THE FACTOR INFLUENCING PATIENT'S INTENTION FOR DENTAL SERVICES SELECTION IN THAILAND

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ABSTRACT

The dental industry in Thailand is experiencing significant growth, driven by factors such as urbanization, an aging population, and dental tourism. Understanding patients' preferences and factors influencing their choice of dental clinics is crucial for both private and public healthcare sectors. This thematic paper investigates the factors influencing patients' intentions in selecting dental services in Thailand.

The study employs a quantitative research design, utilizing surveys to collect data from 100 Thai respondents. The research focuses on three main factors: accessibility, physical facilities, and doctor service quality. Statistical analyses, including T-tests, regression analysis, and factor analysis, were conducted to evaluate the data.

The findings reveal that doctor service quality emerged as the most significant factor influencing patients' intentions for dental clinic selection in Thailand. This underscores the importance of patient-provider interactions and communication in shaping the healthcare experience. While physical facilities and accessibility also play roles, they were not found to be statistically significant in this study.

The paper concludes with recommendations for dental service providers to enhance doctor service quality, emphasizing patient-centered care and regular quality assessments. Limitations, such as sampling constraints and regional variations, are discussed, along with suggestions for future research to further explore the factors influencing patients' dental clinic selections in Thailand.

KEY WORDS: DENTAL INDUSTRY/ DENTAL CLINIC SELECTION/ DOCTOR SERVICE QUALITY

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CHAPTER I
INTRODUCTION AND RESEARCH QUESTION

1.1 Introduction

Dental industry in Thailand represents a vital component of the country's healthcare sector. This introduction aims to provide a comprehensive overview of the dental industry in Thailand. Dental care market size in Thailand is at around $1.36 Bn in 2022 and is projected to reach $2.48 Bn in 2030, exhibiting a CAGR of 7.7% during the forecast period (Insights10, n.d.). Due to factors including growth in the urban population, aging population, rising dental tourism and government's initiatives in healthcare (Vijay, 2023).

Dental services in Thailand is in a growing stage with over 200 organized clinics and 5,000 unorganized clinics (Vijay, 2023). The understanding of Thai patient choices and selection are important for both private and public sectors. Factors affecting patients choosing dental clinics vary and different according to various geographic locations and socio-demographic groups(Saeed, 2002). Differences in income (Shin & Ahn, 2018) age, racial and ethnic contribute to different results in access to dental care(Kiyak & Reichmuth, 2005). The geographic and demographic aspect show varying results in accessibility and utilization of dental care services. As for the application of consumer satisfaction in the healthcare field, in 1984, a publication measured consumer satisfaction as a measure of the quality of life (Ali, 2016). A review of studies on dental patient satisfaction indicated significant variable corresponding patient satisfaction including three general factors including dental clinic setting in terms of physical appearance and accessibility , dental-assistant services, and dentist performance (Ali, 2016d).

While demand for dental services are rising, dental care providers need to adjust and improve themselves understanding the factors that contribute to patient satisfaction, which result in their intention for Dental clinic selection. This study will investigate the factors that influence the patient's intention to choose a dental clinic for

treatment in Thailand. Therefore, the result of this paper will provide a clear insight and evaluate different aspects that affect the intention to choose a dental clinic, which can be used to enhance marketing and positioning for Thai Dental Services providers.

1.2 Research Objective

The main objective for this study is to investigate factors influencing patients choosing dental clinics in Thailand.

To achieve this following aims are focused:

1. Investigate the factors affecting patients choosing dental clinics in Thailand.

2. To evaluate the determinants of key factors affecting patients choosing dental clinics in Thailand.

3. To suggest the most effective marketing factors that create an impact on dental clinics in Thailand.

CHAPTER II
LITERATURE REVIEW

Rai (2013) defines satisfaction as "gratification, pleasure or fulfillment of desire. Satisfaction is a feeling that emanates from fulfillment of needs and wants". Understanding dental patient satisfaction is to explore patient perceptions of various service quality attributes (Dewi et al., 2011). The satisfaction of patients significantly influences the business success of a dental practice (Newsome & Wright, 1999). Saeed (2002) found that patient satisfaction and attributes encourage utilization of the services.

2.1 Accessibility

Accessibility includes proximity, availability and flexibility (Farquhar & Rowley, 2009). In dental services convenience can be particularly concerning the ability to secure a suitable appointment date. The study indicates that appointment convenience significantly influences patient satisfaction (Al-Hussyeen, 2010). A study by Park et al., (2021) indicates that factors regarding accessibility were found to be significant in influencing patient satisfaction with healthcare services in dental clinics. However, attributes focused on convenience, such as the proximity of the location and the availability of parking facilities are not significant (Newsome & Wright, 1999). As the "short distance of clinic from home" attracted less importance (Moshkelgosha, 2014). Colwell et al., (2008) describe access convenience as initiating access to that service requires personal or technological interaction. According to the post-purchase stage, access convenience dental clinics being able to reply and provide information such as treatment detail and appointment date responsively. In Thai context convenience shows strong relation with customer satisfaction (Ahmadi, 2019). This study assumes that accessibility has a positive influence in determining patients' intention to choose dental clinics in Thailand.

H1: Accessibility is positively and significantly affecting patients choosing dental clinics in Thailand.

