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**Dental Satisfaction Questionnaire (DSQ) and Word of Mouth on Patient Satisfaction Educational Dental and Oral Hospital**

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**Abstract**

The realization of satisfied patients provides benefits, including harmonious relationships with patients to hospitals, providing a good foundation for patient loyalty and recommending WOM. The general purpose of this survey is to find out the effect of satisfied patients through the dental satisfaction tools approach on the interest in recommending to others at the Unsoed Dental and Oral Education Hospital. This research is an observational analytic research using cross sectional. With a sample of 106. Methods of data collection research is done by collecting data directly in the field, namely through the questionnaire method. Dental Satisfaction Questionnaire, patient satisfaction and word of mouth. The results of the overall analysis concluded that access factors had a positive effect on patients who were satisfied receiving health services at the RSGMP Unsoed integration polyclinic, pain management factors had a significant effect on patient satisfaction who received health services at the RSGMP Unsoed integration polyclinic, and quality factors had a positive effect on patient satisfaction. receiving health services at the RSGMP Unsoed integration polyclinic, the patient satisfaction factor has a positive effect on the desire to recommend others to use the services of the Unsoed RSGMP. RSGMP Unsoed. Future research is expected to use interview or observation methods other than questionnaires as research instruments so that patient data can be obtained that are outside the sample criteria. Thus the data collected will be more varied.

**Keywords:** DSQ, Health Services, Satisfaction Patient and WOM.

**1. Introduction**

The quality of health services is a global issue. The health care industry is undergoing a rapid transformation to meet the increasing needs and demands of patients (Kashintah, 2010). Health services are changing from provider-centered services to patient-centered services where satisfaction of patient needs is part of the definition of quality (Ahmady, 2015). The paradigm of

hospital services has changed from social to socio-economic in nature, which is a social business, but efforts are made to obtain a financial surplus by means of professional management. Hospitals are required to provide satisfactory services. Commitment to providing services to achieve patient satisfaction is important for health service providers, including oral health (Ahmady, 2015). Dental health and appearance are important aspects in determining facial attractiveness, and thus play a key role in human social interactions (Tin-Oo, 2011). In addition, dental and oral disease is a major health problem that causes morbidity, so quality dental and oral health services are needed to improve the quality of life of the wider community. (Balkaran, 2014). Patient satisfaction is a complex and multidimensional phenomenon (Geiballa, 2016). Satisfied clients are important as a measure of service quality because the provision of information about the success of service providers in meeting the patient's expectations is important where the patient is the highest authority (Mthethwa, 2016). Satisfied patients are considered an important achievement of services and are a major factor in contributing to good patient compliance and ultimately useful in improving clinical outcomes (Ahmady, 2015).

Today's patients as educated consumers have many demands for services and health care options available. What can be done to measure consumer experience is by using a satisfaction survey (Kashinath, 2010). Consumer satisfaction can be used as an indicator of the quality of health services in hospitals, so that satisfied patients have a close relationship with health service quality factors (Dwiatmoko, 2007). The realization of satisfied patients provides benefits, including harmonious relationships with patients with hospitals, providing a good foundation for patient loyalty and recommending WOM Praswati (2009), explaining that quality services have a significant influence on word of mouth communication. Research conducted by Djati and Darmawan (2004), states that service quality is proven to have a significant and strong effect on interest in referring or word of mouth by getting satisfaction first. The phenomenon of the gap that exists in the field of dentistry in the field requires a specific approach. Researchers are interested in studying more deeply about the existing problems to find solutions. Patient satisfaction can be assessed with a fairly valid research instrument accompanied by good research methods (Suryawati, 2004).

Researchers used the Dental Satisfaction Questionnaire (DSQ) and word of mouth instruments to examine the phenomena in RSGMP. The DSQ consists of components that specifically assess patient satisfaction in the field of dentistry. The advantage of the DSQ is that a questionnaire on dental satisfaction was first developed which is useful in assessing patient satisfaction after dental treatment. The DSQ dimensions used in this study are access, pain management, and quality. The DSQ is sourced from the research of Priya (2011) in Malaysia, Mascarenhas (2001) in the United States, and Balkaran (2014) in India. Increased satisfaction is a very important factor in preparing professionally competent dentists (Priya, 2011). The results of the study by Mascarenhas (2001), stated that there was no difference in the increase in satisfied patients between dental care service models. The results of Balkaran's research (2014), the level of satisfaction with dental care at the University of the West Indies (UWI) dental school is very high. The purpose of this research is to determine the effect of satisfied patients using a dental satisfaction questionnaire approach on their interest in recommending to others at the Unsoed Dental and Oral Education Hospital.

