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REPURCHASE INTENTION AS A MARKETING STRATEGY: A CASE STUDY ON DENTAL CLINICS IN BANDUNG CITY, INDONESIA

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ABSTRACT

This study aims to develop a marketing strategy by increasing patient satisfaction and influencing repurchase intention. A quantitative methodology with online data dissemination to 158 respondents who had treated teeth at dental clinics in Bandung, Indonesia. Analysis of the questionnaire data using the PLS-SEM data analysis technique. The findings show that clinic reputation, dentist, and technology affect patient satisfaction, and patient satisfaction is a mediating variable that affects repurchase intention. The reputation of the clinic, dentist, and technology that is felt directly by the patient will affect patient satisfaction. Furthermore, fulfilled patient satisfaction will raise the patient's repurchase intention in the future. The impact of this research is that business actors engaged in dental clinics can develop marketing strategies that can increase patient satisfaction so that patients make repurchase intentions after visiting their dental clinics.

Keywords: repurchase intention; patient satisfaction; clinic reputation; dentist; technology

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INTRODUCTION

Business competition in the field of dental clinics is currently increasing. Various factors to consider in making a marketing strategy to survive in the midst of competition must be appropriately prepared. Business development in an area is a form of economic development, which is one element of regional economic growth that also has an impact on the level of community welfare (Luckyardi et al., 2022). In addition to price-based considerations, transactions made by patients in carrying out dental health care at a dental clinic have a value proposition that also involves considerations of quality and service (Oltean et al., 2020). Research (Akob et al., 2021) states that in health services, emotional aspects such as friendliness and a sense of respect by employees who work in health services, from administrative staff to serving doctors, have a significant influence on patient satisfaction which in turn creates patient loyalty in visits.

Previous research (Ansari, 2020; Chang et al., 2020; Gonçalves et al., 2020; Gorji & Siami, 2020; Mahmoud et al., 2019), explains repurchase intentions in the service industry, hospitals or healthcare in general. Unfortunately, the five studies did not specifically explain repurchase intention in the object of research at the dental clinic. Therefore, this study focuses more on repurchase intention only on the object of research at the dental clinic, which later became one of the research updates.

Patient satisfaction as a mediating variable that then affects repurchase intention as a marketing strategy taken is the goal of this study. The respondents were taken were 158 people by distributing online questionnaires to people who had experience taking care of their teeth at dental clinics in Bandung, Indonesia. After the data from the questionnaire was collected, the data analysis technique used was PLS-SEM. This study found that the reputation of the clinic, dentist, and technology affect patient satisfaction. After patient satisfaction is met, subsequent findings become a mediating variable affecting repurchase intention. The reputation of the dental clinic, the dentist and the technology provided by the dental clinic can be directly felt by the patient, so this will affect patient satisfaction. Furthermore, as a mediating

variable, the satisfaction of patients who have been given a dental clinic will lead to repurchase intention in the future. The impact of the research can be used by business actors engaged in the dental clinic to develop appropriate marketing strategies that can increase patient satisfaction so that patients have the intention to repurchase intentions after visiting their dental clinic. The novelties of this research are:

1. Repurchase Intention as a result of the research only focuses on the object of research in the dental clinic.
2. Reputation at the dental clinic was investigated specifically, which affects repurchase intention with patient satisfaction as a mediating variable.
3. The dentist's variable was studied specifically, that influenced repurchase intention by mediating patient satisfaction.
4. The technology variable used in the dental clinic was investigated specifically, which then influenced repurchase intention with the mediating variable of patient satisfaction.
5. The model in this study, namely clinic reputation, dentist, and technology to repurchase intention with the mediation of patient satisfaction, is a model with a combination of research variables that other researchers have not studied.

The purpose of this study is to develop a marketing strategy that will be used to create repurchase intention in dental clinics in the city of Bandung, Indonesia. Repurchase intention is investigated explicitly in the object of research at the dental clinic. The three variables, namely the reputation of the dental clinic, the dentist, technology which is also explicitly discussed and thoroughly researched on the object of the dental clinic, and a research model with a combination of variables in the object of dental clinic research, is the latest in this study. The method used to support the research is quantitative research methodology by distributing questionnaires by researchers online to 158 respondents who have had dental treatment at dental clinics in Bandung, Indonesia. Furthermore, from the results of the questionnaire collection, data processing was carried out using PLS-SEM.

