



## The influence of location, services, and community culture on patient loyalty with satisfaction as intervening variables in Spirit Dental Clinic Lubuk Pakam – Deli Serdang

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### ABSTRACT

Patient satisfaction is one of the main indicators of health facility standards. Improving the quality of service is absolutely necessary in order to face the era of globalization. The research location was conducted at the Spirit Dental Clinic Pratama Special Dental Clinic, which is located at Jln. Border No. 21 Lubuk Pakam, Deli Serdang. The time of the study was carried out in July – August 2021. The population in this study were all patients who came for treatment at the Spirit Dental Clinic Pratama Special Dental Clinic in July – August 2021. The sample was part of the population consisting of several members of the population. The sample in this study were patients who came for treatment to the Spirit Dental Clinic Pratama Special Dental Clinic for 2 months, namely from July to August 2021 and obtained a total sample of 100 respondents by accident. Based on the results of the research and discussion that have been described, the following conclusions are drawn: Location affects patient loyalty at the Spirit Dental Clinic Pratama Special Dental Clinic, meaning that the better the location of the dental and oral health service provider, the patient's loyalty will increase. Service affects patient loyalty at the Spirit Dental Clinic Pratama Special Dental Clinic, meaning that the better the services provided by dental and oral health service providers, the patient's loyalty will increase. Community culture affects patient loyalty at the Spirit Dental Clinic Pratama Special Dental Clinic, meaning that the better the community culture for dental and oral health services, the patient's loyalty will increase. Location affects satisfaction at the Spirit Dental Clinic Pratama Special Dental Clinic, meaning that the better the location of the dental and oral health service provider, the satisfaction will increase.

**Keywords:** Location, Services, Community Culture, Patient Loyalty, Satisfaction, Dental Clinic

### 1. INTRODUCTION

Health is the most important part of human life, both physically and spiritually healthy, including dental and oral health. Dental and oral health is a condition in which healthy teeth and mouth are achieved, free from bad breath, gingivitis, plaque and tartar and avoid cavities. The results of Riskesdas (2018) show that the national prevalence of dental and oral problems is 45.3%. Based on the results of other studies, it is known that the problem of cavities in Indonesia reaches 88.8%. Dental and oral health efforts in Indonesia have not been implemented in a comprehensive, integrated, and sustainable manner. The implementation of dental health efforts that are maintenance, improvement, and protection of dental and oral health is also still lacking. On average, people visit the dentist when they have experienced complex tooth decay and require invasive treatment at a high cost.

From this data it can be concluded that dental and oral health problems are cases that often occur in the community and require serious treatment. Dental clinics as first-level health facilities are required to always be able to provide the best service to the community, in the sense that they can integrate quality health services at a rational cost. Patient satisfaction is one of the main indicators of health facility standards. Improving the quality of service is absolutely necessary in order to face the era of globalization. One of the efforts to improve the quality of health services is to measure the level of patient satisfaction. Measuring patient satisfaction is an important element in providing better, more efficient and effective services. Patient satisfaction as a consumer of a health facility is not only determined by medical actions but also on other quality dimensions such as administrative services, friendliness, responsiveness of medical and non-medical staff, convenience, speed and timeliness of service. In addition,

patient satisfaction is also influenced by various other factors besides those mentioned above, namely: the location of health facilities, the price of care and the culture that develops in the community.

Patient satisfaction is also closely related to loyalty. One of the characteristics of a satisfied patient is loyal to a product or service so that there is an interest in visiting again (subscribe) and making repeat purchases of related products and services. In addition, a satisfied patient will provide positive and pleasant information to other people, relatives or the wider community regarding the services he receives and the satisfaction he feels. With patient loyalty to health services, the level of dental and oral health in Indonesia will be better because efforts to maintain dental and oral health can be carried out more easily so that it is hoped that the prevalence of dental and oral health will decrease nationally. Special Primary Dental Clinic Spirit Dental Clinic was established in 2016 in Lubuk Pakam City, Deli Serdang Regency and is a place of service and facilities built and developed to serve the people of Lubuk Pakam City and its surroundings in terms of dental and oral health.

