality, Patient satisfaction, Trust, Loyalty.

Introduction

In this era people are more concerned about dental health and the quality of dental care provided (Khan et.al, 2014). Consumers, in this case patients, are more concerned with their health, and are no longer passive recipients of care services. They want to be active and equal partners in care decision making (Mahapatra, 2016).

This increased awareness is also in line with the increasing number of existing dental health service centers. The forms of dental and oral health service facilities currently vary from independent dentist practices, dental clinics, health centers, and hospitals. For people who go to school and work in the morning until noon, dental clinics are the first choice because opening and closing hours are more flexible compared to hospitals (Mulianto, 2017).

Promotion strategies are needed by dental clinics to be able to reach more target markets and win industrial competition. Mukerjee (2018) argues that word of mouth communication is more influential than communication through other promotional methods. Word-of-mouth (WOM) is a type of informal communication between consumers about ownership, use, or characteristics of certain products or services. Positive word of mouth is a situation where consumers give opinions, say positive things, and recommend others that the products / services they use are very good (Kumala, 2012). WOM communication is generally recognized as playing a significant role in influencing customer attitudes and behavioral intentions

Several important factors for WOM recommendation include dental clinic service quality, patient satisfaction, trust, and loyalty. Therefore, good management is very compulsory. Tanudjaja (2014) argues that private dental clinics strive to filter as many consumers as possible by improving their service quality. There are some factors which cause people tend to avoid consulting a dentist, which include skepticism of the dentist's expertise to diagnose and

solve what they experience, outdated facilities and technologies in the clinic, elaborate administration system, and the lack of hospitality and skills of the medical personnel.

Mahapatra (2016) says that a satisfied patient would tend to share their experiences through positive WOM. Researchers have showed positive linear relationship between satisfaction and WOM promotion in varied service sectors. Patient satisfaction shall encourage their trust of the clinic. A research by Athavale et.al. (2013) proves that there really is a relationship between consumer trust and positive WOM promotion within the healthcare industry. Mukerjee (2018) argues that customers who are loyal to the service providers would tend to make positive WOM recommendation. Customer loyalty relating to behaviors is shown by retention, while emotionally, it is shown through WOM.

Based on the aforementioned explanation, the followings are the objectives of this research first, to identify the influence of dental clinic service quality on patients's word of mouth. Second, to identify patient's satisfactory of the clinic regarding positive word of mouth. Third, to identify the quality of patient's trust regarding positive word of mouth. Fourth, to identify the mediating roles of patient loyalty that affects service quality, patient satisfaction, and patient trust in positive WOM.

The purpose of this study is identifying the effect of dental clinic service quality on patient word of mouth and also identify the influence of the mediating role of patient loyalty which affects the quality of service on positive patient word of mouth.

This study aims to make several contributes. First, for dental clinic managers in making the right decision to improve the quality of services provided to patients so as to increase the role of positive word of mouth from patients. Second, for future researchers, to develop knowledge about the factors that play a role in positive word of mouth dental clinic patients.

A limitation in this study is that the sample used was only patients who went to the dental clinic so that the results could not be generalized in general health and were limited to 1 dental clinic in Yogyakarta, the Joy Dental dental clinic.

Literature review and hypotheses development

A. Word of Mouth (WOM)

Word-of-mouth (WOM) is a type of informal communication between consumers about the ownership, use, or characteristics of certain products that show that WOM is an important determinant of consumer behavior when considering the purchase of a new product or service provider choice (Chen et.al, 2018). WOM refers to recommendations that consumers make or share with others based on their experiences (Mahapatra, 2016).

Word of mouth can be categorized into two types namely negative word of mouth and positive word of mouth. Negative word of mouth is a situation where consumers talk about products/services and raise complaints. This situation often creates a public scandal where everyone will be active in finding out and giving advice not to use the product/service. Meanwhile, positive word of mouth is a situation where consumers give opinions, say positive things, and recommend others that the products / services they use are very good (Kumala, 2012).

There are 2 important things related to Positive WOM for health service providers: (1). Patients will compare or ask other people's recommendations for dental treatment instructions (Tanudjaja, 2014). (2). Mukerjee (2018) argues that word of mouth communication (WOM) is more influential than communication through other promotional methods. Because WOM is seen as less skeptical and consumers rely more on information received through WOM.

