Paper 15

The Analysis Of Purchase Intention Towards Customer Decision In Dental Clinic

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Abstract - Dental service has become the most important role in the marketing strategy of a clinic. To be able to compete with the dental clinic, the researcher suggested implementing the 7Ps strategy. The desire of the community in caring for dental and oral health in the city of Bandung is still relatively low. Comfort Smile plans to open a dental clinic in Bandung, but they do not know about a market survey regarding the condition of customers, what type of dental clinic customers will choose and what attributes can influence customers to choose a dental clinic in Bandung. Therefore, this study aims to determine which attributes most dominantly influence customers to have intentions at the dental clinic. The target respondent will be addressed to people aged 18-44 years who live in Bandung. This research will discuss consumer behaviors in terms of dentist patients to find out what influences customers to choose dental clinics. From the results of research conducted by the author, the most dominant factor is the people factor. This research also provides several recommendations to increase purchase intention and purchase decision for the dental clinic in Bandung.

Keywords - Dental clinic; 7ps Marketing Mix; Customer Intention; Customer Decisio

I. INTRODUCTION

Based on the Indonesian Medical Council (KKI) in 2020, the number of doctors who have opened dental clinics to date has reached 199,680 doctors. Then, there are 37,194 dentists and 3,974 specialist dentists. This condition has resulted in many dentists opening dental clinics. So that dental clinics are increasingly competing to get patients. Therefore, dentists must provide good service and be able to attract customers.

Dental service is anything that can be offered to a client to satisfy a desire or need. The dental service has become the most important role in the marketing strategy of a clinic, since it is the direct way to satisfy the needs of the client and create the relationship with the client (Al Mugeiren and Al Sanea, 2018). Dental clinics attract patients by improving their services based on the results of analyzing patient satisfaction levels and understanding the limitations, opportunities, and dangers associated with healthcare. It is very important for dental clinics to identify the main aspects that affect patient satisfaction and to improve the quality of their dental services. (Chang and Chang, 2013).

Having a private clinic or a dentist is certainly not easy, dentists are expected to be able to implement the marketing function properly, in accordance with the applicable code of ethics, and be able to compete in a healthy manner.(Yusiana, 2020).

In marketing, services are defined as economic activity performed by one party for the benefit of another. The primary goal of service supply is to please the customer, consumer, or recipient. To be able to compete with the dental clinic, the researcher suggested implementing the 7Ps strategy. The marketing mix is a collection of marketing instruments used by a firm to carry out a marketing plan in order to elicit a favourable reaction from the target market. The 7Ps are the instruments of the marketing mix for services: product, place, price, promotion, people, process, and physical evidence. Dental professionals must grasp the theory and practice of marketing techniques in order to be effective practitioners. The seven "Ps" of service marketing may be used effectively to successfully promote dental services.(Dobros and Katsaliaki, 2017).

Marketing mix is an important role in financial organizations' market decisions and assessments, therefore marketing mix or marketing strategy is a mixture of vital components for planning and executing the whole marketing operational process. The applied definition of marketing mix in order to obtain a favourable position in the target market is described as presenting the proper product, in a convenient place, at a reasonable price, and at a reasonable time.

The desire of the community in caring for dental and oral health in the city of Bandung is still relatively low. The low desire of the public to visit the dental clinic is triggered by the number of dental clinics that do not match the attributes desired by the patient. Community reasons come to health services because of toothache. About 66.2% Some of them are caused by cavities. Number of people who come, only 35% of the people do new treatments, 65% of the people choose to treat and treat themselves.

Comfort Smile is a clinic that was established in 2009. Comfort Smile provides dental care which includes filling front teeth, root treatment, tooth extraction for children, tartar, comfort smile PGD (Adult Tooth Extraction),

comfort smile PGB (Back Teeth Filling), teeth whitening, and dentures. Comfort Smile is located in Bogor City, West Java and has three branches.

Because Comfort Smile will open a dental clinic branch in Bandung, they want to know what 7Ps are suitable for people who live in Bandung, whether they are the same as the dental clinic branch they have established before or different. This study also wants to know which factors have the most significant influence on consumer intentions and consumer decisions at a dental clinic in Bandung.

