

THE INFLUENCE OF SOCIODEMOGRAPHIC CHARACTERISTICS ON REPEAT VISIT INTEREST IN DENTAL TREATMENT AT SPECIALIST DENTAL CLINICS IN THE SPECIAL REGION OF JAKARTA

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Abstract

This study is a survey study on dental patients at a dental clinic in the Special Region of Jakarta. The purpose of this study is to determine the effect of sociodemographic characteristics (gender, age, education level, income and travel distance) on the intention to revisit. The number of respondents taken in this study was 375 respondents. The purposive sampling method was used in determining the respondents. Data analysis used validity and reliability tests, classical assumption tests, t tests, f tests and Regression Analysis tests. Based on the results of the study and data analysis using SPSS, it shows that: (1) Gender does not affect the intention to revisit, (2) Age has a negative effect on the intention to revisit, (3) Education level has a negative effect on the intention to revisit, (4) Income has a positive effect on the intention to revisit, (5) Travel distance does not affect the intention to revisit.

Keywords: *Sociodemographics, Revisit Interest, Dental Clinic*

INTRODUCTION

The percentage of people undergoing outpatient treatment and experiencing health complaints in the Special Region of Jakarta is 41.49%, while the figure is higher in urban areas at 32.68% (BPS, 2023). This percentage data indicates that the health sector in urban areas requires special attention to achieve optimal health. Currently, dental and oral health services provided to the community are still significantly inadequate compared to general health (Masyun, 2018). Data from the 2023 Indonesian Health Survey (SKI) shows that only 11.2% of people with toothaches seek dental care (Ministry of Health, 2024). Reasons for not seeking dental care include fear of exposure to Covid-19 (81.7%), long waiting times (80.2%), self-treatment (79.3%), going to a dentist (77.5%), not being able to afford treatment (76.7%), and not experiencing toothache (70.2%) (Ministry of Health, 2024). According to data from the Central Statistics Agency (BPS), the number of patient visits to clinics or joint doctor's practices in the Jakarta Medical Center (DKJ) has decreased since 2024. Data from 2013 to 2020 shows a decrease in both male and female patients. In 2021, there was a significant increase in male patients, with a significant decrease in 2022, reaching 15.34% (male) and 13.2% (female). Data on the percentage of patient visits to dental clinics in the Jakarta Medical Center increased in 2021, and data from 2022 to 2024 showed a decrease in visits compared to other provinces in Java (BPS, 2024). Factors associated with a decrease in dental visits can be influenced by health service management and the sociodemographic characteristics of the patients themselves. This depends on the patient's sociodemographic background, such as age, gender, education level, income, and travel distance (Sarwono, 1996). Low levels of education regarding dental and oral health lead to a lack of knowledge about routine dental care. Consequently, patients seek treatment from dentists or self-medicate due to lack of funds. Furthermore, the demographics of the Jakarta Special Region (DKJ) are densely populated urban areas, and long travel times make access to dental clinics a barrier. Based on this phenomenon, researchers are interested in understanding the

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relationship between age, gender, education level, income, and travel distance on the intention to revisit dental care at specialist dental clinics in the Jakarta Special Region.

LITERATURE REVIEW

Sociodemographic Characteristics

Age is a human life condition measured chronologically through anatomical or physiological development measured in units of time (Gusmawan et al., 2019). Age can influence the maturity level of a person's actions. One example of an action influenced by age is complaining about services that do not meet expectations, which can affect the intention to revisit. Relevant research indicates that age has a significant relationship with patient visit intention (Arifin, 2019; Harun & Listyowati, 2022; Seger, 2020). Gender is the natural difference between men and women which includes anatomical and physiological characteristics, and influences roles and responsibilities in social behavior.(Wade and Tavis, 2007). This shows that from the perspective of human vulnerability levels derived from gender, women have the highest percentage of those who utilize health services, because women are sensitive, thorough, and loyal (Lesmana et al., 2023). Furthermore, women also have a higher percentage of worry levels compared to men, who have little to no concern, indicating that women pay more attention to what they do (Ama et al., 2020).

Education is an effort that helps humans develop towards maturity directly or indirectly, with the aim of forming awareness, personality, and influencing the way of thinking and perception of individuals and society (Nurkholis, 2013).Changes in patient behavior are influenced by education level. The more information and health knowledge a patient has, the higher their education level (Seger, 2020). Therefore, education level can influence a person's mindset (Sakriles & Perang, 2022). Patients with higher education can assess the quality of care provided by the hospital, which can lead to repeat visits. Income is the payment or compensation that a person receives after doing work, which is an important material source to meet consumption needs and shows the level of an individual's purchasing power.(Sumarwan, 2002). Income indicates a person's purchasing power. A person with a lower income will have lower purchasing power when consuming or using goods and services. This is related to a patient's desire to return to the hospital they have used, as indicated by the amount of costs incurred (Fatih et al., 2020). Two types of natural distances are absolute distance and relative distance. Absolute distance is the distance between two locations that can be seen on a map scale and measured using a straight line in the air. Relative distance is the distance required to travel from a starting point to an ending point, taking into account travel time or cost, and is not fixed (Damanik et al., 2006).

