

The Influence Of Social Media, Price, And Service Quality On The Decision To Choose Hafiz Rakhmatullah Dentist Clinic In Banjarmasin City

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Abstract: Increasing public awareness of dental and oral health is followed by an increase in the number of dentist clinics in the city of Banjarmasin. The aims of this research are to determine and analyze (1) the influence of social media on the decision to choose a dentist clinic, (2) the influence of price on the decision to choose a dentist clinic, (3) the influence of service quality on the decision to choose a dentist clinic (4) The simultaneous influence of social media, price and service quality on the decision to choose a dentist clinic. This research used a quantitative descriptive approach to patients who visited dentist Hafiz Rakhmatullah's clinic in Banjarmasin City. The research population was patients who had visited at least once in May to June 2023 with a research sample of 100 respondents using accidental sampling techniques. The analysis technique uses the SPSS version 27 program. The test instruments used are validity test, classical assumption test, multiple linear regression analysis, hypothesis test, coefficient of determination test, and dominance test. The results show (1) social media influences purchasing decisions, (2) price influences purchasing decisions, (3) service quality influences purchasing decisions, and (4) simultaneously social media, price, and service quality influence purchasing decisions.

Abstrak: Meningkatkan kesadaran masyarakat akan kesehatan gigi dan mulut diikuti dengan meningkatnya jumlah klinik dokter gigi di Kota Banjarmasin. Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis (1) pengaruh media sosial terhadap keputusan memilih klinik dokter gigi, (2) pengaruh harga terhadap keputusan memilih klinik dokter gigi, (3) pengaruh kualitas pelayanan terhadap keputusan memilih klinik dokter gigi (4) secara bersama sama pengaruh media sosial, harga, dan kualitas pelayanan terhadap keputusan memilih klinik dokter gigi. Penelitian ini menggunakan pendekatan deskriptif kuantitatif terhadap pasien yang berkunjung ke klinik dokter gigi Hafiz Rakhmatullah di Kota Banjarmasin. Populasi penelitian adalah pasien yang telah melakukan kunjungan minimal satu kali pada bulan Mei sampai Juni 2023 dengan sampel penelitian sebanyak 100 responden dengan menggunakan teknik accidental sampling. Teknik analisis menggunakan program spss versi 27. Instrument test yang digunakan adalah uji validitas, uji asumsi klasik, uji analisis regresi linier berganda, uji hipotesis, uji koefisien determinasi dan uji dominan. Hasil menunjukkan (1) media sosial berpengaruh terhadap keputusan pembelian (2) harga berpengaruh terhadap keputusan pembelian (3) kualitas pelayanan berpengaruh terhadap keputusan pembelian (4) secara simultan media sosial, harga dan kualitas pelayanan berpengaruh terhadap keputusan pembelian.



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INTRODUCTION

Dental and oral health has an important role in maintaining overall health. To maintain healthy teeth and mouth, care and actions taken by a dentist are needed. Currently, in the city of Banjarmasin there are many dentist clinics that offer a variety of services and different prices. Banjarmasin City is one of the big cities in South Kalimantan that has a large population. According to data from the Central Statistics Agency (BPS) in 2022, the population of Banjarmasin City is around 667,489 people. Data from the Banjarmasin branch of the Indonesian Dental Association in 2023, recorded that the number of dentists in the city of Banjarmasin is 321 consisting of general dentists and specialist dentists (Dixon, 2012).

The number of dentists in Banjarmasin City is large so that people are hesitant in determining which clinic choice is right in their opinion to visit. So that people make social media as an alternative in finding information as a reference needed to choose a dentist clinic in the city of Banjarmasin. Today, social media is very popular in the community and is used as a source of information to obtain information about dental clinics. The use of social media is growing rapidly. Various information and promotions of dentist clinics are also widely scattered on social media such as Instagram, Facebook, and Twitter. Social media makes it easy for people to find information about the dentist clinic they want to visit. However, the amount of information provided makes it difficult for people to make choices because dentist clinics are competing to provide the best information to the public to attract consumers (Tjiptono, 2020).

One factor that is thought to influence the decision to choose a dentist clinic is social media. Social media has become one of the important sources of information for many people in choosing health products and services, including dentist clinics. In a study conducted by Eroglu, Machleit, and Barr (2005) on the influence of social media on buying decisions, they found that social media can influence consumer perceptions of products or services (Lupiyoadi, 2013). In addition to social media, price is also an important factor in the decision to choose a dentist clinic. Affordable prices can be a consideration for patients who need dental care but have financial limitations. Competitive prices will make people choose dental clinics that are more affordable, prices that are too cheap make consumers doubt about the quality of services that will be received. While high prices can make people switch to cheaper dental clinics and consider other factors such as the quality of service and the location of the clinic (Ghozali, 2016).