Comfort Smile plans to open a dental clinic in Bandung, but they do not know about a market survey regarding the condition of customers in Bandung. Comfort smile also does not know what type of dental clinic customers will choose in Bandung and what attributes can influence customers to choose a dental clinic in Bandung. Therefore, this study aims to determine which attributes most dominantly influence customers to have intentions at the dental clinic. And also this study aims to determine the relationship between consumer intentions and consumer decisions at a dental clinic in Bandung. The purpose of this research is to understand and analyze the marketing mix and its influence on consumer intentions and determine the right marketing mix. The research variable is the 7P marketing mix, namely product, price, place, promotion, people, process and physical appearance. It has a partial or simultaneous influence on consumer intentions. In marketing, the company must create the right factor steps in the form of a strategy that is based on the factors of the marketing mix. Marketing activities are an interconnected processs as a system. (Indriyati, Daryanto and Oktaviani, 2018)

II. METHODOLOGY

The researcher uses a mixed method approach by combining data collection methods from quantitative and qualitative data. This research uses data analysis using a qualitative approach with semi structured interview to gain an additional insight about which factors are the most dominant to influence customers to have intention in a dental clinic and what factors influence customer decision to dental clinic to compare with factors variable that the author will use from the previous study. The interview result will be manually coded and validated using the triangulation technique. After conducting qualitative research, the author will check the triangulation with the data source method and if the triangulation check is accepted, the author will update the previous hypothesis. Then this research also uses data analysis using a quantitative approach with an online survey. The quantitative data will be collected by distributing an online questionnaire through Google Form, which will be analysed using the PLS-SEM method through the SmartPLS software. The

seven-point Likert Scale is applied in the questionnaire to assess the respondents' degree of agreement towards several hypothetical situations.

After the datas are analysed, the researcher is able to accept or reject hypotheses and clarify the findings from previous studies, as well as present discussion to generate conclusions for the current research and provide recommendations for further research. For the final section of this research, conclusions and recommendations are provided in the research to accumulate the entire research from the beginning until the end. It presents the research findings through the datas that have been collected and analysed, makes clear the research limitation, as well as formulates recommendations for further research.

III. RESULTS

As previously discussed, the author will collect data and analyze data using the qualitative method, more precisely by using the semi-structured interview method. The interview is carried out by WhatsApp video call or zoom. The author has interviewed 14 respondents, the respondents gave answers according to the author's need. For the author, data through this qualitative method is enough to reach saturation where the answers from the responses continue to discuss the answers. The author considers that the data from the respondents is sufficient to analyze the factors that influence customer to have intention in a dental clinic and factors that influence customer decision to dental clinic. In conducting research with the qualitative method, the authors found 7 respondents from Generation Y and 7 respondents from Generation Z. This means that data from respondents are valid to use because they already fulfilled the criteria which unit analysis for this research is Generation Y and Z.

To facilitate the research of the average, then made an interval. In this study, the authors determine the number of interval classes of 5 (five). The formula used according to Sudjana, 2011.

Interval class length = Range / number of interval classes

Range = Maximum score – Minimum score
Number of class intervals = 5
Based on the above formula, the length of the interval class is:

Interval class length = (5-1)/ 5 = 0.8

Table 1 - INTERVAL ANALYSIS

Interval	Variable X
1.00 – 1.80	Very Low
1.81 – 2.60	Low
2.61 – 3.40	Moderate
3.41 – 4.20	High
4.21 – 5.00	Very High

Based on the results of interviews, the people variable customer wants to a dental clinic that are excellent at serve customer excellent, friendly, communicative, not hesitate to answer customer questions, senior doctor, and already known by people. While the result of the highest mean descriptive analysis in the people variable is the indicator X1.4 (4.787) with statement "It is important that a dental clinic service has a dentist and staffs are reliable", second is X1.3 (4.765) with statement "It is important that a dental clinic service has a dentist and staffs are communicative so they can build good relationships with patients", and the rest are (X.1.2) It is important that a dental clinic service has a dentist who looks professional and neat and X1.1 (4.700) with statement "It is important a dental clinic has senior or specialist dentist". With the results of interviews and quantitative results that are in accordance and have a mean that is above 3, the results of the price variable data analysis are included in the factors that make customers have the intention and decision to go to the dental clinic.