Patient Revisit Intention

Intention to RevisitIn a study (Siripipathanakul, 2021), it was explained whether patients who had visited a dental clinic intended to return or recommend the clinic to relatives. The definition of revisit intention is a process, a customer's intention to revisit and is defined as the customer's likelihood of purchasing products/services at the same location.(Meilatinova, 2021)In other words, revisit intention is the extent to which a customer is willing to use or revisit the same service repeatedly (Chang et al., 2020). Therefore, it can be concluded that revisit intention is a response given to an item indicating a patient's desire to choose the same healthcare service in the future based on their previous experience.

RESEARCH METHODS

This study used a quantitative approach to determine the influence of sociodemographic characteristics on the intention to revisit dental care in the Special Region of Jakarta. This study used a questionnaire via Google Forms to obtain a free survey from respondents. This study was administered to dental patients categorized as long-term patients and over 40 years of age. The population in this study was all members of the general public who had received dental care in the Special Region of Jakarta. The minimum sample size to represent the dental patient population in the Special Region of Jakarta was 375 respondents. The sample selection method in this study used multi-stage sampling with proportional random sampling and convenience sampling simultaneously. Data collection was conducted using a survey method. The data collection tool used was a questionnaire. The questionnaire consisted of closed-ended questions related to factors such as age, gender, education, income, and travel distance on the interest in repeat dental care visits in the Special Region of Jakarta. The data analysis technique used in this study is the Regression Analysis method, which aims to test the interaction effect of independent and dependent variables. The f-test is used to determine the level of

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significance of the joint effect. independent variables on the dependent variable. Meanwhile, the t-test is used to test the partial significance level of whether each independent variable has an effect on the dependent variable.

RESULTS AND DISCUSSION

Description of Research Results

Respondents in this study consisted of 157 men and 218 women with

The largest age group is the 60-69 year age group with 117 people, while the smallest age group is the 70-85 year age group with 40 people.

Table 1. Gender Frequency

Gender	Frequency	Percentage (%)
Man	157	41.9%
Woman	218	58.1%
Total	375	100%

Table 2. Age Group Frequency

Age	Frequency	Percentage (%)
40-49 Years	105	28.0%
50-59 Years	113	30.1%
60-69 Years	117	31.2%
70-85 Years	40	10.7%
Total	375	100%

The highest level of education for respondents was bachelor's degree (139 people), while the lowest level of education was elementary school graduates (15 people). The highest income group was in the 5-10 million income group (150 people), while the lowest income group was in the >20 million income group (36 people). The highest distance traveled by respondents was short distance (243 people), while the lowest distance traveled by respondents was very long (19 people).

Table 3. Frequency of Education Level

Education	Frequency	Percentage (%)
Elementary School	15	4.0%
JUNIOR HIGH SCHOOL	27	7.2%
SENIOR HIGH SCHOOL	57	15.2%
Diploma	12	3.2%
Bachelor	139	37.1%
Postgraduate	125	33.3%
Total	375	100%

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Table 4. Frequency of Income Levels

Income	Frequency	Percentage (%)
Rp. 5 million – 10 million	150	40.0%
Rp. 10 million – 15 million	57	15.2%
Rp. 15 million – 20 million	132	35.2%
Rp. >20 million	36	9.6%
Total	375	100%

Table 5. Travel Distance Frequency

Mileage	Frequency	Percentage (%)
Far > 20 km	19	5.1%
Moderate 20-5 km	113	30.1%
Near < 5 km	243	64.8%
Total	375	100%

Data analysis

Based on the data analysis carried out, the results of the data analysis using chi square of the independent variable against the dependent variable are as follows:

Table 6. Gender on Revisit Interest

Gender	Interest in Repeat Visits			P value
	Interested	Totally Uninterested		
	n%	n%	N%	
Man	143 38.1%	14 3.7%	157 41.8%	0.281
Woman	206 55.0%	12 3.2%	218 58.2%	
Total	349 93.1%	26 6.9%	375 100%	

Table 7. Age and Interest in Repeat Visits

Age	Interest in Repeat Visits			P value
	Interested	Not Interested	Total	
	n%	n%	N%	
40-49 years	100 26.7%	5 1.3%	105 28%	0.011
50-59 years	107 28.5%	6 1.6%	113 30.1%	
60-69 years	103 27.5%	14 3.7%	117 31.2%	
70-85 years	39 10.4%	1 0.3%	40 39.3%	
Total	349 93.1%	26 6.9%	375 100%	