Spirit Dental Clinic has a vision and mission to become the best dental clinic in Lubuk Pakam City and its surroundings with the motto "Modern, Quality & Affordable". The concept promoted by the Spirit Dental Clinic is a place for dental and oral health services that is supported by modern (latest/up-to-date) dental facilities and infrastructure, supported by a team and clinical staff, both medical and non-medical who can provide maximum service to patients and the prices charged to patients are not too high (affordable). Lubuk Pakam City, which is the capital of Deli Serdang Regency, already has first-level health facilities (FTKP) such as puskesmas or equivalent, doctor and dentist practice, primary clinic or equivalent and class D Primary hospital or equivalent. Based on data from the health profile of Kab. Deli Serdang in 2019, there are 34 health centers and 20 hospitals both public and private spread over a total of 22 sub-districts in Kab. Deli Serdang.

For Lubuk Pakam City itself there are a total of 2 (two) health centers and 4 (four) hospitals, of which there is 1 (one) public hospital owned by the Deli Serdang government (RSUD – Deli Serdang) and the other 3 (three) are privately owned hospitals. . For health centers and hospitals in Lubuk Pakam City, not all of them have adequate dental and oral health facilities, and for the number of dentists in Lubuk Pakam City there are only 13 (thirteen) people, 5 (five) dentists serving in 2 (two) Lubuk Pakam City Health Centers and 8 (eight) dentists in a total of 4 (four) hospitals in Lubuk Pakam City and 1 (one) hospital that does not even have dentist medical personnel. Thus, based on data from the health profile of Kab. Deli Serdang in 2019 the ratio of dentists in Kab. Deli Serdang is 5.1 per 100,000 population. Due to the minimal number of facilities and inadequate dental health personnel in Lubuk Pakam City, Deli Serdang, Spirit Dental Clinic Pratama Special Dental Clinic comes with a different concept, namely the only pratama clinic that specifically serves the dental and oral health of the community.

It is hoped that the Spirit Dental Clinic Pratama Special Dental Clinic can help, support dental and oral health facilities that already exist in Lubuk Pakam City, and can help reduce dental and oral pain rates and improve dental and oral health for the people of Lubuk Pakam City and its surroundings. In supporting

efforts to maintain dental health, a level of awareness and willingness of the community is needed to be able to visit and have their teeth checked by a dentist or at health facilities that provide dental and oral health services. In addition, patient satisfaction after receiving dental care and services becomes a standard and benchmark so that the patient can visit again to have his teeth checked and take action to treat and maintain his dental health on a regular basis. With the presence of a privately owned Dental Specialty Primary Clinic, it is hoped that the patient's expectations will be fulfilled for the quality of service in terms of dental and oral health. The following is data on patient visits from Spirit Dental Clinic's Primary Special Dental Clinic from 2018 - 2020, namely:

**Table 1**  
**Patient Visit Data for Spirit Dental Clinic Primary Clinic for 2018 - 2020**

Year	Total Average Monthly Patient Visit	Average Total Monthly Patient Visits by Gender		Average Total Monthly Patient Visits Based on Patient Type	
		Men	Woman	New Patient	Old Patient
2018	315	121	194	141	201
2019	350	142	212	115	240
2020	255	105	150	76	180

Data Source: Medical Records of Spirit Dental Clinic Pratama Special Dental Clinic

In 2018, the data on patient visits to the Spirit Dental Clinic Primary Clinic was an average of 315 patients per month, which were divided into 121 male patients per month and 194 female patients per month on average. The old patients averaged 201 patients per month and new patients averaged 141 patients per month. The ratio of old patients to total patients was 63.7% and the ratio of new patients was 36.3%. In 2019, the data for patient visits to the Spirit Dental Clinic Pratama Special Dental Clinic was an average of 350 patients per month, which were divided into males with an average of 142 patients per month and women with an average of 212 patients per month. There are an average of 240 old patients per month and an average of 115 new patients per month. The ratio of old patients to total patients was 67.5% and the ratio of new patients was 32.2%.