LITERATURE REVIEW

Repurchase Intention

Repurchase intention in this study explains whether patients who have visited a dental clinic intend to return or recommend the dental clinic to relatives. The meaning of repurchase intention itself is an actual process, the customer's intention to repurchase and is defined as a form of customer possibility to buy a product in the same place (Meilatinova, 2021). In other words, repurchase intention is the extent to which customers are willing to use or repurchase the same service repeatedly and is a simple, objective, and observable prediction to find out customer behavior in buying in the future (Chang et al., 2020). Based on the results of previous studies in the field of health services, it is stated that patients who are satisfied with health services will fully mediate the relationship gap between the quality of health services and repurchase intention (Mahmoud et al., 2019). Therefore, the factors influencing repurchase intention can be developed into a marketing strategy by dental clinics in Bandung.

Clinic Reputation

The reputation of the dental clinic in this study wanted to see whether a good, honest, and well-known reputation by patients could increase patient satisfaction with a dental clinic. The notion of reputation itself is the customer's perception of the quality of a service related to the brand name (Sarkar Sengupta et al., 2015). The strategy for service companies to control a challenging competitive environment is to make a difference in their brand image. Being different in a positive way from competitors is something good and has an influence on their business reputation and can have a huge impact on consumer experience (Panda et al., 2019). Previous studies have shown the importance of the perception of a brand as a company reputation that influences customer satisfaction. This also benefits the company in times of crisis and is useful as a buffer and protector where customers do not easily forget a brand and the reputation of a company that has been embedded in their minds (Sarkar Sengupta et al., 2015). In previous research, (Nobre et al., 2019) stated that the reputation of the clinic is a strong foundation in marketing which is formed from

the relationship between customers to dental clinic business people or between customers and other customers to get feedback on their experience regarding the quality and service received. This positive patient perception of the services of a dental clinic will create a good reputation in the dental clinic. It can increase patient satisfaction. The hypothesis of this study is:

H1: Clinic reputation affects patient satisfaction

Dentist

This study took the dentist variable, which was used as an exogenous variable. The expertise and quality of a dentist are important factors for patients in making decisions. This is in line with (Kamagahara et al., 2016), which resulted in findings and explained that recommendations made by word of mouth by patients could affect acceptance factors. The level of patient satisfaction for continuous visits or repurchase intentions to a dental clinic is strongly influenced by how dentists provide consultation, service, treatment, and treatment to patients. Dentists, who play a role in the dental clinic as an expert, must have good quality as one of the keys to marketing success (de Lira & Magalhães, 2018). In the 21st century, a dentist judges professionalism, which involves responsibility, commitment, honesty, confidentiality, and maintaining good relations with patients, and things like this can influence patients' decisions in choosing a dentist (Tâncu et al., 2019). Kamagahara et al. (2016) add that from the initial arrival of patients at the reception to treatment handled by dentists, all individuals involved in services must establish communication and build good relationships with patients for smooth treatment, which has an impact on patient satisfaction. Therefore, a good marketing strategy carried out by a dental clinic also lies in the individual dentist who has the expertise and competence to treat patients. This can affect patient satisfaction, which in turn will also affect repurchase intention. So the other hypothesis in this study is:

H2: Dentist effect on patient satisfaction

Technology

The technology in this study includes equipment in the dentist's practice room, including dental chairs, dental scaling tools, teeth bleaching, and other technological equipment to support patient comfort, such as providing television, and sound systems, to increase patient satisfaction when visiting the clinic. Technology is increasingly rapidly helping human activities to make time more efficient (Rohmawati & Winata, 2021). Technology has also improved service utilization (Putri, 2022). According to research (Jaapar et al., 2017), technology itself certainly cannot be separated from human life. Dental clinics have paid attention to the quality of services in treating patients' teeth by increasing investment and innovating dental equipment and facilities. up-to-date. The importance of technology in dentistry is also stated in research (Brownstein et al., 2015), which states that technology has been included in the dental school curriculum in the U.S. to synergize dentist skills with the dental equipment used. In addition, based on research (Jaapar et al., 2017), there was a positive relationship between the quality of services, including technology, and the satisfaction of tourists or patients at the dental clinic. The supporting factor of technology as a tool used in dentistry is an important factor in the quality of a dentist's work in treating patients (Plessas, 2017). It states that in addition to clinical skills and technical skills that are the qualities of the dentist himself, technology is one of the supporting factors in the world of dentistry in serving patients. The role of this technology is to support the performance and quality of dental services in carrying out the treatment, which can also be a factor in patient satisfaction. Based on this, the hypothesis can be taken as follows:

H3 : Technology affects patient satisfaction.