A. Price

Based on the results of interviews, the price variable customer wants a dental clinic that pay the bill depends on the treatment. According to the results of the interview, they gave the maximum price they will pay for each treatment of IDR 500,000 according to the results of quantitative data with 250 respondents, the majority of respondents will at least spend IDR 100,000.00 - IDR 500,000.00 on the dental clinic. While the result of the highest mean descriptive analysis in the price variable is the indicator X2.6 (4.654) with the statement "It is important dental clinic that set prices according to the services provided". With the results of interviews and quantitative results that are in accordance and have a mean that is above 3, the results of the price variable data analysis are included in the factors that make customers have the intention and decision to go to the dental clinic.

B. Product

Based on the results of interviews, the product (service) variable customer wants a dental clinic that are maintaining health and beauty aesthetics, able to carry out treatment properly and correctly, service provided excellently, prioritizes cleanliness, and all treatments can be done at the dental clinic (from extraction to surgery), while the result of the highest mean descriptive analysis in the product variable is the indicator X3.2 (4,828) with the statement " It is important dental clinic that cares about hygiene (place, tools, doctor) and aesthetics during and after treatment", second is X3.1 (4,729) with the statement "It is important dental clinic that treats the whole range of dental conditions", and third is X3.5 (4.446) with the statement "It is important dental clinic that have x-rays for dental treatment". With the results of interviews and quantitative results that are in accordance and have a mean that is above 3, the results of the product (service) variable data analysis are included in the factors that make customers have the intention and decision to go to the dental clinic.

C. Promotion

Based on the results of interviews, the promotion variable customer wants a dental clinic that is get a discount on the next treatment, while the result of one of the mean descriptive analysis in the promotion variable is the indicator X4.2 (4.442) with the statement "It is important dental clinic that offers promos for every treatment". With the results of interviews and quantitative results that are in accordance and have a mean that is above 3, the results of the promotion variable data analysis are included in the factors that make customers have the intention and decision to go to the dental clinic.

D. Place

Based on the results of interviews, the place variable customer wants a dental clinic that the area can be reached by public transportation, located in a residential area because the environment is good and the parking area is large, it does not cause traffic jams, parking lot is enough, and at roadside clinics or shop houses, so it is easier to access and easy to see people too. While the result of the mean descriptive analysis in the place variable are the indicator X5.3 (4.588) with the statement "It is important dental clinic in the middle of the city place that is easily accessible by public transportation" the indicator X5.4 (3.663) with the statement "It is important dental clinic that locates in residential" and X5.7 (4.171) with the statement "It is important dental clinic that locates on the side of the road". With the results of interviews and quantitative results that are in accordance and have a mean that is above 3, the results of the people variable data analysis are included in the factors that make customers have the intention and decision to go to the dental clinic.

E. Physical Environment

Based on the results of interviews, the physical evidence variable customer wants a dental clinic that keeps tools and equipment sterile, spacious parking lot, has a playground, good combination building's colors and uniform needed. While the result of the mean descriptive analysis in the physical evidence are the indicator X6.4 (4.892) with the statement "It is an important dental clinic that pays attention to cleanliness and sterility of dental care tools and materials", X6.5 (4.338) with the statement "It is important dental clinic that has a large parking lot", X6.8 (4.025) "It is important dental clinic that facilitate playground for children", X6.9 (3.817) with the statement "It is important dental clinic that has a bright building color", and X6.7 (4.375) with the statement "It is important that a dental clinic service has a dentist and staffs are wearing uniform". With the results of interviews and quantitative results that are in accordance and have a mean that is above 3, the results of the people variable data analysis are included in the factors that make customers have the intention and decision to go to the dental clinic.

F. Process

Based on the results of interviews, the process variable customer wants a dental clinic that are informed the customer about the time for treatment, the queues, what treatment we are going to do and the after effect after doing the treatment, while the result of the mean descriptive analysis in the process variable is the indicator X7.3 (4.783) with the statement "It is important dental clinic that has a well treatment process and appointment system" and X7.6 (4.729) with the statement "It is important dental clinic that explain all treatment processes before taking action during treatment". With the results of interviews and quantitative results that are in accordance and have a mean that is above 3, the results of the process variable data analysis are included in the factors that make customers have the intention and decision to go to the dental clinic.