Quality of service is a consideration in choosing a dentist clinic. Service quality is used as an advantage and attraction for dental clinics to attract consumers to visit the clinic, so the quality of service is important in influencing the decision to choose a dentist clinic. However, this is different from (Ratnasari et al., 2020) research which states that service quality directly does not have a positive and significant effect on purchasing decisions. So that from this phenomenon, further research needs to be carried out on the quality of service on the decision to choose (Atkinson et al., 2012).

In the context of intense competition in Banjarmasin City with an area of 98.46 km², dental clinics must compete well to win the market competition. Therefore, this study was conducted to identify the influence of social media, price, and quality of service on the decision to choose a dental clinic in Banjarmasin City. This research was conducted to provide a better understanding of what factors influence people's decisions

in choosing dental clinics in this city. The results of this study are expected to help dental clinics improve service quality and win market competition (Solis, 2010).

Several previous studies have been conducted on the influence of social media, price, and quality of service on the decision to choose a dentist clinic in various cities in Indonesia. However, research on the influence of these factors on the decision to choose a dentist clinic in the city of Banjarmasin has not been widely conducted. Therefore, this research is important to be carried out in order to provide a better understanding of consumer behavior in the city of Banjarmasin (Kotler & Keller, 2012).

It is hoped that the results of this study can provide a clearer picture of the factors that influence the decision to choose a dentist clinic in Banjarmasin City, so that it can help dentists in making strategic decisions in improving the quality of service and competitiveness of their clinics. In addition, this research can also be a reference for the community in choosing the right and adequate dentist clinic to obtain quality dental care services (Januarita, 2006).

According to (Schiffman & Wisenblit, 2015) Another definition of purchasing decision is "The selection of an option from two or alternative choice". Defined as a purchase decision is a decision of a person choosing one of several laterative options. Based on the above understanding, purchasing decisions are actions taken by consumers to purchase products or services, where consumer purchase decision making has a process of selecting one of several alternative choices. So the purpose of the purchase decision in this study is the same as the decision to choose. The purpose of the study was to determine the influence of social media on the decision to choose a Hafiz Rahmatullah dentist clinic in Banjarmasin City. The benefits of research to contribute to the development of marketing management science, especially in the field of health marketing and health services related to measuring the influence of social media, prices, service quality (Kotler & Hall, 2003).

METHODS

The research approach used in this study is a quantitative approach. Quantitative approach is a research approach carried out by collecting and analyzing numerical data using statistical techniques. The purpose of this approach is to test hypotheses and answer research questions with numbers or quantitative data. The quantitative approach can be used in many disciplines, including economics and management, as in this study.

According to (Creswell, 2013), a quantitative approach is a research approach that uses measurement methods that can be translated into numbers or numerical variables and analyzed using statistical techniques. Its purpose is to explain the observed phenomena with the help of systematically obtained information.

This study used a survey method using questionnaires as a data collection instrument. Research samples were taken from people who have used dental clinic services in Banjarmasin City. Data analysis was performed using multiple regression method. This research will produce information on which factors most influence people's decisions in choosing a dental clinic, whether it is social media, price, or quality of service. It is hoped that the results of this study can provide useful insights for dental clinics in improving services and winning market competition in Banjarmasin City.

RESULTS AND DISCUSSION

a. Descriptive Statistical Analysis

The method of descriptive statistical analysis according to experts is the use of statistics to analyze data by describing or describing the data that has been collected as it is without intending to draw conclusions that apply to the general or generalization, (Sugiyono, 2014).

Descriptive statistical analysis is an image of the frequency distribution or the results of respondents' answers to statements in the questionnaire that have

been disseminated including existing variables. In this analysis, the variables include social media (X1), price (X2), waiter quality (X3), and purchase decisions (Y) so that we can see the distribution of this frequency can provide descriptive meaning and the emergence of research variable tendencies in accordance with the results of

data in the field without drawing meaningful conclusions in the study.

b. Social Media

Based on respondents' responses to each item of the Social Media variable statement (X1), various answers were obtained, which were as follows:

Table 1. Respondents' Answers to Social Media Variables (X1)

