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Jurnal Manajemen Indonesia

Journal homepage: journals.telkomuniversity.ac.id/ijm



Determinants Affecting the Dental Care Decision at Dental Clinics in Bandung

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Abstract

The business development of dental clinics in the city of Bandung is growing rapidly along with public awareness of the importance of dental health. There has been a decrease in income at dental clinics in Bandung due to the pandemic in the last two years and similar business competition, so researchers want to help and find out what variables influence people's decisions in choosing a dental clinic. This research aimed at examining the effect of sales promotion, lifestyle, and price discount variables on dental care decisions at dental clinics in Bandung. The data were taken from 105 respondents who had experience having dental care at the dental clinics in Bandung by using online questionnaires. The analysis technique used multiple linear regression. The results showed that there was an influence of sales promotion, lifestyle, and price discount variables if they were combined simultaneously, on dental care decisions at the dental clinic in Bandung, but if it was seen partially, the price discount variable did not affect the decision to have dental care at dental clinics in Bandung. This research also proved that sales promotion and lifestyle had a positive and significant impact on dental treatment decisions at dental clinics in Bandung. The findings were further discussed in this research.

Keywords—sales promotion; lifestyle; price discount; purchasing decision; dental clinics.

Abstrak

Perkembangan bisnis klinik gigi di kota Bandung berkembang dengan pesat seiring kesadaran masyarakat akan pentingnya kesehatan gigi. Terjadi penurunan pendapatan pada klinik gigi kota Bandung yang disebabkan pandemi pada dua tahun terakhir dan persaingan bisnis serupa, sehingga peneliti ingin membantu dan mengetahui variabel apa yang mempengaruhi keputusan masyarakat dalam memilih klinik gigi. Tujuan dari penelitian ini adalah untuk menguji pengaruh variabel *sales promotion*, *lifestyle* dan *price discount* terhadap keputusan merawat gigi di klinik gigi kota Bandung. Data diperoleh dengan menyebarkan kuesioner secara online dan diperoleh 105 responden yang pernah merawat gigi di klinik gigi kota Bandung. Teknik analisis menggunakan regresi linear berganda. Hasil hipotesis menunjukkan adanya pengaruh secara simultan variabel *sales promotion*, *lifestyle* dan *price discount* terhadap keputusan merawat gigi di klinik gigi kota Bandung. Secara parsial variabel *price discount* tidak berpengaruh terhadap keputusan merawat gigi di klinik gigi kota Bandung. Penelitian ini juga membuktikan bahwa *sales promotion* dan *lifestyle* berpengaruh positif dan signifikan terhadap keputusan merawat gigi di klinik gigi kota Bandung. Temuan lebih lanjut dibahas dalam penelitian ini.

Kata kunci— *sales promotion; lifestyle; price discount; keputusan membeli; klinik gigi.*

I. INTRODUCTION

Currently, people have realized the importance of dental health. Technology that is increasingly developing, especially electronic media such as the internet, makes it easier for us to obtain the information (Rachmawati et al., 2019). This makes people aware of the importance of dental health and beauty. Information on the internet also easily displays the existence of dental clinics in Bandung City so that competition in this business is getting higher. Dental clinics in Bandung City are required to meet service standards and better infrastructure to be able to compete.

Article info

Received (13/11/2021)

Revised (15/12/2021)

Accepted (30/11/2022)

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DOI: 10.25124/jmi.v22i3.4304

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According to (Kumari, 2020) many factors are considered in choosing, but providing services that are in accordance with customer desires and can provide satisfaction is one way to attract customers and win the competition. If an organization is not qualified in providing services, it will be left behind and run over in business competition (Hasim, 2018). Research of Popovic, (2019) concluded that in general, purchasing decisions are influenced by culture, social, personality, promotion, and price.