2.2 Physical facility (tangible)

Laela et al., (2022) found that patient satisfaction with dental services is significantly influenced by tangible aspects, facilities. Zeithaml et al., (2010) define Physical facility as all tangible components that facilitate the service in the service-delivery process to deliver services. According to Maramis et al., (2023) Physical facilities in dental clinics include other such as parking facilities, gardens, well-maintained rooms, restrooms, and comfortable seating in waiting areas. Accordingly, Akbar et al. (2019) explains Aesthetic (Attractive) appeal and cleanliness are essential aspects of physical facilities, and their quality has been found to strongly influence patient satisfaction. The physical setting influences not only employee satisfaction but also customers' intentions to make purchases, return visits, and overall perceptions, where cleanliness and comfort show a positive connection with satisfaction (Lee & Kim, 2014). This study assumes that physical setting has a positive influence in determining patients' intention to choose dental clinics in Thailand.

H2: Physical facility is positively and significantly affecting patients choosing dental clinics in Thailand.

2.3 Doctor service quality

A study by Luo et al., (2018) found that patient satisfaction with dental services is significantly influenced by the quality of doctor-patient interactions. Where doctor service quality needs to be assessed based on the customer's viewpoint. As patient interactions with healthcare providers, particularly their doctor, are fundamental in defining the healthcare experience (Boquiren et al., 2015). Qualities such as responsive and empathetic assurance to patients are crucial elements in ensuring service quality within the dental sector (Baldwin & Sohal, 2003). (Dewi et al., (2011) found that the dentist's explanation of the treatment influences patient satisfaction . With Appropriate empathy communication between doctors and patients, patients can choose the dental

clinic in which they would want to receive their treatment (Park et al., 2021d). Mehta (2011) highlighted that perception of service quality and overall patient patient satisfaction are strongly related. Therefore, this study assumes that doctor service quality has a positive influence in determining patients' intention to choose dental clinics in Thailand.

H3: Doctor service quality is positively and significantly affecting patients choosing dental clinics in Thailand.

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Question

What are positive and significant factors affecting patients choosing dental clinics in Thailand?

3.2 Research Design

This study is quantitative research by using a theoretical framework to generalize the various factors affecting patients choosing dental clinics in Thailand. Then, using surveys to collect the data, as well as analyze the factors that influence consumer preference. After that, conclude the results to present in table and descriptive design.

3.3 Data collection

Data will be collected via online survey to Thai respondents (n=100) with questionnaires including screening question, variable question, and demographic question. The Screening questions are designed to filter out the responses that do not fit in our sampling plan, one that never has experience with any dental clinic in Thailand. In this investigation the questionnaires will divide subjects into three variables including accessibility, physical facilities, and doctor services quality with four-point Likert-type scale ranging from strongly agreed (4) to strongly disagree (1). The questionnaire survey helps to understand the factors affecting patients choosing dental clinics in Thailand. The result will then be analyzed using Statistical Package for Social Science (SPSS) software to determine T-test and regression analysis.

3.4 Theoretical framework
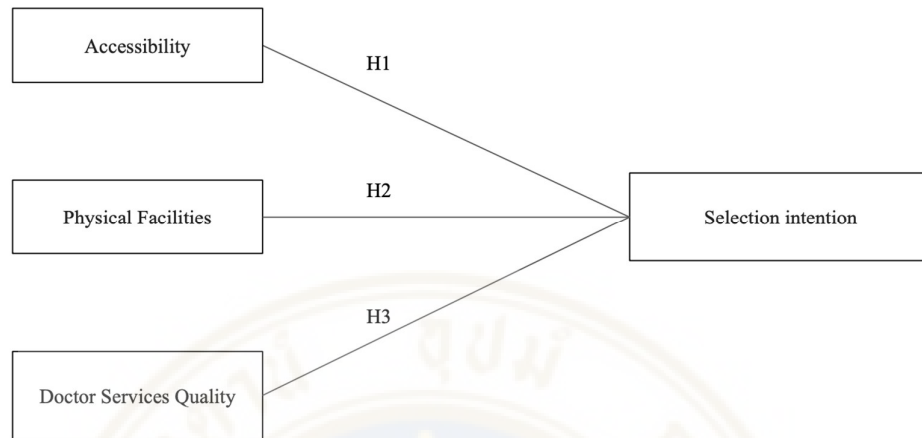
Figure 3.1 Concept Framework

3.5 Hypothesis

H1: Accessibility is positively and significantly affecting patients choosing dental clinics in Thailand.

H2: Physical facility is positively and significantly affecting patients choosing dental clinics in Thailand.

H3: Doctor service quality is positively and significantly affecting patients choosing dental clinics in Thailand.