WOM communication is generally recognized as playing a significant role in influencing customer attitudes and behavioral intentions. In addition, positive WOM is proven to be the strongest predictor for shaping future behavior and attitudes, which includes oral, person-to-person communication between recipients and communicators that recipients consider non-commercial, regarding brand products or services (Panda & Kondasani, 2015).

B. Service Quality

Subagyo & Adlan (2017) argues that service quality is the overall impression of consumers towards the services offered by a company. Based on this theory, service quality can be defined as a high or low level of evaluation based on the customer's expectations being met. Therefore, the best service quality comes from the opinions of customers and can be obtained consistently by improving services and paying special attention to service performance standards, especially in companies in the service sector. To measure the quality of services there are five dimensions, namely:

- 1) **Tangible** is the ability of a company to show its existence to external parties (Tanudjaja, 2014; Subagyo & Adlan, 2017). This dimension is the appearance of physical facilities, equipment, employees, and installed materials that describe the physical appearance and services that will be received by consumers.
- 2) **Responsiveness** is the level of willingness and willingness to help and facilitate patients or consumers by providing appropriate services for consumers (Tanudjaja, 2014). According to Alaan (2016), responsiveness (responsiveness) is awareness and desire to help customers and provide services quickly.
- 3) **Reliability** Reliability is the ability to provide the promised service reliably and accurately (Tanudjaja, 2014). In broad terms, reliability means that the company gives its promises about the supply (product or service offered), problem solving and the price provided (Alaan, 2016).
- 4) **Assurance** is the knowledge, courtesy, and ability of employees to generate confidence and trust of consumers to the company (Tanudjaja, 2014).
- 5) **Empathy** that is caring, and personal attention given to customers (Alaan, 2016).

Quality of service is an important antecedent of Word of Mouth (WOM). Because service quality plays an important role in WOM recommendations, it needs to be managed properly. Mukerjee's research (2018) shows that there is a positive relationship between service quality and positive WOM in the service process. The higher the level of service quality will be directly proportional to the level of WOM recommendations by consumers. Based on this, the authors formulate the research hypothesis as follows:

H1: Service quality has significant influence towards positive WOM.

C. Patient Satisfaction

Satisfaction is one of the most studied constructions as it is believed to be the benchmark of a company's success. Conceptually, satisfaction is defined as a feeling experienced by the consumers about the purchase they make. Though often considered to be closely related to service quality, satisfaction is in fact different from it. Service quality is the overall evaluation of a service, while satisfaction is related to emotional reactions of a certain performance (Moreira & Silva, 2014).

According to Khan et al. (2014), patient satisfaction evaluation is an important benchmark to measure the performance of a certain healthcare system as well as to influence patients' decision in choosing dentist. Because of that, patient feedback is a significant factor for managers of dental treatment to assess and improve the service quality they provide. Patient satisfaction can be defined as the level of individual experience, instead of their expectations.

A satisfied customer tends to involve and participate in other services offered by a company (Moreira & Silva, 2014). Mahapatra (2016) argues that satisfied Patients have higher chance to share their experiences, as well as positive WOM, which would minimize the expenses to reach for new patients. Reserchers have showed positive linear relationship between satisfaction and WOM promotion in varied service sectors. Based on those facts, the researcher has formulated the following hypothesis:

H2: Patient satisfaction has significant influence towards positive WOM.

D. Trust

Trust can be defined as customer expectations about how the service providers would carry out their sevicees as well as the chance that they will fulfill what they advertise. In

connection with medical treatment, patient trust is defined as a set of belief about the physicians' behavior based on the previous expectations about skills, empathy, privacy, confidentiality, and expertise. According to literary research, a situation where an individual has never had any previous experience with another parties prior to their first meeting is referred to as initial trust (Terres & Basso, 2017).

Trust is gained through integrity and certainty, in which mutual trust encourages positive behavior to the other parties. It encourages both parties to maintain and strengthen their relationships. Mutual cooperation can be developed by increasing resistance to the attractive short-term alternatives. Meanwhile, trust and commitment are important to ensure long-term perspective (Moreira & Silva, 2014).