In 2020, data on patient visits from the Spirit Dental Clinic Pratama Special Dental Clinic is an average of 255 patients per month, which is divided into men with an average of 105 patients per month and women with an average of 150 patients per month. Old patients averaged 180 patients per month and new patients averaged 76 patients per month. The ratio of old patients to total patients was 70.4% and the ratio of new patients was 29.6%. From the patient visit data above, the researcher concludes that efforts to provide dental and oral health that are maintenance and protection of dental health at the Special Primary Dental Clinic Spirit Dental Clinic in 2020 have a negative value (decrease). This can be seen from the average total monthly patient visits which decreased by 27.1%, the average total new patient visits decreased by 33.9% and the average total old patient visits decreased by 25%.

The decline in the number of patients at Spirit Dental Clinic's Primary Special Dental Clinic in 2020 may be due to several changes made by Spirit Dental Clinic's Primary Special Dental Clinic during the Covid-19 pandemic. The Spirit Dental Clinic Pratama Special Dental Clinic has reduced its operational schedule from the usual morning and evening, to only in the afternoon. In addition, the number of patients is also limited

This has resulted in many complaints from patients that the dental and oral health services they receive are not as expected. Patients complained about the length of waiting time in queues, the uncertainty of treatment from the Spirit Dental Clinic Pratama Special Dental Clinic, the shorter operating schedule of the clinic, the absence of a comfortable and adequate waiting area and parking space while at the Spirit Dental Clinic Pratama Special Dental Clinic.

Based on the results of the latest Riskeddas, which was published in 2018, it was stated that of the 57.6% of the Indonesian population who had dental and oral problems, only 10.2% of the population received treatment from dental medical personnel. When viewed from the proportion of treatment, the majority of Indonesia's population (42.2%) perform self-medication, only 13.9% go to the dentist and the rest (43.9%) choose to seek treatment from non-dental medical personnel, such as general practitioners, carpenters, teeth and so on. This makes it difficult to achieve preventive, curative and promotive dental and oral health efforts because of the paradigm of people's thinking that prefers to do self-medication or seek treatment from non-dental medical personnel.

There are various possible factors that cause people not to do dental and oral treatment for dental medical personnel, namely, the location of health facilities that are not visible to the wider community, clinic locations that are difficult to reach by patients, lack of understanding and awareness of the importance of maintaining dental and oral health, a sense of fear and lack of trust in the services of medical personnel, especially dental and oral care, the high price of dental and oral health care for the community, as well as cultural factors that develop in the community also play a role in determining the pattern of sick behavior in the area. Culture is a complex unitary system created and carried out by a group of people (society) which can be material (material) and non-material (non-material), it is a legacy, teaching, belief that is carried out by every individual in society in their daily activities. .

Koentjaraningrat (1979: 186 - 187) divides culture into three forms, one of which is culture as an activity or pattern of behavior. Behavioral patterns are a tangible form of community culture and can be investigated. Behavior patterns of people who are aware, understand and understand about toothache and seek treatment from relevant medical personnel or behavior patterns of people who are not aware of and understand dental disease so that they do not seek treatment or seek treatment but not to relevant professional medical personnel. According to Notoadmojo (1980), culture is one of the factors that play a role in determining the pattern of sick behavior in the community, encouraging people to seek treatment from relevant or non-relevant medical personnel.

General problems that occur in efforts to implement dental and oral health in developing countries, including Indonesia are divided into 2 (two), namely: physical problems such as lack of facilities and health workers and non-physical problems, namely the behavior patterns of the community itself. Non-physical problems such as behavioral patterns that develop in community culture are one of the important factors that must also be considered so that efforts to implement dental and oral health can run effectively and efficiently. This is because the behavioral patterns that appear in people's daily culture are the result of

paradigms of thinking, belief, teaching or perception, whether right or wrong about dental health and dental care. In addition, the experience of previous dental treatment, either by the family itself or by other people, plays a role in shaping the cultural behavior patterns of the community regarding the treatment and care of dental and oral health, especially to dental medical personnel.

## 2. METHODS

The research location was conducted at the Spirit Dental Clinic Pratama Special Dental Clinic, which is located at Jln. Border No. 21 Lubuk Pakam, Deli Serdang. The time of the study was carried out in July – August 2021. The population in this study were all patients who came for treatment at the Spirit Dental Clinic Pratama Special Dental Clinic in July – August 2021. The sample was part of the population consisting of several members of the population. The sample in this study were patients who came for treatment to the Spirit Dental Clinic Pratama Special Dental Clinic for 2 months, namely from July to August 2021 and obtained a total sample of 100 respondents by accident. The sampling technique in this study used a non-random sampling technique, namely Accidental Sampling, namely the sampling was done by accident, or by chance.