Patient Satisfaction

Customer satisfaction is indispensable in the service sector (Chi et al., 2022). This study measures how the role of the information provided and the services provided from the clinic's reputation and technology to the dental staff at the dental clinic can affect patient satisfaction. Understanding customer satisfaction is a comparison between the

expectations desired by customers and the feelings they get after they experience and become an experience (Huarng & Yu, 2019). Understanding customer satisfaction in general (El-Adly, 2019), there is a comprehensive evaluation that includes all services and various attributes of the assessment of each person in experiencing different service quality. Meanwhile, (Jaapar et al., 2017) explain specifically patient satisfaction, namely as the fulfillment of expectations through a complex evaluative process, and specifically define patient satisfaction as a reaction to acceptance of better health services from the start of the process to results based on service experience. In research by Ruswanti et al. (2020), a relationship states that patient satisfaction with good service will affect the patient's intention to return and take treatment. The importance of this patient satisfaction will impact the patient's desire to come back and also affect increasing income (Tekin & Erol, 2017).

On the other hand, the high competition between dental clinics is a good and profitable thing for patients because they can choose the best dental services with the latest equipment and treatment methods provided by dental clinics (Kamagahara et al., 2016). Therefore, the best service to patients needs to be done to get patient satisfaction so that repurchase intention can be achieved. To evaluate this, the following hypothesis is considered:

H4: Patient satisfaction affects repurchase intention.

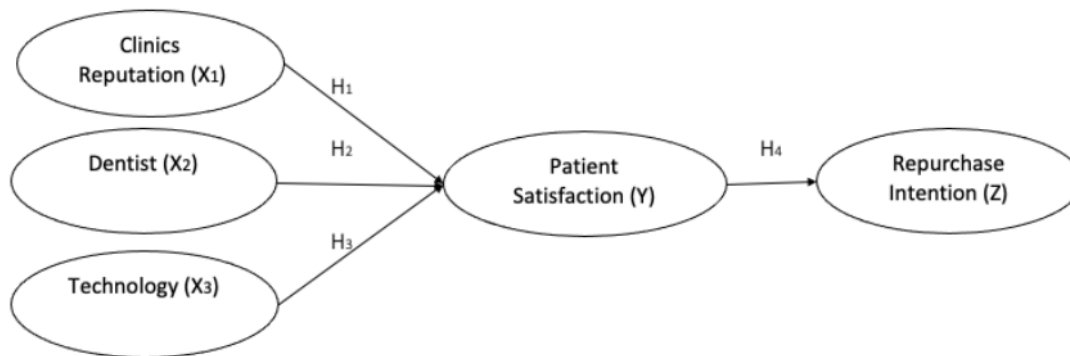


Figure 1. Research Framework

METHODOLOGY

Quantitative methodology is used in this research. Partially Least Square Structural Equation Modelling (PLS-SEM) is used to analyze the collected questionnaires. Data collection was carried out by sending questionnaires to respondents who had done dental treatment at dental clinics in the city of Bandung using an online survey service provider in March 2022 within the period of collecting data from respondents for two weeks. The selected population has experience in performing dental treatment at dental clinics in the city of Bandung. The non-probability sampling technique was used in the study and succeeded in collecting 158 sample respondents.

The use of PLS-SEM in analyzing the data is used in this study. The outer and inner models are found in the PLS-SEM model. Reliability and validity tests were used to assess the external model. At the same time, the indicators in the reliability test model use Cronbach's alpha with a minimum value of 0,7. The composite reliability value is also used to measure the outer model reliability. The minimum value must be 0,7, which is a value that shows the reliability of the composite reliability of the internal consistency of the external model (Fornell & Larcker, 1981; Prasetio & Sari, 2022).

The convergent and discriminant validity two methods are used in the validity test of PLS-SEM. Convergent validity can be seen from a set of indicators representing one and having only one latent variable. This study uses the value of Average Variance Extracted (AVE) to measure

convergent validity. The criteria for the AVE value must be at least 0,5 (Fornell & Larcker, 1981; Prasetio & Sari, 2022). The two concepts measured must have adequate differences in the meaning of discriminant validity. Criteria in measuring discriminant validity using cross-loading. Discriminant validity is met if the loading of each indicator is higher than the respective cross-loading.