G. Customer Intention

Based on the results of interviews, the customer intention variable customer has the intention to go to a dental clinic that handles patients by an expert, while the result of the mean descriptive analysis in the customer intention is the indicator X8.2 (4.342) with the statement "I will go to a dental clinic that most of the doctors are specialists in dentistry". With the results of interviews and quantitative results that are in accordance and have a mean that is above 3, the results of the customer intention variable data analysis are included in the factors that make customers have the intention to go to the dental clinic.

H. Customer Decision

Based on the results of interviews, the customer decision variable customer has the decision to go to a dental clinic that prioritize the service from the doctor that can give satisfactory results, while the result of the mean descriptive analysis in the customer decision is the indicator X9.1 (4.796) with the statement "I decided to choose dental clinic that can solved my complaints about my teeth" and X9.2 (4.737) with statement "I decided to choose dental clinic that can give satisfactory results from the treatment that has been carried out". With the results of interviews and quantitative results that are in accordance and have a mean that is above 3, the results of the customer decision variable data analysis are included in the factors that make customers have the decision to go to the dental clinic.

The descriptive analysis in Table 4.16 depicts the overall descriptive state based on 250 responses. Based on the five-point Likert scale used in this study, the mean score represents the average value of data. Based on the descriptive analysis results shown in Table 4.16, we can see that the highest mean score is X6.1 (4.908) with the statement "It is an important dental clinic that has a certificate of registration and practice license". This shows that the main reason consumers go to the dental clinic is because of the physical environment from the dental clinic. Meanwhile, the lowest mean score comes from the X2.2 (2.654) with a statement "It is important that dental clinics are cheaper than the other clinic although the service is lacking compared to other clinics." This shows that in terms of price, people will not choose a cheaper dental clinic if the service is worse than other dental clinics, specifically Bandung.

Based on the descriptive analysis above, we can also see that the highest standard deviation score is found in X2.2 (1.191) with a statement "It is important dental clinics are cheaper than the other clinic although the service is lacking compared to other clinics". With a high standard deviation value, the wider the range of data variations in the X2.2 indicator. This shows that on average, people will not choose a cheaper dental clinic if the service is worse than other dental clinics, specifically Bandung. While the results of the descriptive analysis above show that the lowest standard deviation score is found in X6.1 (0.289) with the statement "It is important for a dental clinic that has a certificate of registration and practice license". With a low standard deviation value in the X6.1 indicator. This shows that the answers of each respondent tend to be more varied in the context of the certificate of registration and practice license.

Based on the results of the descriptive analysis that has been carried out by the author by collecting 250 respondents, the mean of 9 variables has a value above 3. This shows that most respondents agree with the results of the interview conducted by the author. So, it can be

concluded that the existing variables can be the customer factors in choosing a dental clinic

IV. DISCUSSION

The paramount objective of the study was to analyze the intention and decision of customers in choosing dental clinic. The results indicate that the seven elements of 7ps marketing mix consist of product (service), place, price, promotion, process, people, and physical evidence are the factors of customer intention and decision in choosing a dental clinic.

A. People

Based on the results of interviews, the people variable customer wants to a dental clinic that are excellent at serve customer excellent, friendly, communicative, not hesitate to answer customer questions, senior doctor, and already known by people. While the result of the highest mean descriptive analysis in the people variable is the indicator X1.4 (4.787) with the statement "It is important that a dental clinic service has a dentist and staffs are reliable". As stated by Al Mugeiren and Al Sanea, 2018 when providing dental care, interactions between staff and clients can create an impression among the client's perceptions of the company. When doctors, nurses and dental staff give a good impression in the eyes of customers, customers will feel comfortable doing treatment at the dental clinic so that it can create a sense of trust between staff and clients. Based on the author's opinion, a dentist must have unique competence in identifying, treating, and preventing dental health disorders or anomalies. Not only that, but dentists and patients must also deal with a variety of gum and oral problems. It would be preferable if the clinic had a dentist who also specialized in resolving dental and oral health problems based on their scientific expertise.

