

THE EFFECT OF PRICE PERCEPTION AND WAITING TIME ON REVISIT INTENTION MEDIATED BY WORD OF MOUTH

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ABSTRACT : PENGARUH PERSEPSI HARGA DAN WAKTU TUNGGU TERHADAP MINAT BERKUNJUNG KEMBALI YANG DIMEDIASI OLEH WORD OF MOUTH

Kesehatan gigi dan mulut merupakan aspek penting dalam kehidupan seseorang, karena kondisi di rongga mulut ini dapat berdampak pada kesehatan secara keseluruhan. Persepsi harga dan waktu tunggu merupakan salah satu permasalahan yang dapat menyebabkan pengalaman tidak menyenangkan pada pasien selama perawatan dan akan mempengaruhi minat kunjungan ulang. Penelitian ini bertujuan untuk mengetahui pengaruh persepsi harga, waktu tunggu terhadap *revisit intention* yang dimediasi oleh *word of mouth*. Desain penelitian ini adalah jenis studi kuantitatif dengan menggunakan kuisioner. Studi tersebut dilakukan di Klinik Arini Dental Care (ADC) Karawang pada bulan Oktober 2024. Metode penelitian menggunakan pengambilan sampel melalui *Accidental Sampling* dengan jumlah sampel yang sebanyak 100 responden. Analisis data yang digunakan adalah analisis regresi linear berganda dan uji sobel untuk mengetahui pengaruh variabel mediasi. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang antara persepsi harga, waktu tunggu dan *word of mouth* terhadap *revisit intention* dengan nilai *p-value* 0.00 (<0.05), serta *word of mouth* dapat memediasi hubungan antara persepsi harga terhadap *revisit intention* di klinik ADC dengan nilai *p-value* sebesar 0.02 (<0.05). Kesimpulan pada penelitian ini adalah ada pengaruh persepsi harga, waktu tunggu dan *word of mouth* terhadap *revisit intention* dan *word of mouth* dapat memediasi pengaruh antara persepsi harga terhadap *revisit intention*.

Kata Kunci: Persepsi harga, *revisit intention*, waktu tunggu, *word of mouth*

ABSTRACT

Oral and dental health is an important aspect of a person's life because the condition of the oral cavity can impact overall health. Price perception and waiting time are issues that can cause unpleasant experiences for patients during treatment, affecting their intention to revisit. This study aims to determine the influence of price perception and waiting time on revisit intention, mediated by word of mouth. The study design is quantitative, using a questionnaire. The research was conducted at the Arini Dental Care (ADC) Clinic in Karawang in October 2024. The research method employed accidental sampling, with a sample size of 100 respondents. Data analysis was conducted using multiple linear regression analysis and the Sobel test to determine the effect of the mediating variables. The results indicate that there is an influence of price perception, waiting time, and word of mouth on revisit intention, with a *p-value* of 0.00 (<0.05). Additionally, word of mouth mediates the relationship between price perception and revisit intention at the ADC clinic, with a *p-value* of 0.02 (<0.05). The conclusion of this study is that price perception, waiting time, and word of mouth influence revisit intention, and word of mouth can mediate the influence between price perception and revisit intention.

Keywords: Price perception, revisit intention, waiting time, word of mouth.

INTRODUCTION

Oral and dental health is important because it affects overall health. However, the prevalence of dental caries (88.8%) and periodontitis (74.1%) according to Riskesdas 2018 remains high due to a lack of education and public awareness. As the demand for dental health services increases, dental clinics are growing rapidly in Indonesia and competing to provide quality services that meet

patient satisfaction, which has been shown to be influenced by service quality (Khatimah et al., 2024; Laeliyah & Subekti, 2017). Research by Nathalia et al. (2024) indicates that waiting time and service quality significantly affect patient satisfaction, but long waiting times remain a major issue that impacts patient satisfaction and the workload of clinic staff.

In addition to waiting time, price perception is an important actor in patient satisfaction because

prices perceived as high can lead patients to switch to other facilities (Wulandari, 2024). Studies have shown a positive relationship between price perception, service quality, and patient revisit intentions (Resti & Soesanto, 2016; Anisah et al., 2023). Revisit intention, which refers to a patient's desire to return and recommend the service, plays a crucial role in retaining existing customers, which is more cost-effective than acquiring new ones (Chelliah et al., 2019). Service quality, patient satisfaction, clinic image, and word of mouth significantly influence revisit intention and loyalty, which in turn impact the clinic's revenue and sustainability (Rahman et al., 2023; Chien, 2017).