3.6 Questionnaires

- Screening questions

1. Do you live in Thailand?

a. Yes   b. No

2. Have you ever visited a dental clinic in Thailand?

a. Yes   b. No

- Variable questions

Table 3.1 Examples of Questionnaires

No.	Questions	Likert-type scale			
Likert-type scale strongly agreed (4), agree (3), disagree (2), and strongly disagree (1).					
Accessibility questionnaire					
1.	I prefer dental clinics located in convenient places.	1	2	3	4
2.	I prefer dental clinics that are close to my workplace.	1	2	3	4
3.	I prefer dental clinics that are close to my house.	1	2	3	4
4.	I prefer dental clinics that have access to transportation.	1	2	3	4
5.	I prefer dental clinics that have low cost to visit.	1	2	3	4
6.	I prefer dental clinics that don't have to wait long to receive treatment.	1	2	3	4
7.	I prefer dental clinics that have lots of available appointment slots.	1	2	3	4
Physical Facilities (Tangible) questionnaire					
1.	I prefer dental clinics where the atmosphere and facilities are clean.	1	2	3	4
2.	I prefer dental clinics where parking lots are well equipped	1	2	3	4
3.	I prefer dental clinics where waiting rooms are comfortable.	1	2	3	4
4.	I prefer dental clinics that are equipped with modernized medical equipment.	1	2	3	4
5.	I prefer dental clinics that have nice designs for waiting rooms.	1	2	3	4
6.	I prefer dental clinics that have nice designs for treatment rooms.	1	2	3	4
7.	I prefer dental clinics that have clean toilets.	1	2	3	4
8.	I prefer dental clinics that have appealing visual physical facilities.	1	2	3	4
Doctor service quality questionnaire					
1.	I prefer a dentist that is willing to listen to me for enough time.	1	2	3	4
2.	I prefer a dentist that explains the details of the treatment to me.	1	2	3	4
3.	I prefer a dentist that is polite and friendly when facing patients.	1	2	3	4
4.	I prefer a dentist that creates a warm welcoming atmosphere.	1	2	3	4
5.	I prefer a dentist that answers me in easy terms when explaining about the treatment.	1	2	3	4
6.	I prefer a dentist who ensures my understanding of the treatment.	1	2	3	4
7.	I prefer a dentist that understands my concern.	1	2	3	4
Intention to buy					
1.	I am willing to visit the dental clinic within next 6 month	1	2	3	4

- Demographic questions

1. Please identify age

a. 25 or below   b. 26-35   c. 36-45   d. 46 or above

2. Please identify gender

a. Male   b. Female
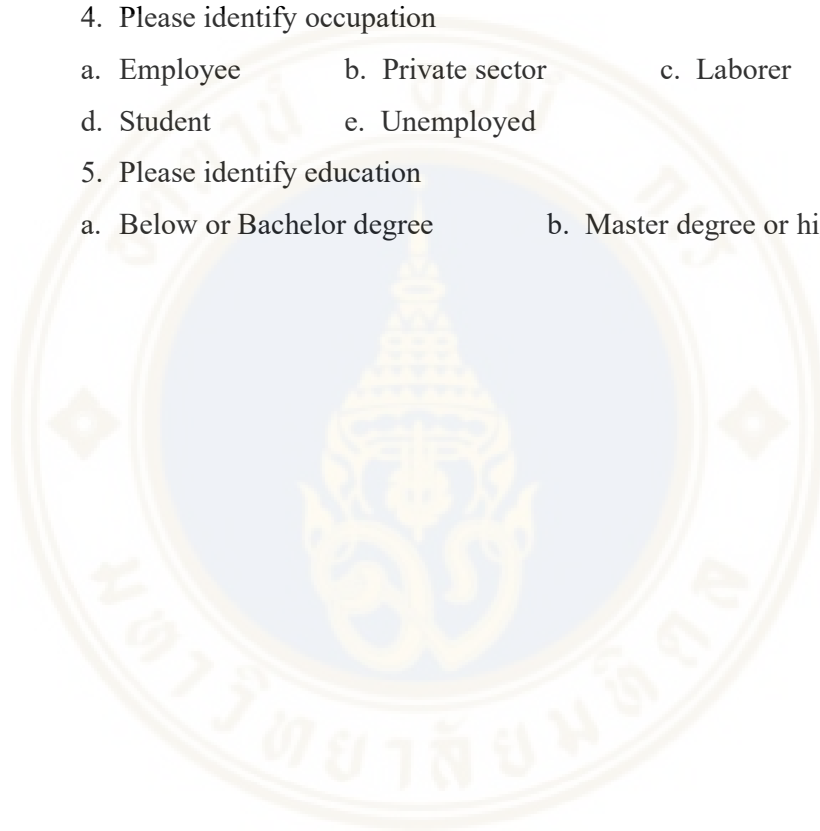
3. Please identify marital status

a. Single   b. Married

4. Please identify occupation

a. Employee   b. Private sector   c. Laborer

d. Student   e. Unemployed

5. Please identify education

a. Below or Bachelor degree   b. Master degree or higher

CHAPTER IV
FINDINGS

This chapter focuses on finding the factors influencing consumer preference in choosing a petrol station in Thailand, the main target group in this survey was the people who live in Thailand and own cars that use fuels.

4.1 Respondents

Regarding the survey, there are 103 online respondents giving the answer to the research survey. In the screening question, all respondents are living in Thailand. However, there are 3 respondents who have never visited a dental clinic in Thailand. So, there are 3 respondents that are not relevant to the context of the study. Consequently, the total of usable respondents' data remaining are 100 respondents. From 100 respondents, there are five demographic information that can be identified. Based on the demographic question regarding gender there are 44% of the total respondents that are women or 44 respondents and there are 56% of the total respondents that are men or 56 respondents. Next, the range of ages respondents, which were divided into 4 groups. Most of the respondents are those in between 18 to 25 years old accounted for 70% or 70 respondents. The second range people in the age between 26 to 35 years old accounted for 26% or 25 respondents. Next The range of people in the age between 36 to 45 years old accounted for 3% or 3 respondents. The smallest group is the people ages of 46 or above which account for 1% or 1 respondents. For the Material status 95 or 95% of the total respondents are single, while 5 or 5% the total respondents are married. The occupation, 53 or 53% of the total respondents are employees. Second largest accounted for 25 or 25% of the total respondents are students. Next 15 or 15% of the total respondents are in the private sector. While 5 or 5% of the total respondents are unemployed. The smallest group accounted for 2 or 2% of the total respondents are freelancers. The

education level of respondents 80 or 80% of the total respondents are in Bachelor degree and 20 or 20% of the total respondents are in master's degree or higher.