The role of marketing promotion is very important to find out which potential consumers will be addressed (Fang, 2020). Buyers with an indulgent way of life in addressing their necessities, regularly utilize passionate rules rather than rationale in settling on buying choices (Risius, 2019). According to (Bunyamin; Manda, HM; Hadidu, 2021) lifestyle must be studied in order to provide what services they need. Ethics in business in the health service sector regulates ethics not to allow influencing the community but only to provide information (Rachmi, 2020). This ethic that influences promotions, such as discounted prices, which must be packaged in such a way that there is no violation.

There has been a decrease in income in the last 2 years at dental clinics in Bandung City, in which there was pandemic during those years. The chairman of the Indonesian Dentist Association (PDGI), Dr R.M Sri Hananto Seno drg., SpBM (K) MM stated that the Covid-19 pandemic has greatly affected the decrease in the number of patients who come to the dentist's practice (Al Ansori, 2021).

Based on the phenomenon of the problem that has been described, the formulation of the problem that the researcher proposes is to ask whether there is an effect of sales promotion, lifestyle and price discount on the decision to dental care at dental clinics in Bandung. The findings of this research are expected to fill the gap in similar research that already exists in the field of dental clinics business from researchers (Putri & Sijabat, 2021), where the results of the research stated that the variables of firm generated content, electronic word of mouth, celebrity endorsement, prices and facilities have a positive and simultaneous effect on purchasing decisions, while partially firm generated content, electronic word of mouth, celebrity endorsements have a significant effect on purchasing decisions, only the price and facilities variables have no significant effect on purchasing decisions. Based on the description above, the dental clinic business needs to pay attention and determine strategies related to sales promotion, lifestyle, and price discounts so that customers decide to take care of their teeth at dental clinics in Bandung. The aim of this research is :

- a. Analyzing the influence of sales promotion on dental care decisions in clinics in Bandung.
- b. Analyzing the influence of lifestyle on dental care decisions in dental clinics in Bandung.
- c. Breaking down the impact of price discount on dental consideration choices in dental clinics in Bandung

II. LITERATURE REVIEW

Sales Promotion

Sales promotion is a program created to create sales or with the aim of increasing sales and maintaining customer interest so that they continue to shop for them (Gunawan Kwan, 2016). "Below the line promotion", also known as sales promotion, are methods used by sellers to attract consumers' interest (Sujatmiko, 2015). Sales promotion has been applied to trade by various companies in both manufacturing and services Suryaningsih, (2019). Sales promotion can be interpreted as activities such as offers, coupons, discounts, consumer loyalty programs, contests, refunds, sampling, and special displays, to encourage targeted consumers to act by reducing the perceived value of the product being promoted. and usually to achieve goals in the short term (Jha, 2019). Ladeira, (2020) argues that sales promotion can also be defined as an activity in marketing that is planned and carried out by increasing the attractiveness of services and products. There are two different types of sales promotions, namely monetary and non-monetary (Elrod, 2020). Monetary sales promotion is characterized by the effect of financial offerings, such as discounts and coupons. Non-monetary promotions relate to offers that are not financial in nature, such as free samples, free gifts, contests and loyalty schemes. In this study, researchers focus on monetary promotion, where a product is offered by providing financial offers and discounts. Previous research conducted by (Narayanaswamy, 2018) states that there is an influence of sales promotion on purchasing decisions. Based on the findings regarding sales promotion, the first hypothesis proposed is:

H₁. Sales promotion has a significant influence on the decision to dental care at dental clinics in Bandung

All tables should be numbered with Arabic numerals. Every table should have a caption. Headings should be placed above tables, left justified. Only horizontal lines should be used within a table, to distinguish the column headings from the body of the table, and immediately above and below the table. Tables must be embedded into the text and not supplied separately. Below is an example which the authors may find useful.