## **Theory & Hypothesis Development**

### **Service quality**

An organization produces products in the form of services or goods. Services are defined as services because they produce services (Supranto, 2001). Kotler defines services as actions or actions that are offered to one party to another that are intangible (no physical form) and do not have the result of an owner (Tjiptono, 2007). Service is an activity that has benefits on one side towards a second party, which basically does not exist or does not belong to anyone (Simamora, 2001). The quality of hospital performance is a product of the end of complex interactions and dependencies between components or aspects of the hospital which is a system. The quality of health services is the extent to which professional standards in patient care are met and the final results in terms of treatment, diagnosis, behavior, and technically solved problems are achieved. Understanding the quality of the service concept is related to patient satisfaction, but satisfied patients are not always comparable to service quality (Sumarwanto, 1994). In general, the medical quality of hospital services depends on the personal doctor and exceeds the authority set by the hospital director (Rijanto, 1994). To find out the factors that influence satisfied patients, researchers consider different aspects of perceived service quality to be meaningful and important for perceptions of patient health quality. The researcher checks the measured values. Studies of satisfied patients in both developing and developed countries reveal many similarities as well as unique variables and attributes that affect overall satisfied patients. (Al-Abri, 2014).

The results of Tamara's research (2017), that patients are less satisfied with long waiting times. The fast waiting time for health services will make patients satisfied with services, and the length of time for health services will make patients dissatisfied with services (Utami, 2015). H1: The access factor has a positive effect on patient satisfaction receiving health services at the RSGMP Unsoed integration clinic. Kawamura (1997), conducted a study on dental students in Australia, that students did not go to the dentist until their toothache was lower. In another study, more than half of dental students reported that they delayed going to the dentist until they had a toothache (Kawamura, 2001 and Priya, 2011). Thus pain management in the dental clinic is also a very important part of dental care. The results of Tamara's research (2017), that patients are satisfied with dental and oral health service workers who always prevent pain in patients during treatment.

H2: Pain management factors have a positive effect on patient satisfaction receiving health services at the RSGMP Unsoed integration clinic.

### **Patient Satisfaction**

Satisfaction is a sensation that occurs after assessing the experience of using a product (Tjiptono, 2005). Satisfaction is a human feeling of pleasure that arises from comparing enjoyment and product activities as expected (Nursalam, 2011). Satisfaction is a feeling of disappointment or pleasure that arises after comparing the performance assumptions of a service or product with expectations. Disappointed or dissatisfied consumers when the results of service or product performance are lower than expected. The performance given to a service or product can meet an expectation and satisfy consumers (Kotler, 2002). Patients are socio-economic, cultural and bio-spiritual beings. Patients need to meet biological (health), psychological (happiness) needs, socio-economic (food, clothing, nutrition, social attribution) and cultural, desires and

expectations (Supriyanto, 2010). The meaning of patient satisfaction is a sense of human disappointment and pleasure when comparing perceptions and impressions on performance and product results with expectations (Nursalam, 2011). Patient satisfaction is the result of medical services. Therefore, satisfied patients are the goal for improving the quality of medical services. Satisfied patients are the emotional level of patients resulting from the performance of medical services received after being compared with something that the patient expects (Pohan, 2007). The equations on service quality and satisfaction are detailed in the marketing literature, and these equations are theoretically and empirically positively related Wijayanti (2008). Improving the quality of customer service must be done by the company, where the higher the quality of service provided will create a tendency for consumer behavior that benefits the company. Vice versa, if consumers do not get good service and feel dissatisfied, it will lead to unfavorable consumer behavior tendencies that will harm the company (Zeithaml, 2002). The results of Tamara's research (2017), patients are satisfied with the polite attitude of dental and oral health care workers. H3: The quality factor has a positive effect on patient satisfaction receiving health services at the RSGMP Unsoed integration clinic.