4.2 Screening Question (103 respondents)
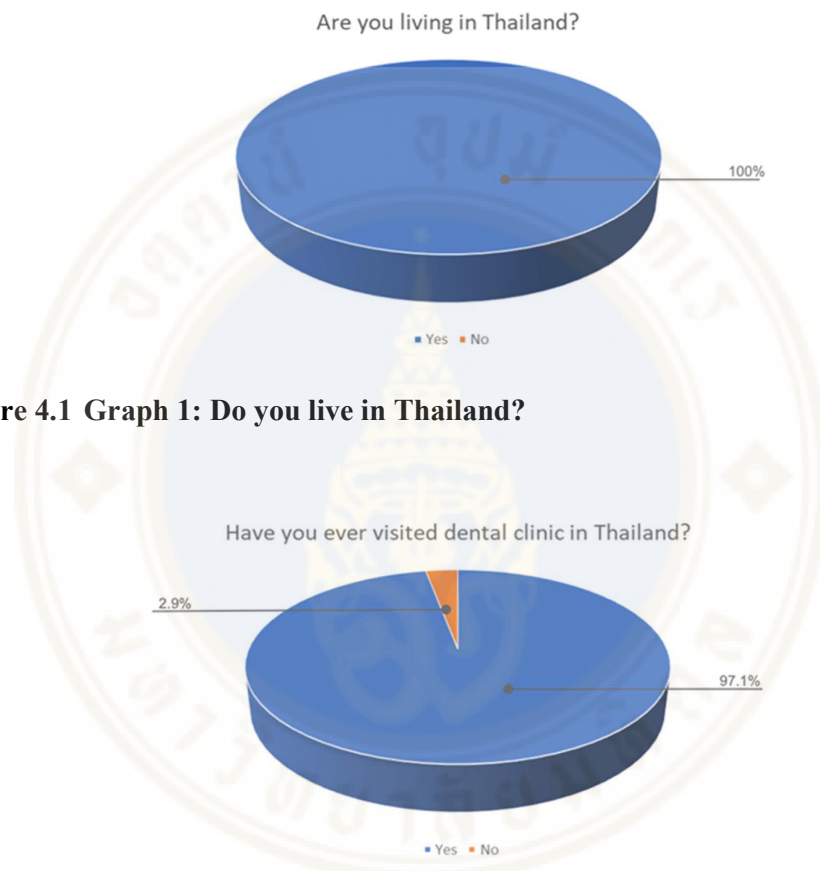
Figure 4.1 Graph 1: Do you live in Thailand?

Figure 4.2 Graph 2: Have you ever visited a dental clinic in Thailand?

4.3 Demographic Question (103 respondents)
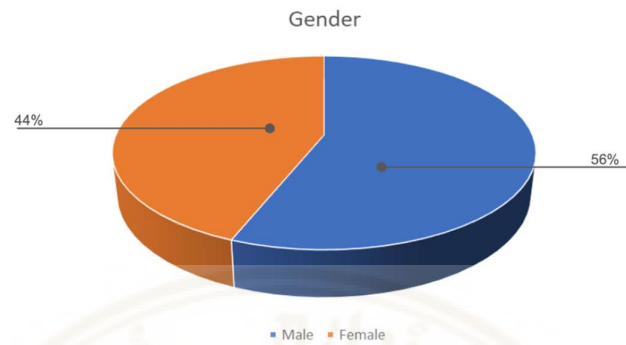
Figure 4.3 Graph 1: Gender of the sample
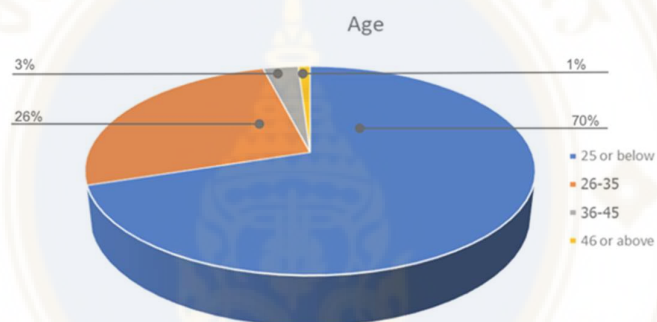
Figure 4.4 Graph 2: Age of the sample
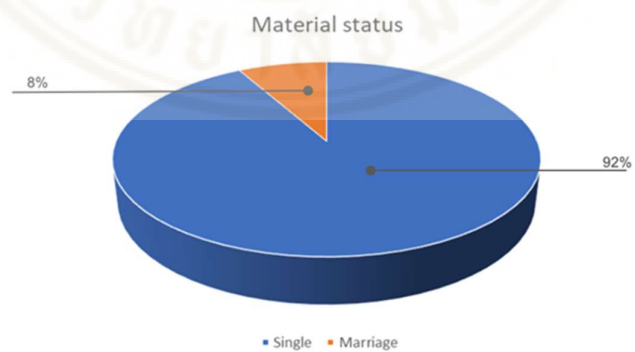
Figure 4.5 Graph 3: Material status of the sample
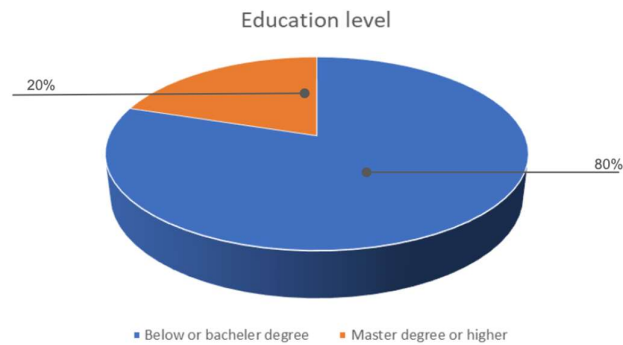
Education level