Arini Dental Care (ADC) Clinic is a dental and oral health facility that has grown from a private practice in 2018 to a primary clinic with seven branches in four cities, centered in Karawang. The clinic provides modern equipment, comfortable rooms, and an online reservation system. However, around 20-30% of patients do not return on schedule, prompting research into factors that influence revisit rates. This study examines the influence of price perception and waiting time on revisit intention, with word of mouth as the mediator, given the importance of patient satisfaction in maintaining loyalty and preventing switching to competing clinics.

RESEARCH METHODS

This study used a quantitative method with patients of the ADC Clinic as the subjects. The variables studied included price perception, waiting time, word of mouth, and revisit intention. The study population consisted of 4,580 patients recorded from January 2023 to May 2024. Using the Slovin formula, the sample size was determined to be 100 respondents, selected through a non-probability sampling technique with the accidental sampling method.

Data were collected through a literature study and questionnaires based on the Likert scale (1-5). The criteria for respondents included being over 17 years of age, having made more than one visit to the clinic, and being willing to complete the questionnaire. The independent variables included price perception, waiting time, and word of mouth, while the dependent variable was revisit intention, defined as the interest in returning to the clinic.

To ensure the quality of the instrument, validity and reliability tests were conducted. Validity was tested by comparing the calculated r-value (r count) with the r-table value, while reliability was assessed using the Cronbach's Alpha method, which is considered adequate if the value is ≥ 0.60 . The results indicated that all instrument items were valid

and reliable, supporting the study's ability to produce consistent and valid data. The data analysis techniques used in this study included multiple linear regression, simple linear regression, and the Sobel test to examine the effect of mediating variables.

RESEARCH RESULTS

This chapter presents the results of a study on the effect of price perception and waiting time on *revisit intention* mediated by *word of mouth* at the *Arini Dental Care (ADC) Clinic, Karawang*. Data were obtained from 100 respondents through a questionnaire using the *Accidental Sampling* technique. The results of the analysis include descriptive statistics of respondent profiles and testing of hypotheses of direct and indirect influences of research variables.

Respondent Profile

Respondent characteristics aim to provide a demographic picture of ADC Karawang Clinic patients, which influences perceptions and answers to the questionnaire. The following are the results of data processing based on age, gender, and last education:

The majority of respondents (39%) were in the 28-38 age group, followed by those aged 17-27 years (27%). The oldest group, aged 50-61 years, accounted for only 13%. Most respondents were within the productive age group, which is the target demographic of ADC Clinic for promoting dental health through social media. The clinic's management activities include health education and interaction with patients through various social media channels

Most respondents (64%) were female, while 36% were male. This reflects the female-dominated population in the clinic, which may be influenced by social roles or a higher interest in dental health services among women. The majority of respondents had a Bachelor's degree (42%), followed by those with a High School education (34%) and a Diploma (17%). This high level of education enables respondents to understand the importance of dental health, which likely influences their acceptance of the clinic's services.

Data Description

The results of the analysis show that price perception (X1) with an average of 3.80 is considered good and competitive, being the main reason patients choose the ADC Clinic. Waiting time (X2) is also considered efficient, with an overall average of 4.00, especially in the process after treatment to payment which reaches 4.12

Tabel 1

Variables	Mean	Information
Price Perception (X1)	3.80	Good
Waiting Time (X2)	4.00	Good
Word of Mouth (M)	3.83	Good
Revisit Intention (Y)	4.25	Very good

Word of mouth (M) obtained an average of 3.83, reflecting patients' positive views of the clinic, including their willingness to recommend and talk about good experiences at ADC Clinic. Patients were satisfied with the treatment decision and talked about their experiences more often than at other clinics. Patient loyalty is very high, indicated by the desire to return, follow treatment recommendations, and do not mind additional costs. Price factors, time efficiency, and satisfaction with the experience are the keys to patient loyalty and the positive reputation of ADC Clinic.

Hypothesis Test Results

The results of the study indicate that the price perception variable (X1) has a significant effect on *word of mouth* (M). This is evidenced by the *t*-count value of 2.943 with a significance of 0.004, where the *t*-count is greater than the *t*-table ($2.943 > 1.9849$). Thus, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted, which means that there is a significant effect of price perception on *word of mouth*. This finding confirms that good price perception can encourage consumers to share positive experiences about a product or service.