#### **Dental Satisfaction Questionnaire (DSQ)**

Rand Corporation developed the Dental Satisfaction Questionnaire (DSQ) instrument. DSQ is a questionnaire with a total of nineteen items, using a Likert scale with a value of 1-5 starting with "strongly agree", "agree", "undecided", "disagree", and "strongly disagree" (Mascarenhas, 2001). The Dental Satisfaction Questionnaire (DSQ) is an instrument with nineteen self-designed questions intended for those aged 14 years and over. DSQ takes an average of about 5 minutes to complete (Priya, 2011). After reviewing the literature, the DSQ is the only dental patient satisfaction tool designed to measure the key components of dental patient satisfaction. The effectiveness and reliability of the DSQ has been tested and reported (Mascarenhas, 2001). The literature shows that satisfaction with dental care is viewed as a multidimensional concept. Aspects of the DSQ used in this study were access, pain management, and quality. The DSQ aspect is based on a survey by Priya in Malaysia (2011), Mascarenhas in the United States (2001), and Balkaran in India (2014).

#### **Word Of Mouth (WOM)**

Advertising is a determinant of the success of a marketing. Regardless of the quality of the product or service, consumers won't buy a product if they haven't heard of it and aren't sure if it will help. One of the most powerful promotional tools is word of mouth (Brown, 2005). Harrison (2001), states that word of mouth is communication between non-profit speakers and the public who receive news about a brand, product, company, or service. WOM gives customers a reason to share a product or service and facilitates the conversation. WOM is the science and art of building excellent and mutually beneficial communication between customers to customers and from customers to producers. Customers who have strong opinions about service tend to speak louder about their experience than regular customers, and dissatisfied customers will speak louder than satisfied customers. (Setyawati 2009). The measurement of WOM indicators according to Trarintya (2011), which is adjusted to the object of research, among others, the desire to recommend, the frequency of communication made regarding quality, the desire to tell positive things, and the willingness to invite others. Lovelock (2010) argues, WOM and content

are closely related to the resulting satisfaction. One on customer satisfaction for the business which is the ability to make recommendations by word of mouth (WOM). This will be profitable for businesses in the long term and allow more people to use and buy services or products (Agustina, 2011 Ardani (2011), Setyawati (2009), Rahmawati (2014), and Shafiq (2013) see that Customer satisfaction has a significant impact on WOM. Customer satisfaction can affect performance outcomes, including loyalty and WOM communication or interest in referring (Thurau, 2003). Babin (2005), customer satisfaction has a positive impact on the interests of WOM. Customer satisfaction has a positive relationship with WOM (Ranaweera, 2003 and Brown, 2005). H4 : Patient satisfaction factor has a positive effect on the desire to recommend to others to use the services of RSGM Unsoed.

**2. Method**

The sample selection used the consecutive sampling method where there were several respondent criteria that had to be met, namely inclusion and exclusion criteria. Sampling was carried out immediately after the patient finished performing dental treatment at the RSGMP Unsoed integration clinic. The sample used is 106. The method of data collection in this study was carried out by collecting data directly in the field, namely through the questionnaire method. The questionnaire consists of the Dental Satisfaction Questionnaire, word of mouth and patient satisfaction. The questions used in the questionnaire consist 19 questions, referring to the Internationally and Nationally validated Dental Satisfaction Questionnaire that has been researched at the Firdaus Clinic, Yogyakarta Municipality by Chen (2005).

**3. Results**

1. Test Multiple Linear Regression

Table 1 below shows the regression coefficients obtained from the regression results with the SPSS program.