A structural model can also be called an internal model, is a model which measures the relationship between latent variables. R², which is used as a measurement of the PLS-SEM structural model of each endogenous latent variable, can be summarized as follows: (1) an R² value of 0,67 can be categorized as a substantial variable; (2) an R² value of 0,33 can be categorized as a medium variable; and (3) the R² value of 0,19 can be categorized as a weak variable. P values are used as significance to support the hypothesis. To reject the null hypothesis, the P-value itself must be equal to or lower than 0,05 (Prasetio & Sari, 2022). In this study, Smart PLS-SEM software was applied to analyze PLS-SEM data. Indicators on the variables of clinic reputation (X1), dentist (X2), and technology (X3) affect repurchase intention (Z) mediated by patient satisfaction (Y) in dental clinics in Bandung, as follows:

Table 1: Variable Measurement

| No | Variable | Indicators | Description | Source |
|----|-------------------|------------|--|-----------------------------|
| 1 | Clinic Reputation | CR1 | The dental clinic visited has a good reputation. | (Meilatinova, 2021) |
| | | CR2 | The dental clinic visited has a reputation for being honest with patients. | |
| | | CR3 | I was familiar with the dental clinic visited. | |
| 2 | Dentist | D1 | Quality of care from the dentist. | (Coe & Qian, 2013) |
| | | D2 | The dentist's concern or sensitivity to the patient (responding to your pain and fear). | |
| | | D3 | Dentists have a good reputation. | |
| | | D4 | Dentist's attention for initial diagnosis and after treatment. | |
| | | D5 | Dentist's competence or expertise. | |
| | | D6 | Dentists use the most up-to-date techniques in treatment. | |
| | | D7 | Provide explanations about treatment, involving me in choosing or deciding on treatment. | |
| | | D8 | How long has the dentist been practicing? | |
| | | D9 | The dentist is a graduate of a reputed university. | |
| | | D10 | A registered dentist or has a Practice License. | |
| | | D11 | My health insurance is registered at the dental clinic or where the dentist practices. | |
| 3 | Technology | T1 | Equipment in a good dental clinic practice room, such as tv, sound system, and others. | (Tansel Cetin et al., 2012) |
| | | T2 | Major devices such as the state-of-the-art dental chair. | |
| | | T3 | The latest or complete dental support equipment such as tooth scaling, teeth whitening, and others. | |
| | | T4 | There is a supporting laboratory for dental care, such as dental X-rays and others. | |
| 4 | Satisfaction | S1 | Complete provision of information and services is provided by the dental clinic. | (Jaapar et al., 2017) |
| | | S2 | Dental treatment by appointment. | |
| | | S3 | Overall accepted dental care. | |
| | | S4 | The waiting time was given to me before dental treatment. | |
| | | S5 | Treatment options and explanations are given by the dentist. | |
| | | S6 | The dentist's accuracy in performing dental examinations. | |
| | | S7 | The professional attitude is shown by the dentist. | |
| | | S8 | Advice is given by dentists regarding dental and oral health care. | |
| | | S9 | Costs are explained before starting treatment by the dentist. | |
| | | S10 | Polite dental clinic staff. | |
| | | S11 | The dental clinic has a good arrangement and decoration. | |
| | | S12 | The density of visitors or patients. | |
| 5 | | RI1 | I will continue to visit, I feel the dental services and treatments provided here are different from other | (Chang et al., 2020) |

Table 1: Continued

| Repurchase Intention | clinics. | |
|----------------------|----------|---|
| | RI2 | I have been a loyal customer, there is a strong sense of belonging to this clinic. |
| | RI3 | In the future, I am willing to come back and get other treatments. |
| | RI4 | I would recommend this dental clinic to people I know, such as family, relatives, and friends |

Each indicator is measured using a Likert scale from 1 (strongly disagree) to 5 (strongly agree). The researcher used a verification descriptive research design. While the research methodology employed is quantitative methods. (Hailu, 2019) states that an informative examination is a strategy to explore to explain the factors considered from one variable to another that have a causal relationship. Exploration used by analysts today is by distributing polls online and providing guide items to pages that point to survey questions. Next, the analyst selects the respondents who will be selected based on respondents who have

had dental treatment at dental clinics in Bandung.