A research by Athavale et.al. (2013) proves that there is a relationship between consumer trust and positive WOM within the healthcare industry. Both shows significant result. Based on such research, individuals with higher trust level towards the employees and company show greater probability to do positive WOM. Based on those facts, the researcher has formulated the following hypothesis:

H3: Trust has significant influence towards positive WOM.

E. Loyalty

Loyalty is widely known as an important aspect for the continuity of a business. Customer loyalty is very important for a company's success, as gaining new customers takes more effort than maintaining the regular ones (Moreira & Silva, 2014). Loyalty is considered to include the willingness to recommend, reassess, and do positive WOM (Panda & Kondasani, 2015).

Several factors may influence the level of customer loyalty, such as service quality, customer satisfaction, and trust. Firstly, Mukerjee (2018) argues that responsivity, empathy, and aspects relating to the quality of providing healthcare services shall have an impact on the overall service experience and patient loyalty. Therefore, it is fair to say that there is a positive relationship between service quality and customer loyalty.

Secondly, customer loyalty also has a positive relationship with customer satisfaction. Mahapatra (2016) declares that customer satisfaction is an important factor that encourages customers to always practice WOM. It generates positive feedbacks, which can be gained through WOM. Thirdly, there is a relationship between customer trust and their loyalty. Athavale *et al.* (2013) argues that many researches have proved the role of trust in explaining loyalty behaviors; higher loyalty is closely related to greater loyalty behaviors.

Based on those facts, the researcher has formulated the following hypothesis:

H4: Loyalty will mediate the relationship between service quality and WOM.

H5: Loyalty will mediate the relationship between patient satisfaction and WOM.

H6: Loyalty will mediate the relationship between trust and WOM.

Research methodology and data analysis

This research refers to previous research conducted by Mukerjee (2018) and Tanudjaja (2014) where some modifications were made to suit the research needs. This study used a questionnaire that was distributed directly to respondents at Joy Dental Dental Clinic. The place for distributing questionnaires is Joy Dental Dental Clinic because this dental clinic is one of the dental clinics that has several branches in the Special Region of Yogyakarta with quite a large number of patient visits.

Sample

The sampling method used was purposive sampling technique. The characteristics of respondents desired by researchers are patients who have used the services of a dentist at a dental clinic at least 3 times in 2019, with an age range of 17-55 years. Questionnaires will be distributed using the direct distribution method, which is to go to the respondents directly to submit or collect the questionnaire. The number of samples collected was 150 respondents.

The research questionnaire consisted of two main parts. The first part is self-identity which describes the characteristics of the respondents based on age, sex, income, and number of visits to the dental clinic. The results of the characteristics of respondents can be seen in table 1. The second part is a measurement of operational variables that contain a series of questions to measure the research variables.

Table 1. Demographic data

Sex	Males	41 (27.3%)
	Females	109 (72.7 %)
Age Group	17 – 25	91 (60.7%)
	26 – 35	44 (29.3%)
	36 – 45	10 (6.7%)
	≥ 46	5 (3.3%)
Job	Student	73 (48.7%)
	Public Employees	12 (8.0%)
	Private Employees	35 (23.3%)
	Entrepreneur	17 (11.3%)
	Freelance	2 (1.3%)
	Unemployment	11 (7.3%)
Income	No Income	52 (34.7%)
	< Rp 1.000.000	7 (4.7%)
	Rp 1.000.000 – Rp. 2.400.000	38 (25.3%)
	Rp 2.500.000 – Rp. 4.000.000	31 (20.7%)
	> Rp 4.000.000	22 (14.7%)

Measures

The survey instrument comprised of 41 items that were selected to test the hypotheses. There were 22 items for service quality (Baldwin, 2014); five items were selected for patient satisfaction (Moreira & Silva, 2014; Panda & Kondasani, 2015); five items were selected for trust (Athavale *et al.*, 2013; Moreira & Silva, 2014); five items were selected for loyalty (Panda dan Kondasani, 2015; Mukerjee, 2018) and four items for word of mouth (Athavale *et al.*, 2013; Mukerjee, 2018). The items measuring the customer's perception of each of these factors were linked to a 5-point Likert-type scale where 1 meant strongly disagree and 5 meant strongly agree.