B. Price

Based on the results of interviews, the price variable customer wants a dental clinic that pay the bill depends on the treatment. While the result of the highest mean descriptive analysis in the price variable is the indicator X2.6 (4.654) with the statement "It is important dental clinic that set prices according to the services provided". As stated by Al Mugeiren and Al Sanea, 2018 when providing dental care, the price is the sum of all the amounts paid for dental services by a client. This is the fee for the service. The cost of services is highly variable and is determined by a variety of factors such as the type of client, the time and location of the dental clinic, the level of demand, and available capacity. Service fees and other expenses are important factors that clients consider when looking for services. Therefore it is better if the dental clinic sets the price according to the service provided to customers. Based on the author's opinion, among other health care costs, dentist fees are expensive. Because, to deal

with problems with teeth, dentists do not only examine one part, but examine all parts in the oral cavity. Dental clinics should set the price of treatment according to the service or treatment provided by the dentist. That way, the dentist is able to provide the right diagnosis of what problem you are actually experiencing and can provide the best treatment.

C. Product (Service)

Based on the results of interviews, the product (service) variable customer wants a dental clinic that are maintaining health and beauty aesthetics, able to carry out treatment properly and correctly, service provided excellently, prioritizes cleanliness, and all treatments can be done at the dental clinic (from extraction to surgery), while the result of the highest mean descriptive analysis in the product variable is the indicator X3.2 (4,828) with the statement " It is important dental clinic that cares about hygiene (place, tools, doctor) and aesthetics during and after treatment". It is stated in the journal by Dobros, M. and Katsaliaki, K, 2017, the dentist's services should be comprehensive, covering not only operational issues but also hygiene and aesthetic concerns. Based on the author's opinion, when someone goes to the dentist, he wants better oral and dental health. But if the dentist is dirty, he can actually transmit infections to patients. To prevent the spread of disease through blood, experts recommend that tools should be properly cleaned, i.e. scrubbed in a sink, then rinsed and processed through an autoclave steam cleaner. After that it should be stored in a sterile state and dated. However, some equipment can't be cleaned or reused, so it has to be thrown away every time it's used.

D. Promotion

Based on the results of interviews, the promotion variable customer wants a dental clinic that is get a discount on the next treatment, while the result of one of the mean descriptive analysis in the promotion variable is the indicator X4.2 (4.442) with the statement "It is important dental clinic that offers promos for every treatment". With the results of interviews and quantitative results that are in accordance and have a mean that is above 3, the results of the promotion variable data analysis are included in the factors that make customers have the intention and decision to go to the dental clinic. As stated by Al Mugeiren and Al Sanea, 2018 when providing dental care, dental clinics should use promotional methods to achieve the objective of conveying information about the benefits of certain services. To influence clients about the benefits of special services provided by the clinic; and finally, encouraging clients at certain times to seek treatment at the dental clinic. Based on the author's opinion, all dentists realize the significance of a solid dental clinic advertising plan. This can have a range of good effects,

ranging from more individuals being acquainted with the dental clinic to assisting in strengthening interaction with current patients.

E. Process

Based on the results of interviews, the promotion variable customer wants a dental clinic that are informed the customer about the time for treatment, the queues, what treatment we are going to do and the after effect after doing the treatment, while the result of the mean descriptive analysis in the process variable is the indicator X7.3 (4.783) with the statement "It is important dental clinic that has a well treatment process and appointment system". It is stated in the journal by Dobros, M. and Katsaliaki, K, 2017, marketing success is heavily reliant on patient wait times and proper appointment scheduling for the provision of dental care. Dentists should avoid scheduling appointments more than three weeks in advance because this tactic fills the dentist's schedule for a long time without guaranteeing that patients will stay for the entire treatment. Based on the author's opinion, the treatment process at the dental clinic can usually go through a fairly long process. The system determined by the dental clinic in the treatment process will determine whether the patient will have a sense of comfort and convenience in performing dental care at the dental clinic or not. Therefore, if a dental clinic has a clear treatment process and makes it easier for customers who want to do treatment at the dental clinic.

F. Place

Based on the results of interviews, the place variable customer wants a dental clinic that the area can be reached by public transportation, located in a residential area because the environment is good and the parking area is large, it does not cause traffic jams, parking lot is enough, and at roadside clinics or shop houses, so it is easier to access and easy to see people too. While the result of the mean descriptive analysis in the place variable are the indicator X5.3 (4.588) with the statement "It is important dental clinic in the middle of the city place that is easily accessible by public transportation". As stated by Al Mugeiren and Al Sanea, 2018 when providing dental care, the location for setting up the clinic is important. In general, cost, productivity, and access to labor are important factors. Easy access to transportation to the dental clinic is also very much needed so that patients can easily go to the dental clinic. Based on the author's opinion, the factor that is also important in running a health business is the location factor. The main requirement for a suitable location to set up a health clinic is basically the same as most other businesses, namely that the location is easily accessible to customers, in this case the patient.