Tabel 2
Simple linear regression test results

Hypothesis	Coefficient	Significance		R Square	Conclusion
	β	<i>t</i>	P-Value		
H1: Price perception has a significant positive effect on word of mouth	0,244	2,943	0,004	8.1%	H1 accepted
H2: Waiting time has a significant positive effect on word of mouth.	-0,231	-1,631	0,1	-	H2 rejected
H3: Price perception has a significant positive effect on revisit intention.	0,362	3,904	0,000	13.5%	H3 accepted
H4: Waiting time has a significant positive effect on revisit intention.	0,530	3,355	0,001	10.3%	H4 accepted
H5: Word of Mouth has a positive and significant effect on revisit intention.	0,457	4,286	0,000	15.8%	H5 accepted

On the other hand, the waiting time variable (X2) does not show a significant effect on *word of mouth* (M). With a calculated *t* value of -1.613 and a significance of 0.1, which is smaller than the *t* table ($1.613 < 1.9849$), H_0 is accepted, and H_2 is rejected. This means that waiting time does not directly affect the tendency of consumers to talk or share experiences about the services they receive. This suggests that waiting time may not be the main factor influencing *word of mouth*.

In relation to revisit intention, the price perception variable (X1) has a significant influence. The calculated *t* value is 3.904 with a significance of 0.000, where the calculated *t* is greater than the *t* table ($3.904 > 1.9847$), indicating that H_0 is rejected and H_3 is accepted. This means that good price perception not only encourages consumers to share experiences, but also increases their desire to reuse the product or service.

In addition, waiting time (X2) also has a significant effect on *revisit intention*. With a *t*-value

of 3.355 and a significance of 0.044, which is greater than the *t* table ($3.355 > 1.9847$), H_0 is rejected, and H_4 is accepted. This finding indicates that better or faster waiting time can increase consumers' desire to return, making it an important factor that service providers need to pay attention to.

Finally, *word of mouth* (M) has a significant effect on *revisit intention* (Y). The *t*-value is 4.286 with a significance of 0.000, where *t*-value is greater

than *t*-table ($4.286 > 1.9847$), indicating that H_0 is rejected, and H_5 is accepted. This confirms that positive *word of mouth* from consumers can strengthen the intention of others to reuse the product or service. Overall, the results of this study indicate that price perception, waiting time, and *word of mouth* play an important role in influencing consumer decisions, both in sharing experiences and in determining revisit intentions.

Tabel 3
Multiple Linear Regression Test Results

Hypothesis	Significance		R Square	Conclusion
	F	p-Value		
H6: Perception of price and waiting time has a significant positive effect on word of mouth at ADC Clinic	8,329	0,000	14.7%	H6 accepted
H7: Perception of price, waiting time and word of mouth has a significant positive effect on revisit intention at ADC Clinic	15,602	0,000	32.8%	H7 accepted

Based on the results of the F test, the significance value of 0.00 and the F-count value of 8.329 which is greater than the F-table (2.70) indicate that H_6 is accepted. This means that there is a significant influence of the price perception and waiting time variables on word of mouth. In addition,

with a significance value of 0.00 and an F-count of 15.6 which is also greater than the F-table (2.70), H_7 is accepted. This indicates a significant influence of the price perception, waiting time, and word of mouth variables on revisit intention.

Tabel 4
Sobel Test Results

Hypothesis	Significance		Conclusion
	Z	p-Value	
H8: Price perception has a positive effect on revisit intention mediated by word of mouth at ADC Clinic	2,235	0.002	H8 accepted
H9: Waiting time has a positive effect on revisit intention mediated by word of mouth at ADC Clinic	-1,510	0.130	H9 rejected

The results of the Sobel test show that *Word of Mouth* (M) significantly mediates the effect of Price Perception (X1) on *Revisit Intention* (Y) with a *z*-value of 2.2355 (greater than 1.96) and a *p*-value of 0.02538 (less than 0.05), so that H_8 is accepted. On the other hand, the Sobel test for the effect of Waiting Time (X2) on *Revisit Intention* through *Word of Mouth* produces a *z*-value of -1.5109 (less than 1.96 in absolute terms) and a *p*-value of 0.1308 (more than 0.05), indicating no significant mediation effect. Thus, *Word of Mouth* does not mediate the relationship between Waiting Time and *Revisit Intention*, so that H_9 is rejected.