Figure 4.6 Graph 4: Education level of the sample
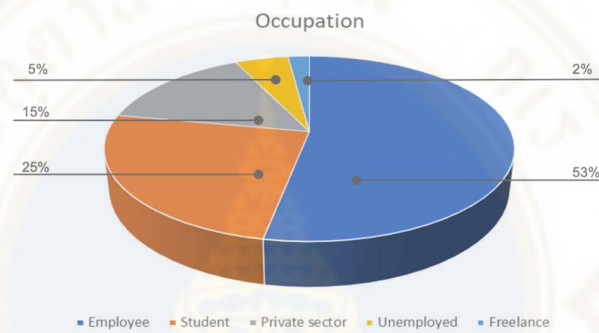
Occupation

Figure 4.7 Graph 5: Occupation of the sample

4.4 Mean Analysis

Table 4.1 Mean score table for construct, n = 100

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Mean of Accessibility	100	1.00	4.00	3.1214	.62166
Mean of Physical Facilities	100	1.00	4.00	3.2713	.59646
Mean of Doctor services quality	100	1.00	4.00	3.4743	.60673
Valid N (listwise)	100				
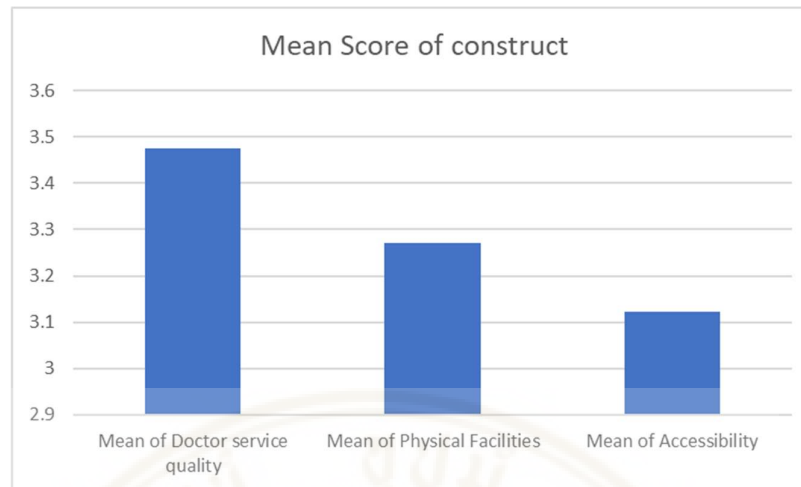
Figure 4.8 Bar chart for factor mean scores, n = 100

These statistics provide a numerical summary of the respondents' ratings for each factor. It appears that respondents agree to prefer "Doctor service quality", which has the highest mean score of 3.4743, followed by "Physical Facilities" with mean score of 3.2713 and "Accessibility." with a mean score of 3.1214.

4.4.1 Doctor services quality

There are 7 attribute of doctor services quality with Conbach's alpha of 0.916

Table 4.2 Table of mean scores of Doctor services quality, n = 100

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
DQ1	100	1	4	3.31	.825
DQ2	100	1	4	3.56	.686
DQ3	100	1	4	3.58	.699
DQ4	100	1	4	3.24	.842
DQ5	100	1	4	3.46	.731
DQ6	100	1	4	3.60	.696
DQ7	100	1	4	3.57	.714
Valid N (listwise)	100				

4.4.2 Physical facilities

There are 8 attributes of physical facilities with Conbach's alpha of 0.902

Table 4.3 Table of mean scores of physical facilities, n = 100

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PF1	100	1	4	3.58	.713
PF2	100	1	4	3.34	.742
PF3	100	1	4	3.29	.743
PF4	100	1	4	3.39	.751
PF5	100	1	4	3.03	.784
PF6	100	1	4	3.04	.803
PF7	100	1	4	3.43	.756
PF8	100	1	4	3.07	.891
Valid N (listwise)	100				

4.4.3 Accessibility

There are 7 attributes of accessibility with Conbach's alpha of 0.850

Table 4.4 Table of mean scores of accessibility, n = 100

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
AC1	100	1	4	3.29	.820
AC2	100	1	4	2.67	.933
AC3	100	1	4	3.18	.936
AC4	100	1	4	2.93	.902
AC5	100	1	4	2.82	.869
AC6	100	1	4	3.50	.785
AC7	100	1	4	3.46	.731
Valid N (listwise)	100				