RESULTS AND DISCUSSION

After the questionnaires were distributed in this study, the primary data was returned or obtained by the researchers. Of two hundred ten respondents, 52 were not used because they were outside the study population, namely those who had never had treatment at dental clinics in Bandung. Hence, the number of respondents who researchers took for later processing was 158.

Table 2: Respondent Profile

| No | Variables | | Rate |
|----|---|---------------------------------|-------|
| 1 | Sex | Man | 43,1% |
| | | Woman | 56,9% |
| 2 | Age | < 17. years. old | 1,9% |
| | | 17 - 22. years. old | 45% |
| | | 23 - 28. years. old | 13,8% |
| | | 29 - 34. years. old | 15% |
| | | 35 - 40. years. old | 18,8% |
| | | > 40. years. old | 5,6% |
| 3 | Occupation | Students | 33,8% |
| | | Entrepreneur | 10,6% |
| | | Private Officers | 32,5% |
| | | Civil Servants | 13,1% |
| | | Others | 10% |
| 4 | Education Level | Senior High School | 20% |
| | | Diploma | 13,8% |
| | | Undergraduate | 46,3% |
| | | Postgraduate | 20% |
| 5 | Income in Every Month | < Rp. 2.000.000 | 46,3% |
| | | > Rp.2.000.000 - Rp.4.000.000 | 11,9% |
| | | > Rp.4.000.000 - Rp.6.000.000 | 14,4% |
| | | > Rp.6.000.000 - Rp.8.000.000 | 6,9% |
| | | > Rp.8.000.000 | 20,6% |
| 6 | When was the last time you cared for your teeth at the Dental Clinics in Bandung? | Less than the last 6 months | 31,9% |
| | | For more than the last 6 months | 68,1% |

In Table 2 regarding the respondent's profile, responses from 158 respondents were obtained, 56,9% female respondents and 43,1% male respondents. Most of the respondents in this study dominated the 17-22 year age group. Most of the respondents' occupations are still students, and a bachelor's education background dominates the education level of the respondents. The profile of respondents with the highest frequency of monthly income is < Rp. 2,000,000 and 68,1% of respondents answered that their last visit to a dental clinic in Bandung was more than 6 months. Based on the analysis of the measurement model, all indicators and variables indicate that all validity and reliability

requirements meet for further analysis. The respondent's profile can be seen in Table 2 based on the data obtained.

Some of the coefficients of the related latent variables can be seen in table 3. The reliability table has been fulfilled, as shown from the analysis results of all composite reliability, and Cronbach's alpha value is more significant than 0,7. This table also indicates the AVE value for all variables. For the assessment of convergent validity, all AVE values passed the recommended threshold for acceptable validity of 0,5 (Fornell & Larcker, 1981; Prasetyo & Sari, 2022).

Table 3: Latent Variable Coefficients

| Variables | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|----------------------|------------------|-------|-----------------------|----------------------------------|
| Clinic Reputation | 0,842 | 0,870 | 0,906 | 0,764 |
| Dentist | 0,937 | 0,951 | 0,948 | 0,634 |
| Repurchase Intention | 0,943 | 0,945 | 0,959 | 0,853 |
| Satisfaction | 0,959 | 0,962 | 0,964 | 0,692 |
| Technology | 0,864 | 0,882 | 0,908 | 0,713 |

Table 4 shows that all R-Square values are > 0,02. This means that the predictor has relevance in explaining the predicted variable or moderate category (Fornell & Larcker, 1981; Prasetyo & Sari, 2022).

Table I: Measurement Model Test Result

| Variables | R Square | R Square Adjusted |
|----------------------|----------|-------------------|
| Repurchase Intention | 0,729 | 0,728 |
| Satisfaction | 0,859 | 0,857 |

Table 5 illustrates that the discriminant validity of each latent variable is fulfilled. This

can be seen from the results of all the square roots of the mean-variance, which is higher than any correlation involving the latent variable (Prasetyo & Sari, 2022). Recommendations of criteria for assessing discriminant validity "for each latent variable, the square root of the extracted mean-variance should be higher than the correlation involving the column of the latent variable (Fornell & Larcker, 1981). This means that the value on the diagonal must be higher than above and below in the same column. In addition, a value equal to or greater than 0,5 also indicates convergent validity (Prasetyo & Sari, 2022).