Code	Statement Item		Answer Distribution					Mean	Ket
			SS	S	KS	TS	STS		
			5	4	3	2	1		
X1.1	Dentist clinics through social media convey messages (information) interestingly	f	28	61	9	2	0	4,15	Agree
		%	28	61	9	2	0		
X1.2	Dentist clinics through social media convey messages (information) innovatively	f	31	52	17	0	0	4,14	Agree
		%	31	52	17	0	0		
X1.3	Dentist clinics through social media convey messages (information) easily understood	f	37	47	16	0	0	4,21	Very Agree
		%	37	47	16	0	0		
X1.4	Dentist clinics through social media respond to messages from consumers or patients responsively	f	7	63	30	0	0	3,77	Agree
		%	7	63	30	0	0		
X1.5	Dentist clinics through social media handle messages from consumers or patients in a friendly manner	f	17	65	17	0	0	3,99	Setuju
		%	17	65	17	0	0		
X1.6	The consignment or patient understands and handles the message or information conveyed by the dentist clinic	f	14	72	14	0	0	4,00	Agree
		%	14	72	14	0	0		
X1.7	Dentist clinics provide up to date information about dental and oral health <i>care</i>	f	19	47	34	0	0	3,85	Agree
		%	19	47	34	0	0		
Social Media (X₁)							4,02	Agree	

Source: Data processed, 2023

Based on the data in the table above, respondents' responses to the statement of the Social Media variable (X1) obtained an average score of 4.02 where the score was included in the scale range of 3.41 – 4.20 with the criteria of agreeing, meaning that respondents agreed with the statements

submitted in the Social Media variable (X1).

c. Price

Based on respondents' responses to each item of the Price variable statement (X2), various answers were obtained, which were as follows:

Table 2. Respondents' Answers to Price Variables (X2)

Code	Statement Item		Answer Distribution					Mean	Ket
			SS	S	KS	TS	STS		
			5	4	3	2	1		
X2.1	I feel the price at the dentist clinic in Banjarmasin city is affordable for all types of treatment / treatment	f	12	78	10	0	0	4,02	Agree
		%	12	78	10	0	0		
X2.2	I feel the price at the dentist clinic in Banjarmasin city is in accordance with the quality obtained for all types of treatment / treatment	f	11	83	6	0	0	4,05	Agree
		%	11	83	6	0	0		
X2.3	I feel that the price at the dentist clinic in Banjarmasin city is in accordance with the benefits obtained for all types of treatment / treatment	f	19	64	17	0	0	4,02	Setuju
		%	19	64	17	0	0		
X2.4	Prices at dentist clinics in Banjarmasin city are competitive	f	11	81	8	0	0	4,03	Agree
		%	11	81	8	0	0		
X2.5	Prices at dentist clinics in Banjarmasin city can compete with competitors	f	18	77	5	0	0	4,13	Agree
		%	18	77	5	0	0		
Price (X₂)							4,05	Agree	

Source: Data processed, 2023

Based on the data in the table above, respondents' responses to the statement of the Price variable (X2) obtained an average score of 4.05 where the score was included

in the scale range of 3.41 – 4.20 with the criteria of agreeing, meaning that respondents agreed with the statements submitted in the Price variable (X2).

statement (X3), various answers were obtained, which were as follows:

a. Quality of Service

Based on respondents' responses to each item of the Service Quality variable

Table 3. Respondents' Answers to Service Quality Variables (X3)

Code	Statement Item		Answer Distribution					Mean	Ket
			SS	S	KS	TS	STS		
			5	4	3	2	1		
X3.1	I feel the physical facilities available at the clinic are comfortable	f	10	71	19	0	0	3,91	Agree
		%	10	71	19	0	0		
X3.2	I feel that the physical facilities available at the clinic are adequate	f	16	74	10	0	0	4,06	Agree
		%	16	74	10	0	0		
X3.3	I feel the clinic's ability to respond quickly to consumer or patient information	f	11	71	18	0	0	3,93	Agree
		%	11	71	18	0	0		
X3.4	I feel the clinic's ability to respond quickly to consumer or patient requests	f	7	74	19	0	0	3,88	Agree
		%	7	74	19	0	0		
X3.5	I feel the clinic's ability to respond quickly to the needs of consumers or patients	f	13	69	18	0	0	3,95	Agree
		%	13	69	18	0	0		
X3.6	I feel the consistency of the clinic in providing services on time,	f	12	73	15	0	0	3,97	Agree
		%	12	73	15	0	0		
X3.7	I feel the consistency of the clinic in providing rigorous services	f	12	74	14	0	0	3,98	Agree
		%	12	74	14	0	0		
X3.8	I feel the consistency of the clinic in providing friendly attitude services	f	12	74	14	0	0	3,98	Agree
		%	12	74	14	0	0		
X3.9	I feel the confidence of consumers or patients in the ability and expertise of the clinic in providing services	f	10	80	10	0	0	4,00	Agree
		%	10	80	10	0	0		
X3.10	I feel the confidence of consumers or patients in the ability and expertise of the clinic in providing safety	f	10	78	12	0	0	3,98	Agree
		%	10	78	12	0	0		