Table 4.5 Mean of statement Table

Factor	Mean (M)	Standard Deviation (SD)
Accessibility questionnaire		
I prefer dental clinics located in convenient places.	3.29	0.82
I prefer dental clinics that are close to my workplace.	2.67	0.933
I prefer dental clinics that are close to my house.	3.18	0.936
I prefer dental clinics that have access to transportation.	2.93	0.902
I prefer dental clinics that have low cost to visit.	2.82	0.869
I prefer dental clinics that don't have to wait long to receive treatment.	3.5	0.785
I prefer dental clinics that have lots of available appointment slots.	3.46	0.731
Physical Facilities (Tangible) questionnaire		
I prefer dental clinics where the atmosphere and facilities are clean.	3.58	0.713
I prefer dental clinics where parking lots are well equipped	3.34	0.742
I prefer dental clinics where waiting rooms are comfortable.	3.29	0.743
I prefer dental clinics that are equipped with modernized medical equipment.	3.39	0.751
I prefer dental clinics that have nice designs for waiting rooms.	3.03	0.784
I prefer dental clinics that have nice designs for treatment rooms.	3.04	0.803
I prefer dental clinics that have clean toilets.	3.43	0.756
I prefer dental clinics that have appealing visual physical facilities.	3.07	0.891
Doctor service quality questionnaire		
I prefer a dentist that is willing to listen to me for enough time.	3.31	0.825
I prefer a dentist that explains the details of the treatment to me.	3.56	0.686
I prefer a dentist that is polite and friendly when facing patients.	3.58	0.699
I prefer a dentist that creates a warm welcoming atmosphere.	3.24	0.842
I prefer a dentist that answers me in easy terms when explaining about the treatment.	3.46	0.731
I prefer a dentist who ensures my understanding of the treatment.	3.6	0.696
I prefer a dentist that understands my concern.	3.57	0.714
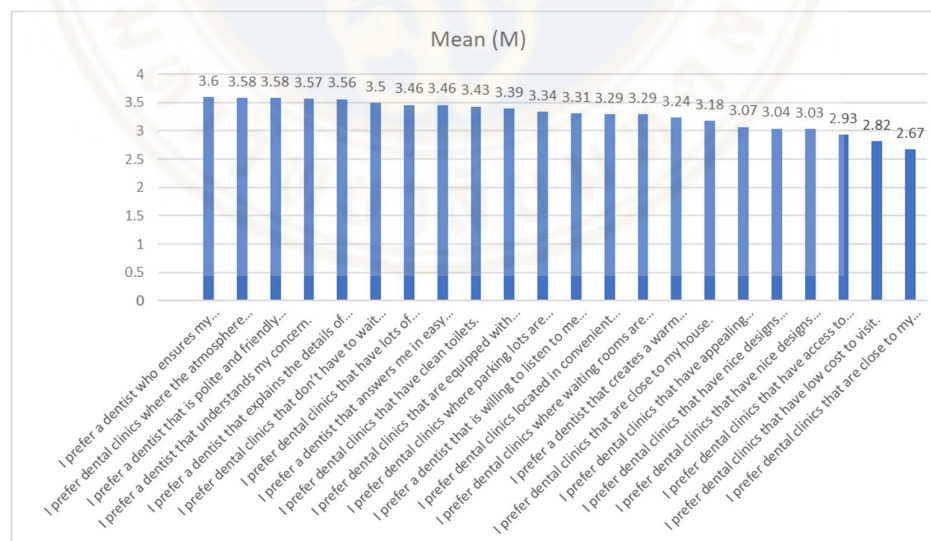
Figure 4.9 Mean of statement Bar chart

Looking deeply based on these findings, it seems that within the "Doctor service quality" factor, ensuring patient understanding of treatment is the most highly rated preference, followed closely by dentists being polite and friendly, understanding patient concerns, and explaining treatment details. Additionally, preferences related to physical facilities also scored relatively high, particularly cleanliness and atmosphere. The question that received the highest mean score is the question from Doctor services quality "I prefer a dentist who ensures my understanding of the treatment" This question received a 3.6 mean score. Along with the question from Physical Facilities "I prefer dental clinics where the atmosphere and facilities are clean" which received a highest score from Physical Facilities construct with a mean score of 3.58. The third question from Doctor services quality "I prefer a dentist that is polite and friendly when facing patients" with a mean score of 3.58. Then, "I prefer a dentist that understands my concern" from Doctor services quality with a mean score of 3.57. The fifth highest statement is "I prefer a dentist that explains the details of the treatment to me" from Doctor services quality with a mean score of 3.56. As a result, Doctor services quality has the overall highest score of mean statement in comparison to other constructs.