Hypothesis Testing (t test) is a method of making decisions based on data analysis, both from controlled experiments, and from observations (uncontrolled). In hypothesis testing, the decisions made contain uncertainty, meaning that the decision can be right or wrong, giving rise to risk. The size of the risk is expressed in terms of probability. Hypothesis testing is an important part because based on the test, decision making or problem solving as the basis for research can be resolved.

According to Ghozali (2016: 97) the t-test is used to test how much influence one independent variable has on the dependent variable with the assumption that the other independent variables are constant. The formulation of the hypothesis for the t-test in this study are:

1.  $H_a$  is accepted, meaning that there is a partially significant effect between the independent variables on the dependent.
2.  $H_0$  is accepted, meaning that there is no partial significant effect between the independent variables on the dependent variable.

Hypothesis testing in this study using the SPSS program with a significance level of = 5% or the probability value of Sig. 0.05 and the criteria for evaluating the hypothesis are as follows:

1. If the value of t count > t table, then  $H_a$  is accepted.
2. If the value of t count < t table, then  $H_0$  is accepted

### 3. RESULT AND DISCUSSION

Spirit Dental Clinic Pratama Special Dental Clinic is a place of service and facilities that was built and developed to be able to serve the surrounding community in terms of dental and oral health. Established since 2016 in Lubuk Pakam City, Deli Serdang Regency, with a vision: "to be the best dental clinic in Pakam City and its surroundings" and Motto: "Modern, Quality & Affordable".

Spirit Dental Clinic Pratama Special Dental Clinic was established with the aim of being able to benefit the surrounding community, namely for patients who need dental and oral care, for doctors/medical teams as places and facilities that can support their services by providing modern and up-to-date and useful tools. for the local community in terms of providing employment opportunities.

In its development until 2021, Spirit Dental Clinic Pratama Special Dental Clinic already has 3 doctor's rooms, 1 receptionist and cashier room, 1 room for warehouse/stock of medical materials and medicines, 1 warehouse room for non-medical items, 1 sterile room, 1 public toilet and 3 waiting rooms (1 outdoor and 2 indoor). And to improve service and patient satisfaction with the services provided by the Spirit Dental Clinic Pratama Special Dental Clinic, various improvements in service quality are always carried out, such as the addition of new medical tools and materials (up to date) and improving the skills of the team of doctors and nurses.

For the team of doctors and nurses working at the Spirit Dental Clinic, there are 4 dentists and 3 nurses until July 2021. Spirit Dental Clinic Pratama Special Dental Clinic only serves general patients and insurance patients (Reimbursement), does not accept BPJS patients. The health services available at Spirit Dental Clinic are as follows:

1. Dental Consultation and Examination
2. Toothache Therapy
3. Tooth Extraction, Children & Adults
4. Dental Fillings, Children & Adults
5. Scaling (Washing Tartar), Children & Adults
6. Dental Surgery
7. Installation of Braces (Braces)
8. Making Dentures (Removable & Fixed)
9. Root Canal Treatment, Children & Adults
10. Dental Cosmetic Treatment, such as: Teeth Whitening, Veneers.

#### Path Analysis and Hypothesis Testing

##### Equation Model I

The following are the results of the Equation Model I (One) hypothesis testing in this study as follows:

Table 2. Test Results – t Model Equation I (One)

Coefficients <sup>a</sup>		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
		1	(Constant)	1.750	2.762	
	Location(X1)	0.231	0.057	0.333	4.018	0.000
	Services (X2)	0.159	0.049	0.274	3.240	0.002
	Culture (X3)	0.348	0.055	0.404	6.271	0.000

a. Dependent Variable: Satisfaction (Z)

From the picture above, it can be seen that the value of Sig. location variable (X1) is 0.000, the value of Sig. service variable (X2) is 0.002 and the value of Sig. community culture variable (X3) is 0.000. Value of Sig. the three X variables on the satisfaction variable (Z) are <0.05, so it can be concluded that the location variable (X1), service (X2) and community culture (X3) have a significant effect on satisfaction (Z).