X3.11	I feel the confidence of consumers or patients in the ability and expertise of the clinic in providing the comfort of the clinic environment	f	11	75	14	0	0	3,97	Agree
		%	11	75	14	0	0		
X3.12	I feel the clinic's ability to understand the needs of individual patients.	f	7	77	16	0	0	3,91	Agree
		%	7	77	16	0	0		
X3.13	I feel the clinic's ability to respond to individual patient needs.	f	11	71	18	0	0	3,93	Agree
		%	11	71	18	0	0		
Quality of Service (X₃)								3,96	Agree

Source: Data processed, 2023

Based on the data in the table above, respondents' responses to the statement of the Service Quality variable (X₃) obtained an average score of 3.96 where the score was included in the scale range of 3.41 – 4.20 with the criteria of agreeing, meaning that respondents agreed with the statements submitted in the Service Quality variable (X₃).

a. Purchasing Decision

Based on respondents' responses to each item of the Purchase Decision (Y) variable statement, various answers were obtained, which were as follows:

Table 4. Respondents' Answers to Purchasing Decision Variables (Y)

Code	Statement Item		Answer Distribution					Mean	Ket
			SS	S	KS	TS	STS		
			5	4	3	2	1		
Y.1	I have a need for a dentist clinic in Banjarmasin city	F	15	74	11	0	0	4,04	Agree
		%	15	74	11	0	0		
Y.2	I am looking for information related to dental and oral medicine or dental care at a dentist clinic in Banjarmasin city	F	8	80	12	0	0	3,96	Agree
		%	8	80	12	0	0		
Y.3	I evaluated alternative dental and oral treatments at a dentist clinic in Banjarmasin	F	12	78	10	0	0	4,02	Agree
		%	12	78	10	0	0		
Y.4	I am interested in deciding to do treatment/treatment at a dentist clinic in Banjarmasin city	F	16	70	14	0	0	4,02	Agree
		%	16	70	14	0	0		

Y.5	I am satisfied with the treatment at the dentist clinic in Banjarmasin city	f	12	75	13	0	0	3,99	Agree
		%	12	75	13	0	0		
Y.6	I am willing to recommend treatment at a dentist clinic in Banjarmasin city	f	11	74	15	0	0	3,96	Agree
		%	11	74	15	0	0		
Purchasing Decision (Y)								4,00	Agree

Source : Primary Data processed, 2023

Based on the data in the table above, respondents' responses to the statement of the Purchase Decision variable (Y) obtained an average score of 4.00 where the score was included in the scale range of 3.41 – 4.20 with the criteria of agreeing, meaning that respondents agreed with the statements submitted in the Purchase Decision variable.

Discussion

1. The Influence of Social Media on Purchasing Decisions

The results of this study show that social media has a positive and significant influence on purchasing decisions. The value of the regression coefficient of 0.158 possessed by social media in the test results using multiple linear regression analysis can be interpreted that every change of 1 unit in the Social Media variable (X1) will result in an increase in Purchase Decision (Y) of 0.158 units.

Based on the results of partial hypothesis testing (t-test) Social Media (X1) with Purchase Decision (Y), t-count values were obtained $>$ t-tables ($3.066 > 1.661$). This is also reinforced by the significance value of the Social Media variable (X1) smaller than 0.050 ($0.003 < 0.050$). Thus, H0 is rejected and H1 is accepted, which means that Social Media (X1) has a significant influence on Purchase Decisions (Y).

The average frequency distribution of product quality variables was 4.02 which shows that on average respondents' perceptions are at the level of "Agree" with seven indicators from social media used in this study, namely: Dentist clinics through social media convey messages (information) easily understood. The results of this study are supported by the results of previous research by Ratih Indriyani, Atita Suri (2020) which stated that social media has a positive and significant effect on purchasing decisions.