Validitas Test and Reliability

Before a questionnaire is used extensively, its validity and reliability must first be tested as a measurement tool. Validity Test is used to determine the level of validity of the instrument (questionnaire) used in collecting the data obtained. To conduct a validity test, the method used is to measure the correlation between each statement with the value of each statement in its entirety. To find out whether there is a correlation or not need Pearson correlation technique. An instrument is said to be valid when the calculated *r* value is greater than the *r* table value.

Reliability test is a measurement to test whether it still has the same results even though it is done repeatedly (consistently) on the subject and under the same conditions (stable). To calculate the instrument reliability coefficient by using the Cronbach Alpha coefficient. This calculation is assisted with the SPSS 16.0 program. The questionnaire is said to be reliable if the Cronbach Alpha value is greater than 0.60.

The results of the validity and reliability of the questionnaire questions can be seen in table 2. Table 2 shows that the Cronbach's alpha value of each variable is greater than 0.7, which according to Taherdoost (2016) can be classified as high reliability. Meanwhile for the validity test, 0.159 represents the table's *R*-value on 150 respondents and with 5% error tolerance. The result of Pearson correlation (table 2) shows that 22 question items have greater calculated *R*-value than the table's *R*-value, so they are considered valid.

The collected data were then analyzed with Multiple regression using SPSS software version 16. This method aims to find out the relationship significance between the independent and dependent variables. Path analysis was also employed to analyze the research result to prove the medium role of the loyalty variable.

Table.2. Validity and Reliability Result

Construct	Item	Pearson Correlation	Cronbach's alpha
Service Quality (SQ)	SQ		0.938
1. Tangibles	SQ.A.1	.481	0.725
	SQ.A.2	.582	
	SQ.A.3	.390	
	SQ.A.4	.631	
2. Responsiveness	SQ.B.1	.448	0.762
	SQ.B.2	.656	
	SQ.B.3	.692	
	SQ.B.4	.457	
3. Realibility	SQ.C.1	.494	0.833
	SQ.C.2	.634	
	SQ.C.3	.703	
	SQ.C.4	.764	
	SQ.C.5	.557	
4. Assurance	SQ.D.1	.689	0.842
	SQ.D.2	.736	
	SQ.D.3	.649	
	SQ.D.4	.628	
5. Emphaty	SQ.E.1	.694	0.828
	SQ.E.2	.399	
	SQ.E.3	.696	
	SQ.E.4	.680	
	SQ.E.5	.657	
Patient Satisfaction (PS)	PS.1	.711	0.887
	PS.2	.749	
	PS.3	.765	
	PS.4	.683	
	PS.5	.728	
Trust (T)	T.1	.729	0.905
	T.2	.808	
	T.3	.766	
	T.4	.795	
	T.5	.712	
Loyalty (L)	L.1	.699	0.890
	L.2	.688	
	L.3	.751	
	L.4	.764	
	L.5	.778	
Word of Mouth Positif (W)	W.1	.741	0.917
	W.2	.845	
	W.3	.829	
	W.4	.824	

Data Analysis

The data analysis was gained through hypothesis test result. Hypothesis test aims to measure the significance value of each relationship. The inaccuracy tolerance limit was set at 5%. A relationship between the independent and dependent variable is considered significant when the significance value is lower than 0.05. The result of regression calculation of the research is presented in table 3.

Table 3. Degree of Associations

Hypothesis	Association	Standardized coefficient	the Sobel z-test score (Mediated effect)	Significance level (0.05)
H1	Service Quality → WOM	.131 (sig .140)	-	-
H2	Patient Satisfaction → WOM	.117 (sig .169)	-	-
H3	Trust → WOM	.218 (sig .015)	-	significance

H4	Service Quality → Loyalty	.079	1.8233	-
H5	Patient Satisfaction → Loyalty	.206	4.0234	significance
H6	Trust → Loyalty	.100	2.2539	significance

Hypothesis 1

The first hypothesis attempts to clarify whether or not there were significance influence of service quality (SQ) towards positive word of Mouth (WOM) of the dental clinic's patients. Regression test result (table 3) shows that the significance result gained was 0.140 ($\beta = 0.113$). Meaning to say, it is greater than 0.050. Based on the result, the first hypothesis is rejected, while the H0 is accepted. Meaning to say, the service quality did not show any direct significant relationship towards the positive word of mouth of the patients.