Lifestyle

Lifestyle is the way people live their lives to express one's activities, interests, and opinions. According to (Bunyamin; Manda, HM; Hadidu, 2021). Lifestyle shows how individuals live their lives, spend money and use their time. Previous research stated that lifestyle products have a significant influence on purchasing decisions. This is because the higher a person's lifestyle, the purchasing decision will increase. According to Astana & Amanda, (2019) way of life alludes to how an individual lives, goes through cash, needs to make buys, and mentalities. The lifestyle product is a product that is becoming a trend that is adopted from outside fashion so that it is widely followed by the younger generation (Akkaya, 2021). Products or services in dental care are in direct contact with lifestyle where sometimes what is done by public figures in dental aesthetics is imitated by many people. Past research observed that way of life has a relationship with buying conduct Retno & Handayani, (2019). Based on the findings regarding lifestyle, the first hypothesis is proposed as follows:

H₂. Lifestyle influences the decision to dental care at dental clinics in Bandung

Price Discount

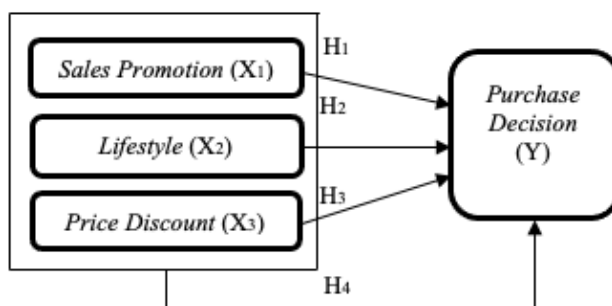
Price has been widely used by companies or other business organizations as a variable that can attract consumers in making purchasing decisions (Büyükdağ et al., 2020). In addition to attracting new consumers, price can also be a variable in retaining existing customers (Shaikh et al., 2019). Many companies carry out their strategy by providing discounted prices to attract consumers first. Price is a very important factor to influence and attract consumer consideration and intention to buy a product (Noor, 2020). Discounts not only mean reduced prices, but also mean getting the same service by differentiating prices for the same product. Price discounts have a great influence on the high price of the product, and affect consumers, as well as increase the value of the product (Buratto et al., 2019). Research has proven that price influences purchasing decisions (Büyükdağ et al., 2020). In addition, the price can affect the purchase quantity, i.e., if a discount is offered on the same product, the customer can repurchase or give advice to others. That is, the price variable in addition to influencing purchasing decisions, price can provide satisfaction. Previous research conducted by Noor, (2020) showed that price can influence consumer purchasing decisions. Based on the findings regarding the price discount, the first hypothesis proposed is as follows:

H₃. Price discount has a significant effect on the choice to dental consideration at dental clinics in Bandung

Purchasing Decision

The definition of a purchase decision can be interpreted as a person's decision where he has decided to choose one of several alternative options available (Eshra & Beshir, 2019). Research conducted by (Amron, 2018) states that purchasing decisions can also be interpreted as a process where consumers choose one product according to the desired taste in a decision to buy a product. In addition, purchasing decisions can be interpreted as consumer decisions regarding their preferences for brands that are in the available choices (Wiwi Kurnianingsih, 2019).

H₄. Sales promotion, lifestyle, price discount simultaneously affects the decision to take care of teeth at the dental clinic in Bandung.



Source: data processed 2021

Source: data processed 2021

Figure 1. Research Framework

III. RESEARCH METHODOLOGY

In this research, the researcher intended to investigate the effect of sales promotion (X₁), price discount (X₂) and lifestyle (X₃) variables on the decision to dental care at dental clinics in Bandung (Y). Indicators on the variables of sales promotion (X₁), lifestyle (X₂) and price discount (X₃) the decision to treat teeth at dental clinics in Bandung (Y) were as follows:

Table 1. Variable Measurement

No	Variable	Item	Indicator	Reference
1	Sales Promotion	SP1	Promotion frequency	(Suharsono & Sari, 2019)
		SP2	Promotion quality	
		SP3	Promotion quantity	
		SP4	Promotion time	
		SP5	Accuracy or suitability to achieve the company's desired target	
2	Lifestyle	LS1	Activities	(Suharsono & Sari, 2019)
		LS2	Interest	
		LS3	Opinion	
3	Price Discount	PD1	The amount of the discount	(Wijaya Ermy, 2016)
		PD2	Discount period	
		PD3	Types of products that get a discount	
4	Purchase Decision	KM1	Needs introduction	(Natalia & Mulyana, 2014)
		KM2	Information search	
		KM3	Alternative selection	
		KM4	Purchase decision	
		KM5	Post-purchase behavior	

Source: data processed 2021

Measurement of each indicator using a Likert scale of 1 (strongly disagree) to 5 (strongly agree). This type of research was descriptive verification. The research methodology used is a quantitative method. (Putri Kinanti & Primadani Satria Putri, 2017) expressed that informative examination is an exploration strategy that means to clarify the situation of the factors considered and have a causal connection between one variable and another. In this exploration, the analyst circulated an online poll by conveying an organization connect that would guide the item to a page that showed a few survey questions. Then, the analyst chose the respondents. The population taken in this research were people who had treated their teeth at dental clinics in Bandung. The population in this research is not known or known as the unknown population. According to (Nirawati et al., 2020) the number of samples taken for the unknown population was by using the formula:

$$n = \frac{Z^2}{4\mu^2} \quad n = \frac{1,96^2}{4(0,1)^2}$$

$$n = 96,4 = 97 \text{ respondents}$$

Information:

n = Number of Sample

Z = The degree of trust in the sample needed in the research

μ = Margin of error

The number of samples was the level of confidence in the sample required in the research (with a confidence degree of 90% then $Z = 1.96$) and the margin of error was determined at 10%, by using the above formula, the calculation was obtained by 97 respondents and in this research using 105 respondents. The data collection method used in this research was an online survey. The questionnaire had been through content validity by expert judgment, including two dentists who have dental clinics in Bandung City. The panel data regression analysis equation was written as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information : Y = Decision to dental care at the Dental Clinics in Bandung
 X_1 = Sales Promotion
 X_2 = Lifestyle
 X_3 = Price Discount
a = Constant
b = Regression Coefficient
e = Error Term

IV. RESULT/ FINDING

A. Result

The primary data in this research were distributed through an online questionnaire. The data were provided by 160 respondents, 55 respondents were outside the research population so that the data used were 105 respondents. From the data that has been obtained, it can be seen in the profile table of the following respondents:

Table 2. Respondent Profile

No	Variables	Rate	
1	Sex	Man	28,0%
		Woman	72,0%
2	Age	< 17. years. old	1,9%
		17 - 22. years. old	17,1%
		23 - 28. years. old	17,1%
		29 - 34. years. old	23,8%
		35 - 40. years. old	28,7%
		> 40. years. old	11,4%
3	Occupation	Entrepreneur	17,1%
		Private Officers	45,7%
		Civil Servants	11,4%
		Others	9,5%
4	Education Level	Senior High School	19,0%
		Diploma	10,4%
		Undergraduate	42,0%
		Postgraduate	28,6%
5	Income in Every Month	< Rp. 2.000.000	22,8%
		> Rp.2.000.000 - Rp.4.000.000	22,0%
		> Rp.4.000.000 - Rp.6.000.000	15,2%
		> Rp.6.000.000 - Rp.8.000.000	9,5%
		> Rp.8.000.000	30,5%
6	Products / services that are expected to have a price discount	Orthodontics (Braces)	19,0%
		Dental Plaque Cleaning	33,4%
		Dental Filling	34,3%
		Whitening	10,5%
		Others	2,8%