Thus, the equation model I (One) is obtained as follows:

$$Z = 0.33 X1 + 0.274 X2 + 0.404 X3$$

From the above equation, it can be explained as follows:

- a. The coefficient X1 = 0.33 indicates that the Location variable (X1) has a positive effect on the Satisfaction variable (Z) with a coefficient of 0.33 which means that for every increase in the Location variable (X1) by 1 unit, Satisfaction (Z) will increase by 0.33.
- b. The coefficient X2 = 0.274 indicates that the Service variable (X2) has a positive effect on the Satisfaction variable (Z) with a coefficient of 0.274, which means that for every increase in the Service variable (X2) by 1 unit, Satisfaction (Z) will increase by 0.274.
- c. The coefficient X3 = 0.404 indicates that the Community Culture variable (X3) has a positive effect on the Satisfaction variable (Z) with a coefficient of 0.404, which means that for every increase in the Community Culture variable (X3) by 1 unit, Satisfaction (Z) will increase by 0.404.

##### Equation Model II

The following are the results of the hypothesis test of the Equation II (Two) model in this study as follows:

Coefficients <sup>a</sup>		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
		1	(Constant)	9.429	2.392	
	Location (X1)	0.367	0.054	0.444	6.849	0.000
	Service (X2)	0.118	0.045	0.17	2.637	0.010
	Culture (X3)	0.125	0.057	0.122	2.203	0.030
	Satisfaction (Z)	0.385	0.088	0.322	4.362	0.000

a. Dependent Variable: Loyalty(Y)

From the picture above, it can be seen that the value of Sig. location variable (X1) is 0.000, the value of Sig. service variable (X2) is 0.010, the value of Sig. community culture variable (X3) is 0.030 and the value of Sig. satisfaction variable (Z) is 0.000. Value of Sig. the three variables X (location, service, community culture) and variable Z (satisfaction) on the loyalty variable (Y) are < 0.05, it can be concluded that the variable location (X1), service (X2), community culture (X3) and satisfaction (Z) has a significant effect on loyalty (Y).

Thus, the equation II (Two) model is obtained as follows:

$$Y = 0.44 X1 + 0.17 X2 + 0.12 X3 + 0.32 Z$$

From the above equation, it can be explained as follows:

1. The coefficient  $X_1 = 0.44$  indicates that the Location variable ( $X_1$ ) has a positive effect on Patient Loyalty ( $Y$ ) with a coefficient of 0.44 which means that for every increase in the Location variable ( $X_1$ ) by 1 unit, Patient Loyalty ( $Y$ ) will increase by 0, 44.
2. The coefficient  $X_2 = 0.17$  indicates that the Service variable ( $X_2$ ) has a positive effect on Patient Loyalty ( $Y$ ) with a coefficient of 0.17, which means that for every increase in the Service variable ( $X_2$ ) by 1 unit, Patient Loyalty ( $Y$ ) will increase by 0, 17.
3. The coefficient  $X_3 = 0.12$  indicates that the Community Culture variable ( $X_3$ ) has a positive effect on Patient Loyalty ( $Y$ ) with a coefficient of 0.312, which means that for every increase in the Community Culture variable ( $X_3$ ) by 1 unit, Patient Loyalty ( $Y$ ) will increase by 0, 12.
4. The coefficient  $Z = 0.32$  indicates that the Satisfaction variable ( $Z$ ) has a positive effect on Patient Loyalty ( $Y$ ) with a coefficient of 0.32, which means that for every increase in the Satisfaction variable ( $Z$ ) by 1 unit, Patient Loyalty ( $Y$ ) will increase by 0, 32.

Referring to the results of the model equation II (Dua) it is known that the value of Sig. the three variables  $X$  (location, service, community culture) and variable  $Z$  (satisfaction) on the loyalty variable ( $Y$ ) are  $<0.05$ , it can be concluded that the variables location ( $X_1$ ), service ( $X_2$ ), community culture ( $X_3$ ) and satisfaction ( $Z$ ) has a significant effect on loyalty ( $Y$ ).