Hypothesis 2

The second hypothesis attempts to clarify whether or not there were significance influence of patient satisfaction (PS) towards positive word of Mouth (WOM) of the dental clinic's patients. The regression test result (table 3) shows the β value at 0.117, which means patient satisfaction only has low influence towards positive word of mouth (WOM) of the dental clinic. This is also supported by the result of the significance value, which was at 0.169 (more than 0.050). Based on the result, the second hypothesis is rejected, while the H0 is accepted. Meaning to say, patient satisfaction did not show any direct significant relationship towards the positive word of mouth of the patients.

Hypothesis 3

The third hypothesis attempts to clarify whether or not there were significance influence of trust (T) towards positive word of Mouth (WOM) of the dental clinic's patients. The regression test result (table 3) shows the β value at 0.218. The value is greater than both of the previous regression test. The significance value was at 0.015, or in other words, lower than 0.050. Based on the result, the third hypothesis is accepted, while the H0 is rejected. Meaning to say, trust shows direct significant relationship towards positive word of mouth of the patients.

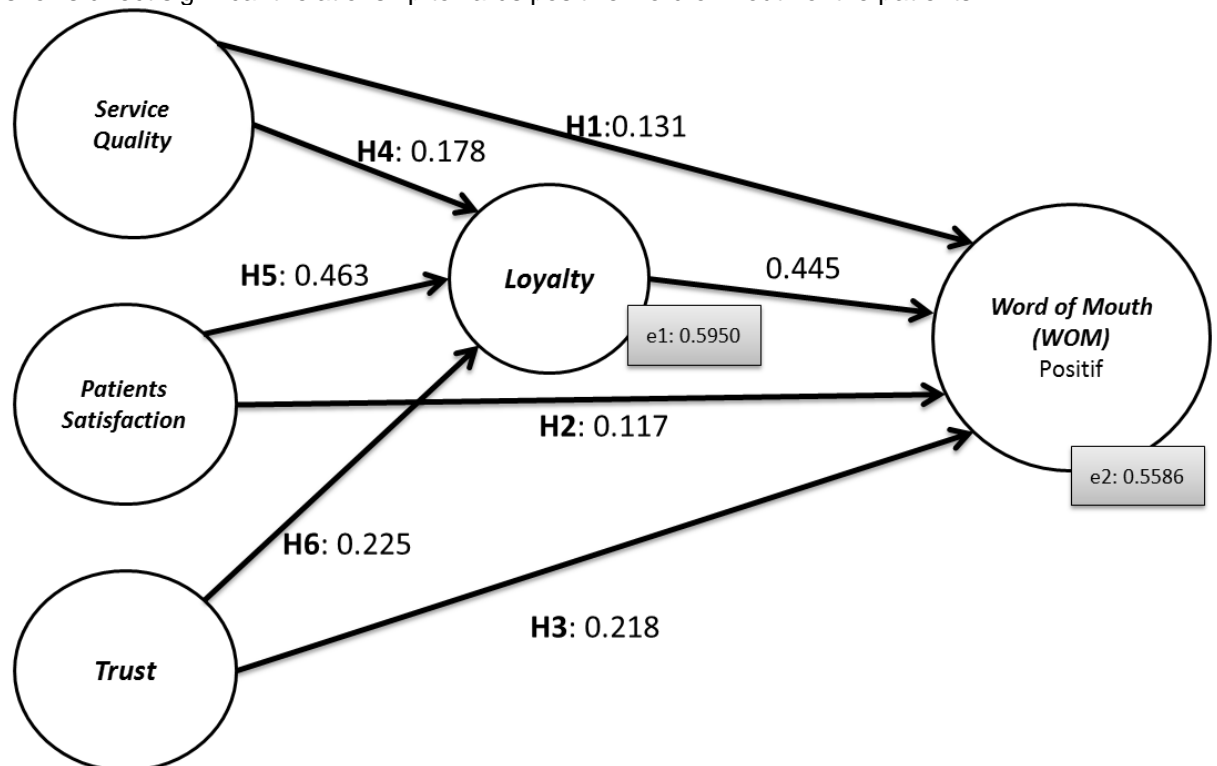


Figure 1. Research Framework

Hypothesis 4

The fourth hypothesis attempts to clarify whether or not there were significance influence of service quality (SQ) towards positive word of Mouth (WOM) of the dental clinic's