Table 1  
Test Multiple Linear Regression  
Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	18.930	2.161		8.759	.000
Access	.531	.112	.241	2.143	.045
Pain	.427	.132	.236	2.273	.043
Quality	.417	.135	.271	2.513	.031

From table 1 above, it is obtained the multiple linear regression equation:

$$Y = 18,930 + 0,531 X1 + 0,427 X2 + 0,417 X3 + e$$

From the results of the regression using the SPSS program, the regression coefficient of satisfaction with WOM can be seen in table 2. below:

Table 2  
Multiple linear regression of satisfaction with WOM  
Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	7.718	1.114		6.928	.000
Kepuasan	.176	.077	.219	2.287	.024

a. Dependent Variable: Wom

From table 2 above, it is obtained the multiple linear regression equation:

$$Y1 = 7,718 + 176 Y2 + e$$

## Discussion

### H1: There is an effect of access on satisfaction

Patients are satisfied with the service regarding the doctor's schedule which is already good and if the patient comes back to the clinic, he is treated with the same dentist (Chen, 2005). This indicates the distance traveled to reach health care facilities if it is not comparable to the services provided will lead to patient dissatisfaction (Chang, 2010). The closer people live to the clinic, the greater the visits to the health center, the lower the visit rate to the health service center (Hasibuan, 2021).

The results of the open-ended question questionnaire, the reason the patient came to RSGMP UNSOED was to check and treat problematic teeth. In addition, patients feel that RSGMP is quite well known and is the closest dental and oral health facility from where they live, which has complete facilities so that it can handle all the dental care needed.

### H2: There is an effect of pain on satisfaction.

According to Parasuraman (1997), if a patient enters the hospital with a series of hopes and desires and in fact his experience while getting service at the hospital is better as expected, he will be satisfied. This condition makes hospitals have to prioritize the parties served (client oriented), because patients are the most clients, so there are many benefits that can be obtained by a hospital if prioritizing patient satisfaction. The focus of improving management services for handling pain reduction in patients is an implication of action to improve service quality and increase patient satisfaction (Oliver, 1997). Patients are satisfied with dental and oral health service workers who always prevent pain in patients during treatment (Chen, 2001). The results of an open-ended questionnaire conducted by dentists in dealing with pain were conducting an examination, giving medicine and performing treatment. In addition, patients at the RSGM are also always given an explanation about the treatment they will receive and provide education about dental and oral health. This can affect patient satisfaction.

**H3: There is an effect of quality on satisfaction.**

The doctor's attention can be seen from his concern for every complaint of patients and their families, where the quality of service is a determinant of customer satisfaction. Dimensions of service quality which include the friendliness of employees and their ability to confidence and generate trust, courtesy and trustworthiness are closely related to customer satisfaction. (Zeithmal, 1988). Chen (2005) states that when the service received by customers exceeds their expectations, the service quality is assumed to be the ideal quality. On the other hand, if the patient receives less service than expected, then the quality of service is considered poor. Thus, good service quality lies in the strength of service providers to consistently meet customer expectations. The results of the open-ended question questionnaire according to the patient about the quality of service at RSGMP are good, supported by the quality of tools, facilities and infrastructure. What is considered to make patients satisfied is the service of a dentist who is polite and friendly. Supported by a comfortable waiting room makes patients more calm waiting. Dentists are also considered thorough and thorough in examining patients with good results and according to patient expectations.

**H4: There is an effect of satisfaction on WOM.**

This research also strengthens the output of the research that has been done by Manickas. (1997), Malthouse (2003), and Wang (2006) who found customer satisfaction had a positive effect on WOM communication. Patients will recommend to others after having certain experiences, especially about the services provided by RSGMP UNSOED. A positive experience with the services provided will give a positive response, so the patient will tell the positive experience to others. Oliver (1997), who have proven that care services have a positive influence on patient satisfaction which causes patients' interest in returning to treatment and recommends hospital services to friends and family. The results of this study also support the theory put forward by Yu-Te (2011), that satisfied customers tend to recommend service providers to their families and relatives. If patients feel satisfaction, it will increase their desire to do WOM, therefore RSGMP must be consistent in providing satisfaction for patients.

**Conclusion**

From the results of the overall analysis, it was found that the access factor had a positive effect on satisfied patients who received medical services at the Integrated Clinic of RSGMP Unsoed, and the pain management factor had a positive effect on patient satisfaction. Medical services in medical services at the integrated polyclinic of RSGMP Unsoed, the quality factor has a positive effect on satisfaction of patients who receive health services at the integration clinic of RSGMP Unsoed, patient satisfaction factors have a positive effect on the desire to recommend others to use the services of RSGMP Unsoed. Further research is expected to use interview or observation methods other than questionnaires as research instruments so that data on patients who are outside the sample criteria can be obtained. Thus the data collected will be more varied.

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