

Understanding Repurchase Intentions in Dental Care: The Mediating Role of Regret and Service Factors

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ABSTRACT

In the competitive dental healthcare market of Balikpapan, Indonesia, retaining customers is a critical challenge due to rising competition and increasing awareness of oral health, with 56.9% of the population experiencing dental issues and 80.7% seeking professional care. The research aimed to investigate the determinants of repurchase intention in dental clinic services, focusing on customer expectation, customer experience, service quality, service personalization, and alternative attractiveness, with customer regret as a mediating variable. Using a quantitative approach, data were collected from 255 dental clinic customers in Balikpapan via an online questionnaire, selected through purposive sampling. Structural Equation Modeling with Partial Least Squares (SEM-PLS) analysis was employed to test the relationships. Results show that customer expectation, customer experience, service quality, and service personalization significantly reduce customer regret, which, in turn, positively influences repurchase intention. Conversely, alternative attractiveness increases regret, negatively impacting repurchase intention. Customer regret significantly mediates these relationships, highlighting its critical role in shaping customer loyalty. The findings contribute to regret theory by demonstrating its application in dental healthcare and offer practical strategies for clinics to enhance loyalty. These include improving service quality, leveraging technology for personalization, managing expectations effectively, and countering alternative attractiveness through unique value propositions. The research provides actionable insights for dental clinics in Balikpapan to foster customer retention in a competitive market.

Keywords: repurchase intention, customer regret, dental clinic, regret theory, service quality

INTRODUCTION

In the increasingly competitive dental healthcare market of Balikpapan, Indonesia, retaining customers is a critical challenge, as rising competition and growing oral health awareness drive patients to evaluate service providers more critically. It shows 56.9% of Indonesians experiencing dental issues and 80.7% seeking professional care (Kemenkes BKPK, 2023). Hence, understanding the factors that foster customer loyalty is vital for dental clinics to sustain their market position.

Purchase intention is an important aspect in

the business world because it reflects the potential of customers to make a purchase (Simanjuntak et al., 2025). In the modern business context, retaining existing customers through repeat purchases is often more effective than acquiring new ones. Repeat purchase intention is an important indicator of customer loyalty, demonstrating the customers' commitment to continue using a product or service in the future (Mohammadi et al., 2025). Understanding the factors that influence repeat purchase intention is crucial for business sustainability and growth. Moreover, customer experience plays a significant role in shaping perceptions and relationships between

customers and a brand or service.

Repurchase intention, a key indicator of loyalty, is influenced by emotional and experiential factors, yet the role of customer regret as a mediator in this context remains underexplored. Existing research, such as Siripipatthanakul (2021), has emphasized the impact of service quality on customer satisfaction in dental clinics. Meanwhile, another research by Suprayogi et al. (2022) has highlighted the role of professionalism and technology. However, few studies integrate customer expectation, experience, service quality, personalization, and alternative attractiveness within the framework of regret theory to explain repurchase intention in dental healthcare. The research addresses this gap by examining how these factors shape customer regret and, consequently, repurchase intention. The research offers a novel application of regret theory in the dental service context.

Alternative attractiveness is a crucial aspect of understanding consumer behavior, especially when customers evaluate the available choices in the market. Customer perception of alternative attractiveness, or the availability of more appealing options, often plays a significant role in influencing their decisions (Ribeiro et al., 2024). Studies have shown that the presence of alternative options can lead to customer regret, especially when customers believe their initial choice is less favorable compared to the available alternatives (Sarwar et al., 2022). Awareness of alternative attractiveness not only encourages a reassessment of past decisions but also impacts a customer's intention to continue using or switch from an existing service. Therefore, understanding how alternative attractiveness affects customer behavior is essential for developing strategies that foster loyalty and mitigate the risk of customer attrition.

Regret theory also plays a crucial role in shaping customer loyalty. According to regret theory, customers do not only consider the desired outcomes of their purchasing decisions but may also experience regret when the results do not meet their expectations. In the context of dental clinics, if customers feel that their choice of service does not yield satisfying results, they may experience regret. Consumer regret can negatively impact service loyalty by diminishing the likelihood of repeat purchase. This emotional response often stems from a perceived discrepancy between expected and actual service outcomes, potentially shaping future purchasing behavior (Tata et al., 2021). Such regret may also encourage customers to file complaints as a form of expressing their dissatisfaction (Simanjuntak & Shahirah, 2024; Yuliati & Simanjuntak, 2024). Therefore, it is essential for dental service providers to deliver services that align with customer expectations in terms of both quality and overall experience to minimize potential customer regret. Other factors, such as service quality, service personalization, and customer expectations, also influence customer regret and repurchase intention. Delivering high-quality, personalized services and effectively managing customer expectations can reduce negative outcomes,

thereby increasing repeat purchases (Amoako et al., 2023).