patients through the medium of Loyalty (L). Figure 1 shows that the β value of variable SQ on L is at 0.178, while β value of variable L on W is at 0.455. In order to find out the significance of the relationship, regression value may be obtained by multiplying both β value. After the multiplication, the regression value is at 0.079 (table 3), which is lower than the regression value of the first hypothesis ($\beta = 0.131$). Because of that reason, it is fair to say that the fourth hypothesis is rejected, while H_0 is accepted. Meaning to say, service quality does not significantly influence the positive word of mouth of the dental clinic patients through the medium of loyalty.

Hypothesis 5

The fifth hypothesis attempts to clarify whether or not there were significance influence of patient satisfaction (PS) towards positive word of mouth (WOM) of dental clinic patients through the medium of Loyalty (L). Figure 1 shows that the β value of variable PS on L is at 0.463, while β value of variable L on W is at 0.455. In order to find out the significance of the relationship, regression value may be obtained by multiplying both β value. After the multiplication, the regression value is at 0.206 (table 3), which is significantly greater than the regression value of the second hypothesis ($\beta = 0.117$). Additional calculation using Sobel z-test was carried out to check whether or not loyalty variable generated medium effects.

According to Zhao et al. (2010), Sobel z-test is a test aiming to find out the significance value of medium variable by comparing calculated T-value to the table's T-value. A significant relationship (gives medium effect) is evident when the calculated T-value > the table's T-value. After Sobel test was carried out, the calculated T-value was at 4.0234 (table 3). Meanwhile, the table's T-value on 150 respondents with 3 free variables being analyzed was recorded at 1.9762. Based on the findings, it is evident that the calculated T-value is greater than the table's, which indicates that the fifth hypothesis is accepted, while H_0 is rejected. Meaning to say, patient satisfaction shows significant relationship towards positive word of mouth of the dental clinic patients through the medium of loyalty. It also implies that loyalty has given medium effect on patient satisfaction towards word of mouth.

Hypothesis 6

The sixth hypothesis attempts to clarify whether or not there were significance influence of trust (T) towards positive word of mouth (WOM) of dental clinic patients through the medium of Loyalty (L). Figure 1 shows that the β value of variable T on L is at 0.225, while β value of variable L on W is at 0.455. In order to find out the significance of the relationship, regression value may be obtained by multiplying both β value. After the multiplication, the regression value is at 0.100 (table 3), which is significantly lower than the regression value of the third hypothesis ($\beta = 0.218$). Additional calculation using Sobel z-test was carried out to check whether or not loyalty variable generated medium effects.

After Sobel test was carried out, the calculated T-value was at 2.2539 (table 3). Meanwhile, the table's T-value on 150 respondents with 3 free variables being analyzed was recorded at 1.9762. Based on the findings, it is evident that the calculated T-value is greater than the table's, which indicates the presence of significant relationship. Although the regression value gained was lower than direct relationship, through the medium of loyalty, there remained significant relationship between trust towards positive word of mouth of the patients. Based on the findings, it is evident that the sixth hypothesis is accepted, while H_0 is rejected. Meaning to say, trust shows significant relationship towards positive word of mouth of the dental clinic patients through the medium of loyalty. It also implies that loyalty has given medium effect on trust towards word of mouth.

Discussion

Based on the hypotheses analysis in table 3, the researcher found 3 accepted hypotheses and 3 accepted hypotheses. Further discussion on the abovementioned research result is covered in the 3 following points:

1. Service quality has neither direct nor indirect significant relationship through the medium of loyalty towards positive WOM of the dental clinic's patients.

According to the research and calculation, the researcher finds that good service quality of the dental clinic has less significant influence towards the recommendation of positive

WOM of the dental clinic patients. Decent service quality is not the sole and main reason patients do positive WOM of the dental clinic. Instead, it takes a long time to reach and it also relies to the characteristics of each patient.