Table 8. Education Level on Interest in Repeat Visits

Education	Interest in Repeat Visits			P value
	Interested	Totally Uninterested		
	n%	n%	N%	
Elementary School	14 3.7%	1 0.3%	15 4%	0.005
JUNIOR HIGH SCHOOL	26 6.9%	1 0.3%	27 7.2%	
High School	55 14.7%	2 0.5%	57 15.2%	
Diploma	12 3.2%	0 0.0%	12 3.2%	
Bachelor	125 33.3%	14 3.7%	139 37%	
Postgraduate	117 31.2%	8 2.1%	125 33.3%	
Total	349 93%	26 7%	375 100%	

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Table 9. Income Level on Revisit Interest

Income	Interest in Repeat Visits		P value
	Interested	Totally Uninterested	
	n%	n%	N%
Rp. 5 million -	139 37.1%	11 2.9%	150 40%
Rp. 10 million	52 13.9%	5 1.3%	57 15.2%
Rp. 10 million -	123 32.8%	9 2.4%	132 35.2%
Rp. 15 million	35 9.3%	1 0.3%	36 9.6%
Rp. 15 million -	349 93.1%	26 6.9%	375 100%
Rp. 20 million			
>Rp. 20 million			
Total			

Table 10. Distance Traveled Against Interest in Repeat Visits

Mileage	Interest in Repeat Visits		P value
	Interested	Totally Uninterested	
	n%	n%	N%
Far >20Km	19 5.1%	0 0.0%	19 5.1%
Medium 20-5Km	101 26.9%	12 3.2%	113 30.1%
Near <5Km	229 61.1%	14 3.7%	243 64.8%
Total	349 93.1%	26 6.9%	375 100%

Based on the analysis that has been carried out, it can be seen that the results of the analysis show the following results:

1. Gender does not have a significant effect ($0.281 > 0.05$) on patient's interest in repeat visits.
2. Age has a significant effect ($0.011 < 0.05$) on patient's interest in repeat visits.
3. Education has a significant effect ($0.005 < 0.05$) on patient's interest in repeat visits.
4. Income has a significant effect ($0.024 < 0.05$) on patient's interest in repeat visits.
5. Travel distance has a significant effect ($0.039 < 0.05$) on patient interest in repeat visits.

The Influence of Gender on Patient Revisit Intention

The results showed that the majority of respondents were female (218 and 157), and those interested in repeat visits were 206 and 143, respectively. The results showed no significant relationship between gender and patient repeat visit interest ($\text{sig.} > 0.05$). From this data, it can be concluded that gender differences will not affect the level of patient repeat visit interest. Both men and women enjoy dental care at specialist dental clinics. Specialist dental clinics in the Jakarta Special Region have a majority of female patients. Gender is one factor that does not influence patient repeat visit interest, as shown by studies conducted by Gusmawan et al. (2019) and Amly et al. (2020). In addition, compared to men who have to work to support their families, female respondents spend more time paying attention to health problems. This aligns with the theory proposed by Fuchs, Dunlop, and Zubkoff in Laksono (2005) that, due to the lower number of women employed and the higher incidence of disease, women use healthcare services more frequently than men. Although women use healthcare services more frequently, this does not preclude their likelihood of returning to healthcare. This aligns with research by Ulfa (2012) which found that respondent loyalty was not affected by gender, suggesting that gender does not influence patient loyalty.

The Influence of Age on Patient Revisit Interest

The age groups with the largest number of respondents were those aged 50-59 and 60-69. Furthermore, this study found that age influences patients' intention to revisit. Therefore, it can be concluded that patients' intention to revisit specialist dental clinics decreases with increasing age. Therefore, Hendrartini's (1996) research shows that young adults (20-30 years old) utilize healthcare services more frequently than other groups. This is due to the fact that people of productive age are more prone to accidents and pay more attention to their appearance than older adults. Kotler (2007)

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states that one important element to consider in marketing strategy is age. Everyone buys goods or services throughout their lives. A person's needs, desires, and expectations are influenced by age because a person's needs develop with age. As stated by Notoatmodjo (2005), age is one factor that can influence the use of health services; young age groups (children) are more susceptible to disease, productive age groups are more likely to experience health problems and accidents due to lifestyle, and older age groups are more susceptible to long-term illness. Furthermore, research by Irawan and Ainy (2018) found that age significantly influenced the utilization of health services among Jamkesmas participants at the Payakabung Community Health Center in Ogan Ilir Regency. Similar research findings by Arifin (2019) and Harun & Listyowati (2022) indicate a significant correlation between age and patient visit intention. According to Patterson's (2007) theory, older adults are typically more conservative, less likely to try other brands, and more likely to be loyal. However, this study found that as patients age, their interest in visiting dental clinics decreases. This may be because patients are increasingly unable to afford specialist dental clinics far from their homes, so they increasingly utilize independent dental practices in their homes for their own dental examinations and treatment.