The amount of  $R^2$  in the model equation II (Two) is 0.835, meaning that 83.5% of patient loyalty can be explained by the variables of location, service, community culture and satisfaction, while the remaining 16.5% is explained by other variables not included in this study.

**Table 4. Summary of Hypothesis Test Results**

Hypothesis	Research Hypothesis	Sig	Conclusion
H1	Location affects patient loyalty at the Spirit Dental Clinic Pratama Special Dental Clinic	0,000	Accepted
H2	Service affects patient loyalty at the Spirit Dental Clinic Pratama Special Dental Clinic	0,010	Accepted
H3	Community Culture has an effect on patient loyalty at the Spirit Dental Clinic Pratama Special Dental Clinic	0,030	Accepted
H4	Location affects satisfaction at the Spirit Dental Clinic Pratama Special Dental Clinic	0,000	Accepted
H5	Service affects satisfaction at the Spirit Dental Clinic Pratama Special Dental Clinic	0,002	Accepted
H6	Community Culture has an effect on satisfaction at the Spirit Dental Clinic Pratama Special Dental Clinic	0,000	Accepted
H7	Satisfaction affects patient loyalty at the Spirit Dental Clinic Pratama Special Dental Clinic	0,000	Accepted
H8	Location affects patient loyalty through satisfaction at the Spirit Dental Clinic Pratama Special Dental Clinic	0,000	Accepted
H9	Service affects patient loyalty through satisfaction at the Spirit Dental Clinic Pratama Special Dental Clinic	0,000	Accepted
H10	Community Culture affects patient loyalty through satisfaction at the Spirit Dental Clinic Pratama Special Dental Clinic	0,000	Accepted

## 4. DISCUSSION

### Effect of Location on Patient Loyalty

The result of this study is that location has an effect on patient loyalty at the Spirit Dental Clinic Pratama Special Dental Clinic. In the field of health services, location has an influence on patient loyalty because patients who want to get health services, especially dental and oral health services, must come directly to the location where the health facility is located. The location of the health facility that is easily accessible by the patient will increase the patient's desire to come back for a visit or recommend the health facility to others. On the other hand, if the location of the health facility is difficult to reach, not in a strategic position or prone to accidents and unsafe, it will reduce the patient's desire to come back for regular dental and oral care and even be reluctant to recommend it to others. The results of this study are in line with the research of Anggri Vebnia, Ari Pradhanawati and Sendang Nurseto (2013) which states that the location variable has an influence on the loyalty of patients who come for treatment at the Muhammadiyah Poly Hospital, Semarang. The results of this study are in line with research by Putra, Luqman Fauzi Nuhyari and Totok Budi Santoso (2017) which states that there is an effect of the application of 4P (Product, Price, Promotion, Place) on patient loyalty at the Physio Suport Physiotherapy Clinic, Ngawi.

### Effect of Service on Patient Loyalty

The result of this study is that service has an effect on patient loyalty at the Spirit Dental Clinic Pratama Special Dental Clinic. Loyal patients are patients who are willing to come back to visit to get services that they have received before and are willing to recommend these services to others. In the field of health services, especially teeth and mouth, one of the important things that must be considered is whether or not the services provided by these service providers (faskes) to patients who come for treatment. The better the service provided/received by patients, the higher their desire to come back and recommend the health facility to others. The results of this study are in line with the research of Ida Ayu Werdiningsih Kesuma, Djumilah Hadiwidjojo, Ni Luh Putu Wiagustini & Fatchur Rohman. (2013) which states that service has a positive effect on patient loyalty. The results of this study are in line with research by Jamaluddin & Endang Ruswanti (2017) which states that research has a positive effect on patient loyalty.

### Effect of Community Culture on Patient Loyalty

The result of this study is that community culture influences patient loyalty at the Spirit Dental Clinic Pratama Special Dental Clinic. Community culture is a pattern of behavior of a person/group of people to act and carry out their daily activities. Community culture is formed from the mindset, ideas, ideas, values, experiences, beliefs and knowledge of a person/community about a thing. Community culture can influence a person's decision to seek and obtain certain health services. especially in the field of oral health. The culture of the people who know and understand the importance of maintaining dental and oral health, have a good mindset about health services, especially teeth and mouth, as well as good

experience with previous dental care will increase their desire to visit again. However, the culture of people who do not believe, are indifferent to dental health or think that dental health is not important will reduce a person's desire to come to visit the dentist/other dental health service provider. Prior to this study, there had been no research on community culture and patient loyalty.