A research carried out by Rizki (2015) shows that there are two important factors influencing the recommendation of positive WOM; customer service experience based on how patients see the service provided by the clinic, and customer socialability or the individual characteristics of each person. Patients with higher agreeableness and social-oriented value characteristics are more likely to recommend positive WOM. Therefore in this research, patients's willingness to do positive WOM cannot be guaranteed though they receive the decent service quality.

Patient loyalty cannot guarantee the medium effect of positive WOM because decent dental clinics are not the main reason of the development of patient loyalty to a certain clinic. Patient loyalty shall develop when the patients are satisfied of the service provided. As a result, they are going to start to trust the clinic as well as the in-house physicians (Tanudjaja, 2014). In order to achieve patient loyalty of the dental clinic, a longterm process is necessary.

2. Patient satisfaction does not have direct significant relationship towards positive WOM. Instead, it has indirect significant relationship through the medium of loyalty towards positive WOM of the dental clinic's patients.

According to the research and calculation, the researcher finds that patient satisfaction has less direct significant influence towards the recommendation of positive WOM of the dental clinic patients. The higher patient loyalty of the clinic, the higher the chances of positive WOM recommendation.

A research carried out by Wirtz and Chew (2002) that analyzes the influence of incentive program, satisfaction, and the effect of relationship on word of mouth in service industry proves that customer satisfaction is crucial. However, it shall not be the sole element to drive positive WOM. An effective aspect is necessary to encourage patient satisfaction to promote a certain company.

Mahapatra (2016) states that patient satisfaction is an important determinant which encourages patients to constantly recommend positive WOM. Loyal customers are valuable, as they are more likely to buy more products from the company they trust. Companies also benefit as they become less sensitive of the changing prices of the products. These customers might also attract new customers through the WOM they do (Moreira & Silva, 2014). Therefore, loyal patients of the dental clinic tend to recommend more positive WOM.

3. Trust has both direct and indirect significant relationship through the medium of loyalty towards positive WOM of the dental clinic's patients.

According to the research and calculation, the researcher finds that trust has significant influence, both directly and indirectly (through the medium of loyalty), towards the recommendation of positive WOM of the dental clinic patients. The result of the research also supports another research Conducted by Athavale et al. (2013) which proves the positive relationship between customer trust, positive WOM, and loyalty in the pharmaceutical industry.

Vuuren et al. (2012) argue that patients are more likely to be loyal if the dental clinics they go to can maintain their trust during their treatment. Loyal patients are very beneficial to dental clinics as they are usually less sensitive about the pricing of dental treatments. They are also more tolerant regarding any accidental mistakes that might occur. Last but not least, they are more likely to recommend positive WOM.

Conclusion

According to the results, the researcher can conclude several points:

1. Service quality has neither direct nor indirect significant relationship through the medium of loyalty towards positive WOM of the dental clinic's patients.
2. Patient satisfaction does not have direct significant relationship towards positive WOM. Instead, it has indirect significant relationship through the medium of loyalty towards positive WOM of the dental clinic's patients.

3. Trust has both direct and indirect significant relationship through the medium of loyalty towards positive WOM of the dental clinic's patients.

Based on the analyzed factors in the research, patient trust of the clinic becomes the greatest factor which encourages patients to recommend positive WOM. When patients trust the service provided of a dental clinic, they will remain loyal and demonstrates profitable actions for the clinic, such as recommending positive WOM.

Managerial Implications

The research proves that the main factor that encourages patients to do positive WOM is trust. This information may be taken into account by dental clinics as a foundation to determine the most appropriate business strategy for the company in relation to improve patient loyalty in the form of positive WOM. Therefore, the management team of dental clinics needs to put more attention in order to develop patient trust.

Limitations and Scope for Futher Research

For the sake of the future research, some limitations of the current research need to be improved. Firstly, research sample was taken only from one dental clinic, which was Joy Dental of Yogyakarta. Therefore, the results gained were insufficient to be compared to the other regions within Indonesia. The future research is expected to be able to take samples from varied healthcare facilities, such as hospitals, community health centers, private dentist practices, and private dental clinics. Secondly, the researcher's involvement during questionnaire distribution and completion needs improvement because each question has to be thoroughly explained to the patients to avoid misunderstanding, so that the answers collected shall be more accurate.