Source: data processed 2021

Responses from 105 respondents, respondents with female sex as much as 72% and male as much as 28%, most respondents in this study were dominated by the age group of 35 - 40 years. Most of the respondents' occupations were private employees, and the education level of respondents was dominated with an undergraduate education background. The profile of respondents with the highest frequency of monthly income was > Rp.8,000,000 and 34.3% of respondents answering that dental fillings were products or services that are expected to have a price discount. Based on the descriptive analysis test that has been finished, the respondents' responses

to the sales promotion, lifestyle, and price discount, and the decision to dental care at the dental clinics in Bandung can be seen in the following table:

Tabel 3. Interpretation Scale of Sales Promotion Variable Score (X₁), Lifestyle (X₂), Price Discount (X₃) and Dental Care Decisions at the Dental Clinic in Bandung.

No	Average Value	Interpretation
1	4,20-5,00	Very High
2	3,40-4,19	High
3	2,60-3,39	Middle
4	1,80-2,59	Low
5	1,00-1,79	Very Low

Source: (Oska, 2020)

To measure the score interpretation scale on the variables X₁, X₂, X₃, and Y, table 3. The formula used is (Oska, 2020):

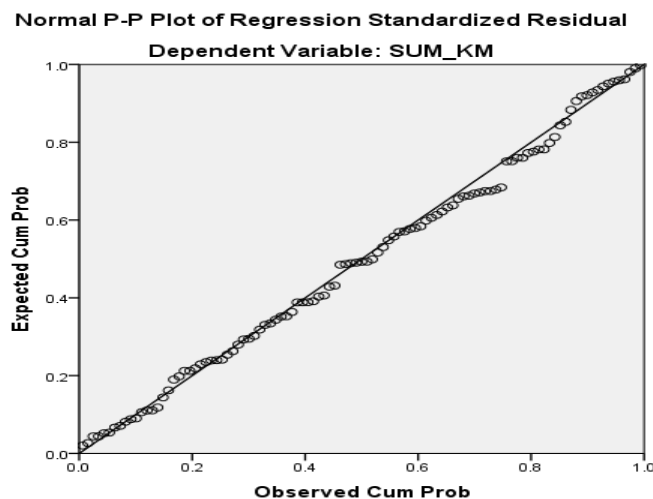
$$\frac{\text{Highest Score} - \text{Lowest Score}}{\text{Interval}} = \frac{5 - 1}{5} = 0,8$$

Table 4. Results of Descriptive Analysis

No	Variable	Average Score	Standard Deviation	Interpretation
1	Sales Promotion	3,8	1,0487	High
2	Lifestyle	3,4	1,1347	High
3	Price Discount	3,6	1,1282	High
4	Decision to dental care at the Dental Clinics in Bandung	4,1	0,8631	High

Source: data processed 2021

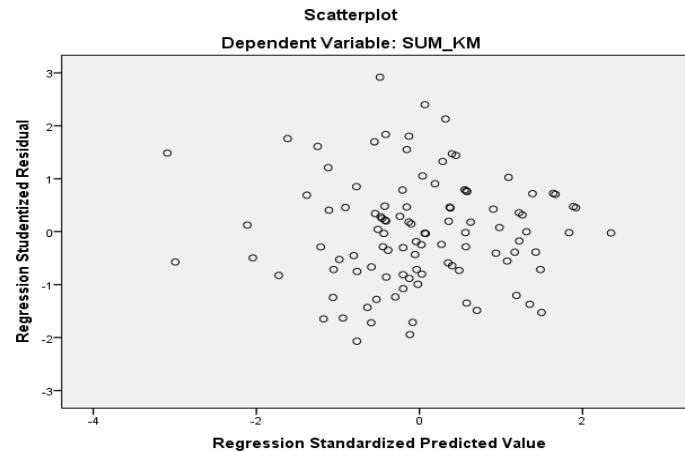
Table 4 was data regarding the average score, standard deviation and interpretation of each variable. Based on the respondents' responses to these variables, it shows that the results of the descriptive analysis fall into the good category. Based on the average variable score in this research, it had a high interpretation so that the data in this research was feasible to use.