Table 5: Correlation Among Latent Variables With Square Roots of AVE

| Variables | Clinic Reputation | Dentist | Repurchase Intention | Satisfaction | Technology |
|----------------------|-------------------|---------|----------------------|--------------|------------|
| Clinic Reputation | 1,000 | 0,858 | 0,732 | 0,839 | 0,745 |
| Dentist | 0,858 | 1,000 | 0,783 | 0,903 | 0,826 |
| Repurchase Intention | 0,732 | 0,783 | 1,000 | 0,854 | 0,677 |
| Satisfaction | 0,839 | 0,903 | 0,854 | 1,000 | 0,849 |
| Technology | 0,745 | 0,826 | 0,677 | 0,849 | 1,000 |

Table 6 shows the external loadings showing the correlation between indicators and latent variables. Table 6 shows that if the loading

factor value is greater than 0,6, the indicator correlation with the latent variable is declared valid (Prasetyo & Sari, 2022).

Table 6: Outer Loadings

| | Clinic Reputation | Dentist | Repurchase Intention | Satisfaction | Technology |
|-----|-------------------|---------|----------------------|--------------|------------|
| CR1 | 0,910 | | | | |
| CR2 | 0,939 | | | | |
| CR3 | 0,762 | | | | |
| D1 | | 0,880 | | | |
| D10 | | 0,716 | | | |
| D11 | | 0,412 | | | |
| D2 | | 0,886 | | | |
| D3 | | 0,904 | | | |
| D4 | | 0,882 | | | |
| D5 | | 0,907 | | | |
| D6 | | 0,808 | | | |
| D7 | | 0,906 | | | |
| D8 | | 0,675 | | | |
| D9 | | 0,616 | | | |
| RI1 | | | 0,936 | | |
| RI2 | | | 0,908 | | |
| RI3 | | | 0,938 | | |
| RI4 | | | 0,912 | | |
| S1 | | | | 0,796 | |
| S10 | | | | 0,838 | |
| S11 | | | | 0,860 | |
| S12 | | | | 0,767 | |
| S2 | | | | 0,732 | |
| S3 | | | | 0,868 | |
| S4 | | | | 0,775 | |
| S5 | | | | 0,926 | |
| S6 | | | | 0,849 | |
| S7 | | | | 0,892 | |
| S8 | | | | 0,897 | |
| S9 | | | | 0,756 | |
| T1 | | | | | 0,884 |
| T2 | | | | | 0,865 |
| T3 | | | | | 0,893 |
| T4 | | | | | 0,725 |

The summary of the hypothesis testing is in table 7. All hypotheses can be accepted or the P

Values are less than 0,05 (Prasetyo & Sari, 2022). The strength of the three variables in

influencing patient satisfaction is different. The results show that the role of the dentist variable is the strongest influencing the patient satisfaction variable. This is to research (Jung et al., 2018), which states that dentists influence patient satisfaction.

Furthermore, after dentists, followed by technology variables that influence patient satisfaction, research (Ali & Naushad, 2021) also states that technology affects customer satisfaction. Finally, the results in this study that affect patient satisfaction are the clinic

reputation variable, the same as the research submitted by (Pan et al., 2019), which also stated that the reputation of the hospital would increase patient satisfaction. Furthermore, from these results, it can be seen that the patient satisfaction variable affects repurchase intention. This is also in line with research conducted (Mahmoud et al., 2019) which also explains that satisfaction will affect repurchase intention.

Table 7: Hypothesis Testing Results

| Hypothesis | Path coefficient | P Values | Conclusion |
|--------------------------------------|------------------|----------|------------|
| Clinic Reputation -> Satisfaction | 0,201 | 0,011 | Supported |
| Dentist -> Satisfaction | 0,482 | 0,000 | Supported |
| Satisfaction -> Repurchase Intention | 0,854 | 0,000 | Supported |
| Technology -> Satisfaction | 0,301 | 0,000 | Supported |

The output of the model can be seen in Figure 2. This figure explains that every increase in clinic reputation will increase patient satisfaction by 0,201, an increase in dentists will increase patient satisfaction by 0,482, an increase in technology will increase patient satisfaction by 0,301, and each increase in patient satisfaction will increase the repurchase intention of 0,854.