#### **Effect of Location on Satisfaction**

The results of this study are that location affects satisfaction at the Spirit Dental Clinic Pratama Special Dental Clinic. The location of health services in accordance with the wishes / expectations of the patient, will have a positive influence on satisfaction. Satisfaction (satisfaction) is the result of the desires and expectations achieved/obtained by a person. The location of health facilities that are easily accessible, are in strategic areas, are not prone to traffic jams and accidents and the availability of adequate parking spaces will give positive values to patients who come for treatment. The results of this study are in line with the research of Difa Nurulia Savitri, Wahyu Hidayat and Reni Shinta Dewi (2015) which states that location has a positive effect on satisfaction of Non-Insured Inpatients at Lestari Raharja Hospital, Magelang City. Likewise, the research results of Rahmi Meutia and Puti Andiny (2019) which stated that location had a positive effect on patient satisfaction at the Langsa Lama Health Center.

#### **Effect of Service on Satisfaction**

The result of this research is that service has an effect on satisfaction at the Spirit Dental Clinic Pratama Special Dental Clinic. Health services are closely related to the satisfaction felt by patients. Satisfaction is the result of achieving one's desires and expectations. Patients will feel satisfied if they get services that match or even more than they want / get. Conversely, patients will feel dissatisfied if they get health services, especially teeth and mouth that are not in accordance with their expectations and desires. The results of this study are in line with research by Ritna Rahmawati Dewi (2016) which states that service has a positive and significant effect on patient satisfaction, The results of this study are in line with Yunari Ristian's research (2017) which states that service has a strong effect on satisfaction in outpatients at the Jatinangor IPDN Polyclinic Unit.

#### **Effect of Community Culture on Satisfaction**

The result of this study is that community culture influences satisfaction at the Spirit Dental Clinic Pratama Special Dental Clinic. A person's satisfaction (satisfaction) is formed from the person's values, mindset, knowledge, beliefs and previous experiences (society culture). The culture of the people who do not understand health services, especially teeth and mouth will give a negative value to satisfaction. One example, for example, is that people's knowledge about milk teeth that have been damaged is left alone and will come off on their own, even though the child has complained of toothaches repeatedly, if the doctor recommends that the child's teeth be extracted, it will certainly cause dissatisfaction from his parents. Prior to this study, there had been no research on community culture and patient loyalty.

#### **Effect of Satisfaction on Patient Loyalty**

The result of this study is that satisfaction has an effect on patient loyalty at the Spirit Dental Clinic Pratama Special Dental Clinic. Patients who are satisfied with the health services they receive will influence their decision to return to using the same health services and are willing to recommend the health services they get to others. The results of this study are in line with the research of Nia Budi Puspitasari and Meisarah Sabrina Arifianty (2016) which states that satisfaction affects patient loyalty. The higher the patient satisfaction, the loyalty will increase. The results of this study are in line with the research of Isnurrini Hidayat (2017) which states that patient satisfaction has an influence on patient loyalty.

#### **Effect of Location on Patient Loyalty through Satisfaction**

The result of this study is that location affects patient loyalty through satisfaction at the Spirit Dental Clinic Pratama Special Dental Clinic. Based on the results of the Sobel test, the value of t count is greater than the value of t table, namely:  $t_{\text{arithmetic}} > t_{\text{table}} = 7.109 > 1.994$ . So it can be concluded that satisfaction can mediate the relationship between location and patient loyalty. Based on the results of the path analysis (Path Analysis) the results showed that the effect of location on patient loyalty was 55%, which consisted of a direct effect of 44% and an indirect effect of 11%. Thus it can be concluded that location has a direct effect on patient loyalty through satisfaction. The results of this study are in line with the research of Anggri Vebnia, Ari Pradhanawati and Sendang Nurseto (2013) which states that the location variable has an influence on patient loyalty through satisfaction of 88%. The results of this study are in line with the research of Mene Paradilla (2021) which states that the marketing mix (location) has a direct effect on patient loyalty through customer satisfaction.