4.5 Factor analysis
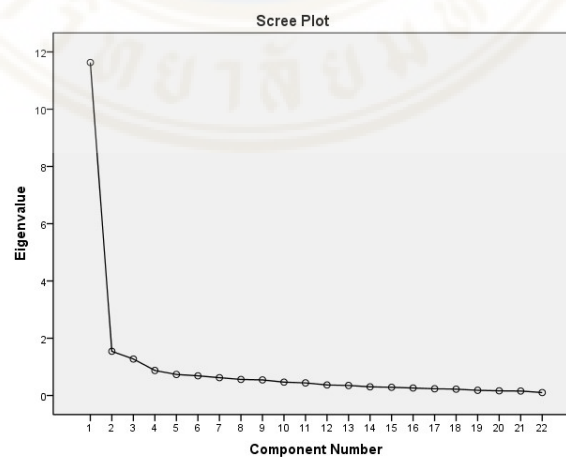
Figure 4.10 Scree Plot before conduct factor analysis

Table 4.6 Scree Plot before conduct factor analysis

Component		Initial Eigenvalues			Rotation Sums of Squared Loadings		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	11.631	52.869	52.869	7.196	32.710	32.710
	2	1.543	7.012	59.882	4.320	19.638	52.349
	3	1.274	5.790	65.672	2.931	13.323	65.672
	4	.873	3.970	69.641			
	5	.734	3.337	72.978			
	6	.687	3.121	76.099			
	7	.623	2.831	78.930			
	8	.561	2.550	81.480			
	9	.543	2.470	83.950			
	10	.467	2.121	86.071			
	11	.439	1.996	88.067			
	12	.368	1.671	89.737			
	13	.349	1.587	91.324			
	14	.303	1.379	92.704			
	15	.286	1.299	94.002			
	16	.262	1.190	95.192			
	17	.235	1.070	96.261			
	18	.221	1.005	97.267			
	19	.181	.823	98.090			
	20	.162	.738	98.828			
	21	.155	.705	99.533			
	22	.103	.467	100.000			

Total Variance Explained

Rotated Component Matrix^a

	Component		
	1	2	3
PF1	.833		
DQ6	.798		
DQ7	.786		
DQ3	.764		
AC6	.762		
DQ5	.735		
DQ2	.718		
PF4	.690	.429	
PF7	.670		
AC7	.660		.4
PF2	.579		
PF6		.747	
DQ4		.742	
PF5		.679	
PF8		.653	
DQ1	.413	.653	
PF3	.452	.638	
AC5		.534	.492
AC2			.772
AC4			.723
AC3	.483		.620
AC1	.524		.533

Figure 4.11 Rotated Component Matrix before conduct factor analysis
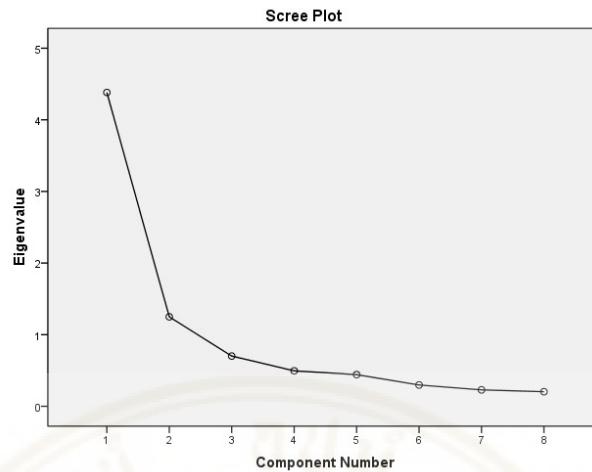
Figure 4.12 Scree Plot after conduct factor analysis

Table 4.7 Total variance Explained table after do factor analysis , n = 100

Component		Initial Eigenvalues			Rotation Sums of Squared Loadings		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	4.382	54.773	54.773	3.638	45.477	45.477
	2	1.249	15.613	70.387	1.993	24.910	70.387
	3	.701	8.765	79.152			
	4	.495	6.190	85.342			
	5	.442	5.527	90.869			
	6	.298	3.721	94.590			
	7	.229	2.867	97.457			
	8	.203	2.543	100.000			

Extraction Method: Principal Component Analysis.

Component 1, Doctor services quality, accounts for the largest portion of this variance, explaining 54.773%, followed by Component 2, Accessibility, with 15.613%. The cumulative percentage increases with each component, indicating that the majority of the variability in the data is captured within the first few components. Therefore, the principal components identified in this analysis collectively provide a comprehensive understanding of the data's variability, with the first few components explaining the majority of the variance.

Rotated Component Matrix[a]

	Component	
	1	2
DQ6	.886	
DQ3	.853	
DQ5	.826	
DQ7	.824	
DQ2	.806	
AC2		.817
AC4		.780
AC5		.692

Figure 4.13 Rotated Component Matrix after conduct factor analysis

After conducting factor analysis eliminating insignificant variables that have low factor loading, cross loading, and mismatch meaning the result shows 2 groups of construct including doctor services quality and accessibility as shown in the Figure 4.19

The rotated component matrix reveals two distinct components identified in the data. Component 1 represents a group of Doctor services quality, while Component 2 represents Accessibility. This could imply that in understanding healthcare outcomes or patient satisfaction, both the quality of doctor services and accessibility to medical services play important roles.

4.6 Regression Analysis

Table 4.8   Regression Table before conduct factor analysis, n = 100

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	2.136	.426		5.019	.000
Mean of Accessibility	.228	.182	.191	1.252	.214
Mean of Physical Facilities	-.315	.264	-.253	-1.192	.236
Mean of Doctor services quality	.461	.249	.377	1.852	.067
a. Dependent Variable: MeanVI					

Based on the The regression analysis results indicate that the constant term is statistically significant (B = 2.136, t = 5.019, $p < 0.05$), while neither the predictors "Accessibility" (B = 0.228, t = 1.252, $p > 0.05$) nor "Physical Facilities" (B = -0.315,

t = -1.192, p > 0.05) show statistical significance. However, "Doctor Service Quality" approaches significance, which is close to being statistically significant with a p-value of 0.067, but it doesn't quite meet the conventional threshold of 0.05 (B = 0.461, t = 1.852, p = 0.067).