Source: data processed 2021

Figure 2. Normality Test Results

In Figure 2 above, we can note that the results of the normality test using the p-plot graph method show that the points obtained are still following the diagonal line. From these outcomes, we can infer that the information is ordinarily conveyed, or the information utilized is regularly circulated. So, we can likewise presume that the normality assumption can be met.



Source: data processed 2021

Figure 3. Heteroscedasticity Test

We can see in Figure 3, we get an irregular random pattern that spreads above and below zero (0) on the Y-axis. Therefore, we can conclude that the residual variance is homoscedastic.

Table 5. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Sales_Promotion	.669	1.495
	Lifestyle	.739	1.352
	Price_Discount	.666	1.502

Source: data processed 2021

If the tolerance value is > 0.10 and the VIF value is > 10.00 , it means that there is no multicollinearity. In table 5, the tolerance and VIF values for sales promotion (X_1) lifestyle (X_2) price discount (X_3) buying decision (Y): Tolerance = $0.666 > 0.10$ and $1.502 < 10.00$ then there is no multicollinearity and can be continued at the next stage.

Table 6. Correlation Value and Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.722 ^a	.522	.508	3.821

a. Predictors: (Constant), Price Discount, Lifestyle, Sales Promotion

b. Dependent Variable: Dental Care Decision

Source: data processed 2021

Table 6 had the meaning of the sales promotion variable (X_1), lifestyle (X_2), price discount (X_3), when viewed from Adjusted R square value of 0.508 which meant that it had an influence of 50.8% on the decision to dental care at the dental clinics in Bandung (Y), while the remaining 49.2% was the contribution of other variables besides sales promotion (X_1), lifestyle (X_2), price discount (X_3).

Table 7. Multiple. Linear Regression Results

Model.		Unstandardized Coefficients.		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.415	2.463		6.259	.000
	Sales_Promotion	.383	.068	.476	5.655	.000
	Lifestyle	.419	.109	.306	3.828	.000
	Price_Discount	.098	.098	.085	1.004	.318

a. Dependent Variable: Taking Care Decision

Source: data processed 2021

Based on table 7 the results of multiple linear regression in this research could be written as follows: Decision on Dental Care at the Dental Clinics in Bandung City = 15,415 +0,383 (X_1)+0,419(X_2)+0,098 (X_3). Based on the multiple linear regression equation obtained a constant value of 15,415. That was, if the decision to become a customer variable (Y) was not influenced by the three independent variables, including sales promotion (X_1), lifestyle (X_2), price discount (X_3) was zero, then the average size of the decision to dental care at the dental clinics in Bandung would be 15,415.

To answer the hypothesis in this research, the results of multiple linear regression were used as a parameter to accept or reject the hypothesis. From the t-table at a significance of 10% ($\alpha = 0.10$) and with degrees of freedom $df = 105 - 3 = 102$, the table value is 1.659. The results of multiple linear regression based on table 7 and t-table values, it can be concluded that:

1. The sales promotion variable with a t-count value $>$ t-table value of $5.655 > 1.659$ was supported by a significance value of $0.000 < 0.05$, so H_0 was rejected and H_1 was accepted. This meant that the sales promotion variable had a significant effect on the decision to treat teeth at the dental clinics in Bandung.
2. The lifestyle variable with a t-count value $>$ t-table value of $3.828 > 1.659$ was supported by a significance value of $0.000 < 0.05$, so H_0 was rejected and H_2 was accepted. This meant that the lifestyle variable had a significant effect on the decision to treat teeth at the dental clinics in Bandung.
3. The price discount variable with a t-count value $<$ t-table value of $1.004 < 1.659$ and a significance value of $0.318 > 0.05$, then H_0 was accepted and H_3 was rejected. This meant that the price discount variable had no significant effect on the decision to treat teeth at a dental clinic in Bandung.
4. The results obtained based on the F test sig $0.000 < 0.05$, then H_0 was rejected and H_1 was accepted. It could be concluded that simultaneously there was a significant effect of sales promotion (X_1), lifestyle (X_2), price discount (X_3) on decisions taking care of teeth at dental clinics in Bandung (Y).