#### **Effect of Service on Patient Loyalty through Satisfaction**

The result of this research is that service has an effect on patient loyalty through satisfaction at the Spirit Dental Clinic Pratama Special Dental Clinic. Based on the results of the Sobel test, the value of t count is greater than the value of t table, namely:  $t_{\text{arithmetic}} > t_{\text{table}} = 6.667 > 1.994$ . So it can be concluded that satisfaction can mediate the relationship between service and patient loyalty. Based on the results of the path analysis (Path Analysis) the results of the effect of service on patient loyalty are 26%, which consists of a direct effect of 17% and an indirect effect of 9%. Thus it can be concluded that service has a direct effect on patient loyalty through satisfaction. The results of this study are in line with the research of Bagus Tuhu Hidayat, Rois Arifin and M Hufron (2018) which states that service has a positive and significant effect on patient loyalty through satisfaction at the Kanjuruhan Regional Unit Hospital. The results of this study are in line with the research of Siti Aminah, Dwi Cahyono and Toni Herlambang (2017) which states that service affects patient loyalty through satisfaction at the Peristi installation of RSD Dr. Soebandi Jember.

#### **Effect of Community Culture on Patient Loyalty through Satisfaction**

The result of this study is that community culture influences patient loyalty through satisfaction at the Spirit Dental Clinic Pratama Special Dental Clinic. Based on the results of the Sobel test, the value of t count is greater than the value of t table, namely:  $t_{\text{arithmetic}} > t_{\text{table}} = 5.872 > 1.994$ . So it can be concluded that satisfaction can mediate the relationship between

community culture and patient loyalty. Based on the results of the path analysis, it was found that the influence of community culture on patient loyalty was 24.8%, which consisted of a direct effect of 12% and an indirect effect of 12.8%. Thus, it can be concluded that culture has an indirect effect on patient loyalty through satisfaction. Prior to this study, there has been no research on community culture on patient loyalty through satisfaction.

#### 4. CONCLUSION

Based on the results of the research and discussion that have been described, the following conclusions are drawn: Location affects patient loyalty at the Spirit Dental Clinic Pratama Special Dental Clinic, meaning that the better the location of the dental and oral health service provider, the patient's loyalty will increase. Service affects patient loyalty at the Spirit Dental Clinic Pratama Special Dental Clinic, meaning that the better the services provided by dental and oral health service providers, the patient's loyalty will increase. Community culture affects patient loyalty at the Spirit Dental Clinic Pratama Special Dental Clinic, meaning that the better the community culture for dental and oral health services, the patient's loyalty will increase. Location affects satisfaction at the Spirit Dental Clinic Pratama Special Dental Clinic, meaning that the better the location of the dental and oral health service provider, the satisfaction will increase. Services affect satisfaction at the Spirit Dental Clinic Pratama Special Dental Clinic, meaning that the better the services provided by dental and oral health service providers, the satisfaction will increase.

Community culture affects satisfaction at the Spirit Dental Clinic Pratama Special Dental Clinic, meaning that the better the community's culture of dental and oral health services, the satisfaction will increase. Satisfaction affects patient loyalty at the Spirit Dental Clinic Pratama Special Dental Clinic, meaning that the higher the patient's satisfaction with dental and oral health services, the higher the loyalty. Based on the results of the Sobel test, the value of  $t_{\text{arithmetic}} > t_{\text{table}} = 7.109 > 1.994$ , it can be concluded that the satisfaction variable can mediate the relationship between the influence of the location variable on patient loyalty. Based on the results of the Sobel test, the value of  $t_{\text{arithmetic}} > t_{\text{table}} = 6,667 > 1,994$ , it can be concluded that the satisfaction variable can mediate the relationship between service variables and patient loyalty. Based on the results of the Sobel test, the value of  $t_{\text{arithmetic}} > t_{\text{table}} = 5.872 > 1.994$ , it can be concluded that the satisfaction variable can mediate the relationship between the influence of community culture variables on patient loyalty.

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