2. The Effect of Price on Purchasing Decisions

The results of this research show that price has a positive and significant effect. The value of the regression coefficient of 0.408 owned by the price in the test results using multiple linear regression analysis can be interpreted that every change of 1 unit in the Price variable (X2) will result in an increase in the Purchase Decision (Y) of 0.408 units.

Based on the results of partial hypothesis testing (t-test) Price (X2) with Purchase Decision (Y), obtained t-count value $>$ t-table ($4.387 > 1.661$). This is also reinforced by the value of the variable significance of Price (X2) smaller than 0.050 ($0.000 < 0.050$). Thus, H0 is rejected and H2 is accepted, which means that Price

(X2) has a significant effect on the Purchase Decision (Y).

The average variable frequency distribution of product quality was 4.05 which shows that on average the respondents' perception is at the level of "Agree" with the five indicators of the price used in this study, namely: Prices at dentist clinics in Banjarmasin city can compete with competitors. The results of this study are supported by the results of previous research Gani Kristiono Kusuma, (2019) which states that price has a positive and significant effect on purchasing decisions. At the same time refuting previous research Kelvinia, M. Umar Maya Putra, Nasrul Efendi (2021) who stated that prices did not affect the decision to make a difference.

3. The Effect of Service Quality on Purchasing Decisions

The results of this research show that Service Quality has a positive and significant effect. The regression coefficient value of 0.123 possessed by service quality in the test results using multiple linear regression analysis can be interpreted that every change of 1 unit in the service quality variable (X3) will result in an increase in Purchase Decisions (Y) of 0.123 units.

Based on the results of partial hypothesis testing (t-test) of Service Quality (X3) with Purchasing Decision (Y), a t-count value was obtained $>$ t-table ($2.889 > 1.661$). This is also reinforced by the significance value of the Service Quality variable (X3) smaller than 0.050 ($0.005 < 0.050$). Thus, H_0 is rejected and H_3 is accepted, which means that Quality of Service (X3) has a significant effect on Purchasing Decision (Y).

The average variable frequency distribution of product quality was 3.96

which shows that on average respondents' perceptions are at the level of "Agree" with thirteen indicators of service quality used in this study, namely: I feel that the physical facilities available at the clinic are adequate. The results of this study are supported by the results of previous research Faomasi Ndruru, Trimartha Sihombing, Fenny Krisna Marpaung (2021) which stated that service quality has a positive and significant effect on purchasing decisions. At the same time, refuting previous research by Ratna Ekasari, Triliana Aprilia Putri, (2021) which stated that the quality of service was not affected by the decision to make a decision.

4. The Influence of Social Media, Price and Service Quality on Purchasing Decisions

In the F test results above show the calculated F value is 16.803 greater than F table 2.70. And supported by a significant value of 0.000 which is smaller than 0.05 so that it can be concluded that simultaneously the variables of social media, price, quality of service and the decision to choose a dentist clinic in the city of Banjarmasin. The results of this study support research conducted by Faomasi Ndruru, Trimartha Sihombing, Fenny Krisna Marpaung, (2021) which states that price, and service quality together have a positive and significant effect on purchasing decisions. Likewise, Yafi Faishal Riskyady's research, Raya Sulistyowati (2021) states that social media and price, together have a positive and significant effect on purchasing decisions. This is also in accordance with the theory put forward by Kotler & Armstrong where consumers before taking usually go through five stages, namely problem

recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. This stage is in line with the involvement of price variables that are important considerations by consumers, how social media can influence consumers to evaluate alternatives, and how services provided until consumers reach the purchase stage.

CONCLUSION

Based on the results of the analysis and discussion of this study, several important things can be concluded. First, social media (X1) has a positive and significant influence on the decision to choose a dentist clinic in Banjarmasin City (Y). This shows that the use of social media plays an important role in influencing patients' decisions in choosing a dentist clinic. Second, price (X2) also has a positive and significant influence on the decision to choose a dentist clinic in Banjarmasin City (Y). This confirms that the price factor plays a significant role in patient decision making related to the choice of dentist clinic.

Third, the quality of service (X3) also has a positive and significant influence on the decision to choose a dentist clinic in Banjarmasin City (Y). This shows that high-quality services at a dentist clinic can be a determining factor in luring patients to choose such clinics. Finally, simultaneously, these three variables, namely social media (X1), price (X2), and service quality (X3), have a significant influence on the decision to choose a dentist clinic in Banjarmasin City (Y). Thus, the results of this study underscore the importance of social media management, wise pricing, and improving service quality in an effort to increase the attractiveness of dentist clinics in Banjarmasin City and win patient trust.

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