DISCUSSION

Influence Perception Price (X1) Against Word Mouth (M) in Clinic ADC Karawang

Good price perception has a significant effect on word of mouth, with a *t* count of 2.943 and a significance of 0.004. These results indicate that when consumers feel that the price offered is in accordance with the quality of service received, they tend to recommend ADC Clinic services to others. This means that the more positive the patient's perception, the more to price service Which they accept, the more big possibility they For share experience the to person other, Which on Finally can increase number of positive recommendations from

patient to others. This is in line with research by S. Dewi et al. (2023), which found that prices that are considered fair and appropriate can encourage patients to recommend the service. Thus, positive price perception can increase good word of mouth for the clinic.

This study also supports the theory that good price perception can increase word of mouth as an effective form of promotion. Findings from Sianita et al. (2024) show that electronic word of mouth has a positive effect on the intention to return, which means that recommendations from previous customers can influence the decisions of new customers. This shows that competitive prices and in accordance with service quality can increase customer satisfaction, which ultimately contributes to increasing word of mouth. Therefore, understanding consumer price perception is key in ADC Clinic's marketing strategy to increase its visibility and attractiveness in the market.

Influence Time Wait (X2) To Word of Mouth (M) at the ClinicADC Karawang

The effect of waiting time on word of mouth (WOM) was found to be not significant, with a t-value of -1.613 and a significance level of 0.110, which is greater than 0.05. These results indicate that waiting time does not significantly affect WOM, contrary to the theory that long waiting times can reduce WOM. Although waiting time is one of the aspects expected by the patient, it seems that this does not have an effect on perception they in a way everything about the ADC clinic.

In healthcare, other factors such as price perception, experience, and patient satisfaction have a greater influence on WOM. Although waiting time affects patient experience, in this study, patients tend to pay more attention to overall service quality.

This study is inconsistent with previous studies showing that waiting time has an effect on WOM, as found by Rahman et al. (2023). These results also contradict the research of Santoso & Bernarto (2022), which shows that shorter waiting times increase satisfaction and WOM. This discrepancy may be attributed to factors such as effective communication about waiting times, adequate overall service, and other aspects that patients prioritize. ADC Clinic is advised to continue managing waiting times efficiently, as this can enhance the patient experience, foster loyalty, and encourage positive recommendations.

Influence Perception Price (X1) To Revisit Intention (Y) in ClinicArini Dental Care Karawang

Price perception has a significant effect on revisit intention, with a t count of 3904 and a significance of 0.000, which is greater than the t table ($3904 > 1.9847$). These results indicate that prices that are considered appropriate to service quality encourage customers to return to the ADC Clinic. It means, when patient evaluate that price Which given in accordance with quality service they receive, they are more likely to want to continue treatment. or back to the clinic. This finding is in line with the research of Dewi et al. (2023), which states that price fairness has a positive effect on revisit intention.

This study also supports the theory that positive price perception increases revisit intention. As found by Nurfiah (2022), customers who are satisfied with the price they pay are more likely to have a return intention. Therefore, understanding price perception from a consumer perspective is important in building customer loyalty. ADC Clinic needs to pay attention to price perception in its marketing strategy to increase customer loyalty and revisit intention.

Influence Time Wait (X2) To Revisit Intention (Y) in ClinicADC Karawang

Waiting time has a significant effect on revisit intention, with a t count of 3.355 and a significance of 0.001, which is greater than the t table ($3.355 > 1.9847$). These results indicate that shorter waiting times contribute positively to customers' intention to return to the ADC Clinic. Customers who do not experience long waiting times tend to be more satisfied and more likely to return to the service. This means that over time Wait Which optimal patient can experience process service Which more comfortable And efficiently, which ultimately contributes to increasing their satisfaction levels. as well as encourage repeat visit interest. This finding is in line with research by Santoso & Bernarto (2022), which emphasizes the importance of short waiting times in increasing satisfaction and revisit intentions.

This study also supports that efficient waiting time can increase revisit intention, as found by Tinaningsih et al. (2024) and Gozal et al. (2022), which stated that waiting time is an indicator of service quality that influences revisit interest. Therefore, ADC Clinic needs to manage waiting time effectively to increase customer satisfaction, trust, and loyalty.