G. Physical Evidence

Based on the results of interviews, the physical evidence variable customer wants a dental clinic that keeps tools and equipment sterile, spacious parking lot, has a playground, good combination building's colors and uniform needed. While the result of the mean descriptive analysis in the physical evidence are the indicator X6.4 (4.892) with the statement "It is an important dental clinic that pays attention to cleanliness and sterility of dental care tools and materials". As stated by Al Mugeiren and Al Sanea, 2018 when providing dental care, Clients' first impressions of dental clinics are typically formed by the physical environment, which includes the appearance of buildings, interior furnishings, equipment, staff uniforms, signs, printed material, and other visible signals. Based on the author's opinion, the cleanliness of dental clinic tools is very important in carrying out treatment. In terms of the building, it is also very important in choosing the color of the building, the arrangement of the room, and the physical things that exist in the dental clinic in order to meet the expectations that customers want when visiting the dental clinic.

H. Customer Intention

Based on the results of interviews, the customer intention variable customer has the intention to go to a dental clinic that handles patients by an expert, while the result of the mean descriptive analysis in the customer intention is the indicator X8.2 (4.342) with the statement "I will go to a dental clinic that most of the doctors are specialists in dentistry". As stated by Arslan and Phil 2014, The buying intention of consumers is influenced by quality. If the dental clinic has good quality, for example having a doctor who can be trusted with his flying hours, then the customers will have the intention to come to the dental clinic. Based on the author's opinion, customers have the intention to choose which dental clinic they will go to base on the abilities of the doctors at the dental clinic. By having a doctor who is trusted in handling all patient complaints, among the several existing dental clinics, the dental clinic has a high-quality doctor who will provide high intentions for customers.

I. Customer Decision

Based on the results of interviews, the customer decision variable customer has the decision to go to a dental clinic that prioritize the service from the doctor that can give satisfactory results, while the result of the mean descriptive analysis in the customer decision is the indicator X9.1 (4.796) with the statement "I decided to choose dental clinic that can solved my complaints about my teeth" and X9.2 (4.737) with statement "I decided to choose dental clinic that can give satisfactory results from the treatment that has been carried out". Customers make decisions by combining knowledge to evaluate

more than one alternative behavior and choose one of them. So that patients choose a dental clinic based on a comparison of the quality of dental clinics in the area. They will choose a dental clinic that can solve their dental complaints well. Based on the author's opinion, customers have the intention to choose which dental clinic they will go to base on the abilities of the doctors at the dental clinic. By having a doctor who is trusted in handling all patient complaints, among the several existing dental clinics, the dental clinic has a high-quality doctor who will provide high intentions for customers.

V. CONCLUSION

This research was conducted because Comfort Smile will open a dental clinic branch in Bandung. They want to know what 7Ps are suitable for people who live in Bandung, whether they are the same as the dental clinic branch they have established before or different. This study also wants to know which factors have the most significant influence on consumer intentions and consumer decisions at a dental clinic in Bandung. Furthermore, this research also aims to provide recommendations to increase purchase intention and purchase decision for the dental clinic in Bandung. This study used a mixed method approach by carrying out a survey as the method for the quantitative data collection which is analyzed using descriptive analysis use microsoft excel and interview as the method for the qualitative data collection which is analyzed using coding and use the triangulation approach to authenticate the qualitative data and compare the results to other reputable sources, such as internet articles.

A. Product

A product that allows customers not to have to go to another clinic, such as not having to take X-rays to another lab, everything can be done in one clinic. But what is not only complete, but the dental clinic also maintains cleanliness and sterility during treatment. All treatments can be done at the dental clinic, such as tooth extraction or surgery can be done there and if possible, the pharmacy is also there, so once treatment, you don't have to go anywhere else, just go there.

B. Place

It's better the area can be reached by public transportation if it can be reached by public transportation so access to the dental clinic is not difficult. Roadside clinics or shop houses, so it's easier to access and easy to see people too. The area there is housing and universities. But if you can, it's in a shophouse because the place is better, the location is clear, and the parking lot is also wide.