V. DISCUSSION

The findings in this research indicated that sales promotion (X_1), lifestyle (X_2) significantly and positively influence the decision to treat teeth at the dental clinics in Bandung. Together, the three sales promotion variables (X_1), lifestyle (X_2) and price discount (X_3) also affected the decision to treat teeth at dental clinics in Bandung. Sales promotion had an effect on purchasing decisions or in this research having dental care at dental clinics in the city of Bandung, in line with research of (Hasim, 2018) which states that there is a positive and significant relationship between sales promotion and purchasing decisions using online media.

Lifestyle has an effect on purchasing decisions or in this research having dental care at dental clinics in the city of Bandung, in line with research conducted by (Akkaya, 2021) which states that lifestyle segmentation has a significant effect on purchase intentions for a product brand. However, the lifestyle variable does not always have a significant effect on purchasing decisions, for example in research of (Soepeno et al., 2015) which states that the lifestyle variable partially does not have an influence on consumer decisions in making purchases at Mississippi Manado Town Square. These different results can be influenced by different backgrounds, regions and community needs.

The hypothesis of the variable at the price discount which was not significant to the decision to dental care at the dental clinics in Bandung is in line with several previous research, including according to (Wilujeng, 2017)

which states that the price discount variable has no significant effect on purchasing decisions. In addition, previous research from (Putri & Sijabat, 2021) also states that the price variable does not significantly influence the decision to choose dental clinics. Previous research and the findings in this study contradict the law of demand which states that the more expensive an item is, the lower the demand for it and vice versa, the cheaper it is, the higher the demand (Feng et al., 2017). However, research of (Lee & Chen-Yu, 2018) states that when consumers cannot predict a quality of service before they get the service (in this case at dental clinics) consumers will have an expectation that the quality of service they will get will be in accordance with the price they pay. If there is a large price discount or the price position offered by the service provider is low, then there is a possibility that consumers will catch the perception that what they get is poor quality.

VI. CONCLUSION AND RECOMMENDATION

The results of this research found that the variables of sales promotion, lifestyle and price discount simultaneously had a significant influence on the decision to dental care at dental clinics in Bandung. Partially, the variables of sales promotion and lifestyle had a positive and significant influence on the decision to dental care at dental clinics in Bandung. While the price discount variable had no significant effect on the decision to dental care at the dental clinics in the city of Bandung.

The research conducted revealed that the management of dental clinics in Bandung must continue to pay attention to factors such as sales promotion, lifestyle to have a wider market share and can continue to attract consumer interest in making decisions about dental care at dental clinics in Bandung. The price discount factor that did not have a significant effect could also be used as a basis for consideration in making policy.

The sales promotion variable has a regression result with a significant effect of 38% on the decision to treat teeth at a dental clinic in Bandung, not much adrift with the variable that has the highest significance. It is recommended for dental clinics managers in the city of Bandung to conduct promotions related to product information, services, facilities and medical personnel (dentists and dentist specialists) available at their dental clinics.

The regression results of the lifestyle variable have the most significant influence on the decision to dental care at the dental clinics in Bandung, which was 41%. It was recommended for dental clinics managers in Bandung to be able to provide the latest products, services and facilities at their clinics that continue to follow consumer needs. The limitations of this research, both from the number of questionnaires distributed to respondents and the presence of other variables or moderating variables that can get more significant results, it was expected that further researchers can fill these limitations.

ACKNOWLEDGMENTS

The participant responders who agreed to participate in this study are appreciated, says the author. Don't forget that the authors would also want to express their gratitude to the reviewers whose thorough comments led to a considerable improvement of this paper.

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