The Influence of Education Level on Patient Revisit Interest

According to Ihsan (2001), education level is a continuous educational phase based on the student's developmental level and the complexity of the teaching materials. The results showed that the education level variable influences patient interest in repeat visits, with a significance value of 0.005 (<0.05). The lower the community's education level, the fewer people are willing to return to the dental clinic. In line with Barata's theory (2006), highly educated people tend to feel dissatisfied compared to those with lower education. This also aligns with research by Harun and Listyowati (2022) that found that a person's educational level significantly influences patient visit intention. Education and income are correlated, so individuals with higher levels of education and income are more likely to focus on the services they receive.

The Influence of Income on Patient Revisit Intention

According to Sumarwan (2002), income is the money received by a consumer from the work they do to earn a living. Based on the results of this study, it can be seen that as many as 150 respondents (40 percent) have an income of around 5-10 million per month. The regional minimum wage for the Special Region of Jakarta is Rp 5,396,761, according to the Decree of the Governor of DKI Jakarta No. 829 of 2024. This indicates that the minimum income required to meet the basic needs of a family in the Special Region of Jakarta is 5 to 10 million rupiah per month. In this study, the results are in accordance. The data in table 9 shows that the income variable has an impact on patient interest in repeat visits, with a significance value of 0.024 (<0.05). This aligns with Tjiptoherianto's (1994) theory that people with high incomes tend to spend their money on various goods and services, while those with low incomes struggle to access healthcare due to high costs. Lumata (1989) also stated that healthcare facilities are crucial for low-income communities. This also aligns with research by Harun and Listyowati (2022) that found that a person's income level significantly influences patient visit intentions.

The Influence of Travel Distance on Patient Revisit Intention

With a significance value of 0.039 (>0.05), the distance variable influences patient interest in repeat visits. This is due to the fact that most interested respondents have a travel distance of less than 5 km, namely 229 of the 375 who answered. Furthermore, respondents can better utilize facilities with transportation services and access to nearby dental clinics. In general, travel distance significantly influences a person's intention to return to a place, such as a healthcare facility. Cost, time, difficulty level, and mental well-being are important factors in determining whether or not to visit. Clawson and Knetsch's (1966) theory, which explains the relationship between distance traveled and revisit intention, is the Travel Cost Theory. It states that the longer the distance traveled, the higher the costs incurred by visitors, thus decreasing the intention to revisit. Conversely, shorter distances tend to increase the likelihood of revisits. Research conducted by (Irayani, 2023) found that excessive distances reduce the likelihood of revisits. Visitors are more likely to return if the distance is relatively short.

CONCLUSION AND IMPLICATIONS

Conclusion

Based on the results and discussion above, it can be concluded that; (1) Gender does not affect the patient's interest in revisiting. This shows that neither men nor women can cause high or low patient interest in revisiting. (2) Age affects the patient's interest in revisiting. This shows that the higher the patient's age, the lower the patient's interest in revisiting. (3) Education level affects the patient's interest in revisiting. This shows that the lower the patient's education level, the lower the patient's interest in revisiting. (4) Income affects the patient's interest in revisiting. This shows that the higher the patient's income, the higher the patient's interest in revisiting. (5) Travel distance affects the patient's interest in revisiting. This shows that the shorter the patient's travel distance will cause the patient's interest in revisiting to be high or low.

Implications

The implications of this research for academics are that it can be a reference for academics regarding the influence of sociodemographic characteristics on patient revisit interest and it is hoped that further research can conduct research with other moderating variables. Meanwhile, the implications of this research for the health service include; (1) The health service must always improve the quality of its services, especially in aspects that are the main priority such as the comfort of the waiting room, providing clear disease information, providing clear informed consent (medical action information) by officers, doctor's services, officer skills, speed of complaint handling, and officer's empathy in providing patients with the opportunity to convey their complaints. With this increase in service quality, patient satisfaction will increase which will have an impact on increasing patient's interest in revisiting for treatment and checking their health again at the clinic. (2) In order to increase the number of repeat visits by elderly patients, dental clinics can increase the schedule of mobile cars and dentistry home care in each work area to make it easier for the elderly to check their health. (3) To attract potential patients from lower education levels, more equitable health education can be provided at both lower and higher education levels, as it is possible that increasing the quality of the clinic will also increase visits by patients from higher education levels.

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