C. Price

Depends on the treatment. The price depends on the location too. But the maximum is Rp 500.000. But if come once for Rp 500.000, it's okay, but if you come several times, it's too heavy for Rp 500.000.

D. Promotion

There are people who do treatment for the first time and get an offer for their follow-up product, for example, if the first person scaling gets another promo, he or she can get a discount on the next treatment that is good for the teeth so that they don't get tartar, like getting toothpaste or toothbrush or mouthwash, the main thing is that there's no tartar teeth again in the near future. Promotions for families. For example, filling teeth for children is free of scaling for the father or mother 3 times free scaling, 1 scaling within every 6 months. So, it makes people come back again because it's okay if customers get scaling at this dental clinic, they get free scaling after several treatments

E. Process

The process of treatment more organized, for example, customers have registered, so customers are informed by the clinic what time customers must come, how many queues have customers been in and how many queues customers have. It's the same when customers were asked from the start what our complaint was, so customers were told what action to take with them. Then the after effect after doing the treatment is like how it is. Then the administration is online, so what time do you have to come, how many queues, then you can know like checking at the clinic, how many queues there are, so we can estimate what time we must go, so we don't have to wait so long. The problem is that if you wait like that, for example, it's too long and the system isn't good, it makes us give up and come there too.

F. People

The service is excellent. The staff are friendly, communicative, and do not hesitate to answer customers questions regarding complaints and prior to treatment being informed in advance about the price range of treatment so that patients are not surprised by the cost of treatment which is usually only informed after the treatment is complete. Professional, experienced, already known by people, who are a bit old so the flight hours are already high, so customers trust them more.

G. Physical Evidence

Tools and equipment must be sterile, for example, the mouthwash provided using a disposable mouthwash so that the patient does not use the same glass. Providing doctor's recommendation products according to the dental problems they are facing so that customers have no more trouble finding the products they need to buy. For example, after doing blitching treatment need to use

toothpaste and a toothbrush that is according to the doctor's recommendation and can buy it directly at the dental clinic, so customer don't have to look for it anymore. And also want products such as mouthwash that are not mainstream on the market, there are too strong but there are also products that are not so strong so customers want it to be in the dental clinic. The uniform is needed so we can tell the difference between nurses, doctors, and staff, if possible, there is a name pin so we can call names to say hello when treatment is there. For this pandemic, must wear PPE and you must also have a hand sanitizer ready. Parking is also important, it must be spacious so that access there is so much better for those who bring private vehicles. There should also be a playground, but at least there is a doll or a toy car so it can be used by the children because the wait is long, so the children are not bored because there are toys. For buildings, it's better to be colored but not too eye-catching, so it's humbler, especially for children, so the impression is not too scary, the combination of bright colors makes the children cheerful

From the results of research conducted by the author, the most dominant factor that can influence customers to have the intention and decision to visit a dental clinic is the people factor. Customers have the intention and decision to go to a dental clinic in Bandung, predominantly based on the doctors, nurses, and staff at the dental clinic. The majority people who live in Bandung want a dental clinic that has a senior doctor or a doctor who is already a specialist. For customers, it is very important for doctors, nurses and staff to have a neat and professional appearance so that they have a good impression on the eyes. It is also very important that the dental clinic has communicative doctors, nurses and dental staff so that good relationships can be created with patients. And it is very important that the dental clinic has doctors, nurses and staff who can be trusted to solve their problems during the treatment.

From the results of research conducted by the author, the important factors that consumers consider in the customer's intention and decision in choosing a dental clinic are handled by an expert doctor that most of the doctors are specialists in dentistry, that's what makes us feel safe as patients because the doctor is already an expert in handling dental cases and if the price is competitive, customer must prioritize the service from the doctor, the action that will be taken is also communicated to the patient first so that we as patients are sure and will return to the dental clinic that is right for us in terms of service and price for us. From the quantitative results and interviews, it is proven to be one of the factors in the customer's intention and decision in choosing a dental clinic for treatment.

The application of several marketing principles that are well-known for their benefits in the business world can assist dentists in dealing with the effects of the economic crisis, uncertainty, and competition by recognizing and capitalizing on available opportunities and increasing creativity, thereby retaining their client base. (Dobros and Katsaliaki, 2017)

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