Table 4.9 Regression Table after do factor analysis, n = 100

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.018	.427		4.731	.000
	Mean of Doctor services quality	.463	.131	.382	3.531	.001
	Mean of Accessibility	-.087	.113	-.083	-.771	.443
a. Dependent Variable: MeanVI						

Based on the regression analysis results indicate that the constant term is statistically significant (B = 2.018, t = 4.731, p < 0.05), where Doctor Service Quality" statistically significant, with a p-value of 0.001 (B = 0.463, t = 3.531, p < 0.05). However, "Accessibility" (B = -0.087, t = -0.771, p > 0.05) did not show statistical significance.

Table 4.10 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.350a	.122	.104	.70129

a. Predictors: (Constant), MeanAccess, Meandoctor

Based on the Adjusted R Square value of 0.104, it can be concluded that the regression model explains approximately 10.4% of the variance in the dependent variable. While this indicates a statistically significant relationship between the predictors (Mean of Accessibility, Mean of Doctor Service Quality) and the outcome variable, it suggests that there are other factors not accounted for in the model that influence the dependent variable.

| Doctor Services Quality | .382 | Selection intention |

Figure 4.14 Hypothesis testing results

CHAPTER V
CONCLUSIONS

5.1 Discussion

The study explores the effect of factors influencing a patient when selecting dental services. The main purpose of this study is "What are the factors influencing a patient's intention for dental services selection in Thailand?" Therefore, this research will be analyzing the data with the SPSS program, examining the effect of doctor services, physical facilities, and accessibility. We can draw out the factor that patients pay attention to when selecting dental services in Thailand in which dental services provider should focus on, referring to the sig, doctor service quality, thus rejecting the null hypothesis and accepting the alternative hypothesis. The detailed results are as follows.

5.1.1 Doctor service quality

The result indicates that doctor service quality is statistically significant, indicating that the underlying factors beyond those included in the model have positive influence on the intention for dental services selection. Doctor service quality is also one and only factor that has a significant impact on intention for dental services selection in Thailand. As patient interactions with healthcare providers, particularly their doctor, are fundamental in defining the healthcare experience (Boquiren et al., 2015). This aligns with a study by Luo et al., (2018) found that patient satisfaction with dental services is significantly influenced by the quality of doctor-patient interactions. Further, previous research has found significant correlations among patient satisfaction and doctor service quality (Park et al., 2021d). Therefore, enhancing dental services, utilizing doctor service quality such as empathic communication skills and attention to patients, patient-oriented, leads to a consistent increase in dental clinic selection.

5.2 Conclusion & Recommendation

The results showed the most influencing factor toward a patient's intention for dental services selection in Thailand is doctor service quality as the model is able to explain approximately 10.4% of the variance in the dependent variable that are statistically significant. Based on the conclusions drawn, several recommendations can be made to dental services providers aiming to improve doctor service quality. First, dental services providers could firstly focus on Patient-Centered Care emphasizing on practices, such as active listening, shared decision-making, and respect for patient preferences, can contribute to a positive patient experience and higher perceived service quality. In addition conduct regular quality assessments where dental services providers should implement regular assessments of service quality to identify areas for improvement and track changes over time. This can involve collecting patient feedback, conducting satisfaction surveys, and monitoring clinical outcomes to ensure continuous quality improvement efforts. Equally important, investing in doctor training includes prioritizing training programs aimed at enhancing the competence, empathy, and communication skills of medical staff. By equipping doctors with the necessary interpersonal skills, providers can improve patient satisfaction and perceptions of service quality.

CHAPTER VI
LIMITATION AND FUTURE STUDY

6.1 Limitation

First, The model is able to explain only approximately 10.4% of the variance in the dependent variable. The questionnaires were distributed and collected from convenient sampling in Thailand. Because the distribution of dental clinics across Thailand differs regionally, the results of this study cannot easily be generalized to all dental clinics in Thailand. Additionally, with limited time constraints to distribute and collect sampling, 100 samples, therefore it does not represent the whole population in Thailand. Disproportionate distribution among age groups where most respondents were clustered within the age range of 25 or below accounting for 70%.

6.2 Future study

This research study aims to identify The factors influencing a patient's intention for dental services selection in Thailand to suggest the most effective marketing factors that create an impact on dental clinics in Thailand. With limited sampling, uneven distribution and research's regional limitations, It may cause some test results to be inaccurate. Further study should be careful in using statistical data linked to business operations that may change, while attempting to overcome this research's regional limitations. While extending the scope of doctor services quality into a wider aspect and investigating more factors for future studies. Exploring additional variables, incorporating additional variables that may contribute to the explanation of the dependent variable. This could include factors such as demographic characteristics, socio-economic status, or other aspects of healthcare service provision. Incorporating these suggestions in future studies can contribute to a more comprehensive understanding of the factors influencing a patient's intention for dental services selection in Thailand and enhance the predictive capability of regression models.

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