Influence Word of Mouth (M) To Revisit Intention (Y) in Clinic ADC Karawang

Word of mouth (WOM) has a significant effect on revisit intention, with a t-value of 4.286 and a significance of 0.000, which exceeds the t-table value

(4.286 > 1.9847). These results indicate that positive recommendations from customers who are satisfied with ADC Clinic's services significantly increase the intention of others to return. WOM recommendations are often more trusted than advertisements, as they come from the direct experiences of people closest to the potential patients.

This means that when patients are satisfied and share their positive experiences, it helps build a strong image of the clinic in the eyes of prospective patients. Word of mouth is often considered a reliable and trusted source of information, especially when it comes to healthcare services. By sharing positive experiences, patients not only boost trust in the clinic but also influence others' decisions to use the same services and make return visits. These findings align with research by Sianita et al. (2024) and Dewi et al. (2023), which highlight the crucial role of WOM in influencing revisit intentions. ADC Clinic should focus on encouraging positive WOM, enhancing customer satisfaction, and leveraging social media to increase future revisits.

The Influence between Price Perception (X1) and Waiting Time (X2) on Word of Mouth (M) in ADC Clinic Karawang

Based on the F test, the significance value of 0.00 and f count of 15.6 indicate a significant influence of the price perception and waiting time variables on word of mouth (WOM), with R² of 14.7%. These results confirm that positive price perception and efficient waiting time together increase WOM. Good price perception creates positive value, while optimal waiting time increases patient satisfaction, encouraging them to recommend services to others. It means, This show that combination perception positive to price and time Wait Which both can jointly encourage patients to recommend the clinic to others.

This finding is in line with the research of Dewi et al. (2023), which found a positive influence between price fairness and WOM on revisit intention. In addition, research by Santoso & Bernarto (2022) also supports that short waiting times and affordable prices increase patient satisfaction, which contributes to positive WOM.

Influence between Perception Price, Time Wait And Word of Mouth Against Revisit Intention (Y) in ADC Clinic Karawang

The results of the F test with a significance of 0.00 showed a significant influence between price perception, waiting time, and word of mouth (WOM) on revisit intention, with a determination coefficient of 0.328. This means that the three factors contributed

32.8 % to the patient's decision to return to the clinic, while 67.2% was influenced by other factors.

Perceived fair prices increase satisfaction and loyalty, while minimal waiting times improve patient experience. Positive WOM also plays an important role in driving revisit intentions. These results are in line with research by Tinaningsih et al. (2024) which shows that optimal waiting times increase satisfaction and revisit intentions, as well as research by Santoso & Bernarto (2022) and S. Dewi et al. (2023) which emphasizes the positive influence of waiting time and price on patient satisfaction.

This study also supports the findings of Nathania et al. (2023) which show that price perception affects patient loyalty through revisit intention as a mediator.

Influence of Perception Price on Revisit Intention Mediated By Word of Mouth In Clinic ADC Karawang

The results of the Sobel test show that there is a significant mediation effect of word of mouth (WOM) in the relationship between price perception and revisit intention, with a z-value of 2.2355 and a p-value of 0.02538. This means that positive price perception can increase revisit intention through positive recommendations from consumers (WOM), which functions as a mediator between the two. A z-value greater than 1.96 and a p-value below 0.05 indicate statistically significant results.

Good price perception can increase WOM, which in turn has a positive impact on revisit intention. Word of mouth is considered more trusted by consumers than official advertising or promotions, because it comes from the personal experience of people close to them. Therefore, WOM-based marketing strategies, such as referral programs or positive customer experiences, can increase revisit intention.

This study is in line with the findings of S. Dewi et al. (2023), which showed a positive influence of WOM and price fairness on revisit intentions. In addition, research by Sianita et al. (2024) also confirmed that electronic word of mouth (eWOM) functions as a significant mediator between positive emotional experiences and revisit intentions.

Influence of Waiting Time on Revisit Intention Mediated By Word of Mouth in ADC Clinic Karawang

The results of the Sobel test indicate that word of mouth (WOM) does not function as a mediator in the relationship between waiting time and revisit intention. With a z-value of -1.5109 (below the threshold of ± 1.96) and a p-value of 0.1308 (greater

than 0.05), there is insufficient evidence to support a significant mediation effect. Therefore, hypothesis H9 is rejected. This means that changes in WOM do not influence the relationship between waiting time and revisit intention.