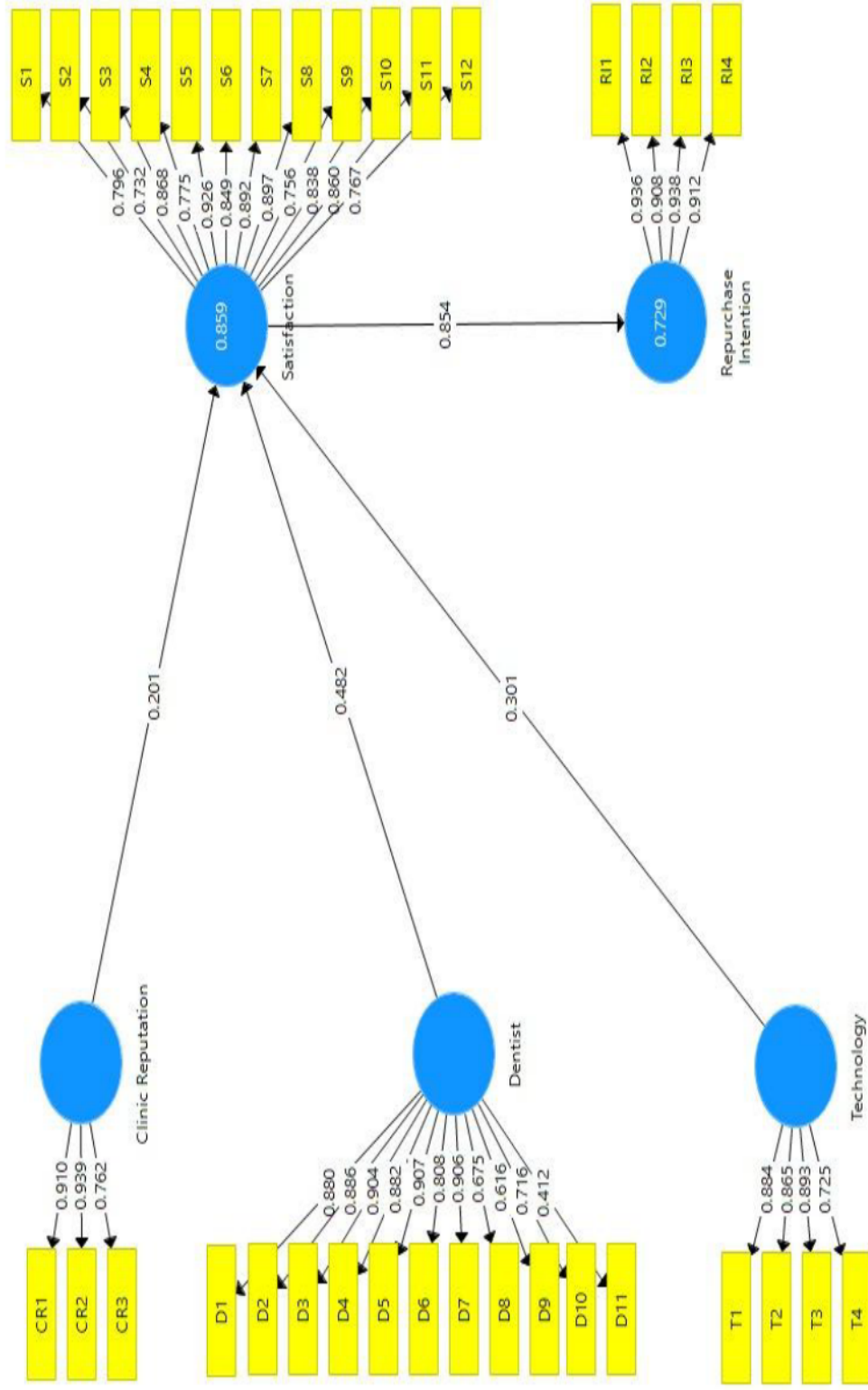


Figure 2: Output Model

CONCLUSION

This study shows that the variables of clinic reputation, dentist, and technology affect repurchase intention, which is mediated by patient satisfaction. To support the research results, quantitative methodologies were used by distributing online questionnaires to people who had had dental treatment at dental clinics in Bandung, Indonesia, by analyzing data using PLS-SEM. The results of this study state that dentists are the most influential variable on patient satisfaction, followed by technology and clinic reputation, which also affect patient satisfaction, and patient satisfaction as a mediating variable affects repurchase intention. The impact of this research is the benefits that can be used by dental clinic business actors in their efforts to increase repurchase intention as a marketing strategy in the dental clinic business sector.

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