References

- Alaan, Y. 2016. Pengaruh Service Quality (Tangible, Emphaty, Reliability, Responsiveness, dan Assurance) terhadap Customer Satisfaction: Penelitian pada Hotel Serela Bandung. *Jurnal Manajemen*, 15(2), p.255-270.
- Athavale, A.S, Banahan, B.F., Bentley, J.P., & West-Strum, D.S. 2013. Antecedents and Consequences of Pharmacy Loyalty Behavior. *Emerald: International Journal of Health*, 9(1), p.36-55.
- Baldwin, A.E. 2014. Service Quality in an Australian Private Dental Network. *The TQM Journal*, 26(4), p.360-367.
- Chen, M., Zhang, P., & Chen, X. 2018. Influence of Electronic and Traditional Word-of-Mouth on Patients' Health-Care-Seeking Behavior. *Social Behavior and Personality: Scientific Journal Publishers*, 46(5), p.759-768.
- Khan, S.Q., Ashaf,B., Khan, N.Q., dan Hussain, S.S. 2014. Assessment of Satisfaction Level Among Orthodontic Patients. *Pakistan Oral & Dental Journal*, 34(4), p.651-655.
- Kumala, O.B. 2012. Pengaruh Word of Mouth terhadap Minat Beli Konsumen pada Tune Hotels Kuta-Bali. *Skripsi*. Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Indonesia.
- Mahapatra, S. 2017. Impact od Participation on Behaviour Outcomes in Health Care Service. *Benchmarking: An International Journal*, 24(4), p.1082-1098.
- Moreira, A.C., & Silva, P.M. 2015. The Trust-Commitment Challenge in Service Quality-Loyalty Relationships. *Emerald: International Journal of Health*, 28(3), p.253-266.
- Mukerjee, K. 2018. The Impact of Brand Experience, Service Quality and Perceived Value on Word of Mouth of Retail Bank Customers: Investigating The Mediating Effect of Loyalty. *J Financ Serv Mark*, 23, p.12-24.
- Mulianto, E. 2017. Pengembangan Strategi Promosi Klinik Gigi Joy Dental Seturan, *Tesis*. Program Studi Manajemen Rumah Sakit, Universitas Gadjah Mada.

- Panda, R.K., & Kondasani, R.K.R. 2015. Customer Perceived Service Quality, Satisfaction and Loyalty in Indian Private Healthcare. *Emerald: International Journal of Health*, 28(5), p.452-467.
- Riski, M. 2015. Pengaruh Customer Sociability dan Customer Service Experience Terhadap Word of Mouth Poisitif di Rumah Sakit Gigi dan Mulut Trisakti. *Jurnal Manajemen dan Pemasaran Jasa*, 8(1): 193-210.
- Subagiyo, R., Adlan, M.A. 2017. Pengaruh Service Quality, Marketing Mix dan Kepuasan Mahasiswa terhadap Customer Loyalty. *Jurnal Ekonomi Modernisasi*, 13(1), p.1-15.
- Taherdoost, H. 2015. Validity and Reliability of the Research Instrument: How to Test the Validation of a Questionnaire/Survey in a Research. *International Journal of Academic Research in Management*, 5(3):28-36.
- Tanudjaja, P.K. 2014. Pengaruh Kualitas Pelayanan Klinik Gigi Terhadap Kepuasan dan Kepercayaan Pasien Sehingga Meningkatkan Keinginan untuk Berobat Kembali. *Jurnal Manajemen dan Pemasaran Jasa*, 7(1), p.39-57.
- Terres, M.S., & Basso, K. 2017. The Art of Building Initial Trust in Medical Services. *International Journal of Healthcare Marketing*, 12(2), p.94-112.
- Vuuren T.V., Combard M.R., and Tonder,E.V. 2012. Customer Satisfaction, Trust and Commitment as Predictors of Customer Loyalty within an Optometric Practice Environment. *Southern African Business Review*, 16(3):81-96.
- Wirtz J. and Chew p. 2002. The Effect of Incentives, Deal Proneness, Satisfaction and Tie Strength on Word-of-mouth Behaviour. *International Journal of Service Industry Management*, 13(2): 141-162.
- Zhao, X., Lynch J.J.G., Chen, G. 2010. Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *The Journal of Consumer Research*, 37(2), p.197-206.