Although waiting time can affect customer perceptions of service and revisit intentions, this influence occurs independently of WOM. This differs from other studies, such as Lustinayanti & Kurniawati (2017), which found that waiting time, in combination with service and product quality, contributes to customer satisfaction and, in turn, increases WOM and loyalty. This discrepancy in results may be due to patients' perceptions of waiting time, which they may not consider as highly important, provided the overall experience and service quality remain satisfactory. This suggests that other factors, such as service quality, may play a more dominant role in influencing revisit intention than WOM in the context of waiting time.

CONCLUSION

Based on the research results, data analysis, and hypothesis testing presented in Chapter IV, the researcher draws the following conclusions from the study: There is a positive and significant influence of price perception on word of mouth at the ADC Clinic in Karawang. This indicates that patients' positive perception of the clinic's prices has the potential to increase word of mouth. There is no significant effect of waiting time on word of mouth at the ADC Clinic in Karawang. This suggests that the duration of waiting time does not influence patients' likelihood to recommend the ADC Clinic to others. There is a positive and significant influence of price perception on revisit intention at the ADC Clinic in Karawang. This means that a positive view of the clinic's prices encourages customers to return for further treatment at the ADC Clinic. There is a positive and significant influence of waiting time on revisit intention at the ADC Clinic in Karawang. This indicates that shorter waiting times positively impact a customer's desire to return to the ADC Clinic. There is a positive and significant influence of word of mouth on revisit intention at the ADC Clinic in Karawang. This shows that positive recommendations from customers who have used the clinic's services can increase the intention of others to revisit the ADC Clinic. There is a positive and significant simultaneous influence of price perception and waiting time on word of mouth at the ADC Clinic. This statement affirms that both positive price perception and efficient waiting time jointly encourage patients to recommend the ADC Clinic to others. There is a positive and significant simultaneous influence of price perception, waiting

time, and word of mouth on revisit intention at the ADC Clinic. This suggests that these three factors together significantly influence revisit intention, contributing to an overall 32.8% increase in revisit intentions. There is a significant mediating effect of word of mouth on the relationship between price perception and revisit intention at the ADC Clinic. This indicates that a positive price perception can increase revisit intention through positive word of mouth. The better the patient's perception of the price, the more likely they are to recommend the clinic, which in turn increases revisit intention. There is no significant mediating effect of word of mouth on the relationship between waiting time and revisit intention at the ADC Clinic. This suggests that word of mouth does not mediate the relationship between waiting time and revisit intention. Even with an increase in WOM, it does not significantly influence the impact of waiting time on revisit intention.

SUGGESTION

Based on the research results presented, the author suggests the following steps that can be taken by the leadership and management of ADC Clinic: Conduct regular surveys to gather patient feedback on price perception, waiting time, and service experiences. The feedback and reviews from patients can be used to implement continuous improvements in clinical services. Provide ongoing education and training for all staff to maintain high-quality service standards. Display the clinic's achievements to build patient trust. Showcasing positive outcomes can encourage patients to feel confident in choosing the clinic for treatment. Leverage positive patient experiences to promote word of mouth. Satisfied patients should be encouraged to provide testimonials or recommend the clinic's services to friends and family. Reduce waiting time by implementing an online reservation system. This can help streamline appointments and reduce patient wait times. Train customer service staff to effectively handle patient inquiries and complaints, ensuring that all issues are resolved promptly and professionally. Respond quickly to patient inquiries and consultations. By offering educational content and information through the clinic's social media channels, the clinic can increase patient awareness of its services and encourage more visits.

Recommendation for researcher furthermore is as following: Based on quantitative data, the researcher can further explore qualitative research methods to gather deeper insights or information from consumers. Future researchers can expand the conceptual research framework by examining other

independent or mediating variables that were not addressed in this study. Regarding variable limitations: Future researchers could include moderating variables to investigate other factors that may weaken or strengthen revisit intention. Target population: Future researchers can expand the target population to obtain more comprehensive and generalizable results. By including diverse demographic, geographical, and social groups, researchers can enhance the applicability of the findings. Study location: Researchers can expand the scope of the study to include other locations, as the results of this study are limited to ADC Clinic patients. These findings cannot be generalized to other customer segments or locations, which may yield different results. Time constraints: Future researchers could extend the research period to gather more comprehensive and in-depth data.

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