Customer expectation refers to the hopes and perceptions that customers have regarding a product or service. It encompasses aspects such as quality, price, convenience, and ambiance (Nair & Manohar, 2024). According to Meng et al. (2023), consumer expectations can be categorized into two types. The first type involves predictions based on past experiences or frequently occurring events. Meanwhile, the second type is shaped by ideal or potential expectations, influenced by information from various sources, such as advertisements or expert reviews. Unmet expectations regarding product quality and benefits have a profound negative impact on customer regret (Abdallahman & Darwish, 2024). Moreover, negative emotions, particularly disappointment and regret, often arise when the customer experience does not meet the customer's expectation, influencing their post-purchase decision-making and behavioral responses (Lee et al., 2022). Similarly, customer regret emerges as a direct response to the discrepancy between expectations and the actual purchase outcome (Rehman et al., 2024). Based on these empirical studies, the following hypothesis is proposed:

H1: Customer expectation has a significant impact on customer regret.

In efforts to improve the quality of dental healthcare services, customer experience is a crucial aspect to consider. A positive customer experience throughout the service process can reduce the likelihood of customer regret. According to Bansal (2023), optimizing customer experiences across multiple touchpoints can significantly influence long-term customer attitudes and choices, particularly in deeply personal healthcare.

Customer experience encompasses the entire interaction a consumer has with a company, from initial processes such as registration to post-purchase engagement (Gahler et al., 2023). These interactions are influenced by service quality, interactions with staff, administrative processes, and the use of available technology. Customer experience plays a crucial role in shaping consumer perception and satisfaction, ultimately contributing to customer loyalty and business success. Meeting customer expectations enhances satisfaction, thereby reducing regret. Similarly, negative experiences can intensify customer regret (Lee et al., 2022). It is further revealed that negative customer experiences increase post-purchase regret by lowering customer satisfaction (Ekanayake & Karunarathne, 2021). Based on these findings, the following hypothesis is proposed:

H2: Customer experience has a significant impact on customer regret.

Service quality deserves serious attention due to its ability to consistently and efficiently fulfill customer

expectations and needs (Ezechi et al., 2025). Service quality is defined as the degree of alignment between consumer expectation and perception of the service received (Darzi et al., 2023). According to Tata et al. (2021), when service providers lower service quality, it significantly increases the likelihood of consumer regret. These findings highlight the crucial role of service quality in shaping the level of customer regret. It is further supported by Oliveira et al. (2023) that negative customer experience with service guarantees from a service provider, such as discrepancies between expectations and service outcomes, can trigger regret and dissatisfaction due to failure to meet promised standards. Based on these empirical studies, the following hypothesis is proposed:

H3: Service quality has a significant impact on customer regret.

Next, service personalization is the process of modifying functions, interfaces, information access, and system content to improve personal relevance for customers (Chandra et al., 2022). Personalization not only improves user experience, engagement, and customer satisfaction but also strengthens loyalty by providing services that are relevant and tailored to individual needs. Service personalization, through decision-support tools, such as the Personal Patient Profile-Prostate (P3P), can significantly reduce regret by modifying service choices to individual preferences and needs (Berry et al., 2021). Similarly, service personalization helps to mitigate the negative impact of service failures by ensuring that customized services align with customer needs (Zhang et al., 2021). Based on these empirical studies, the following hypothesis is proposed:

H4: Service personalization has a significant impact on customer regret.

Beyond customer experience, alternative attractiveness also plays a key role in shaping customer decisions, as customer perception of available market alternatives can drive them to switch services or remain loyal (Shang & Bao, 2022). Alternative attractiveness refers to the availability and viability of competing alternatives in the market (Osei et al., 2024). It reflects how the variety of choices can influence customers' evaluation of a product or service. In a competitive market, the number of available alternatives increases in line with the principles of supply and demand, allowing customers to select products or services that best suit their needs and preferences. Previous studies suggest that higher alternative attractiveness can trigger customer regret and lead to a reassessment of past decisions, especially when more appealing alternatives become available (Sarwar et al., 2022). Alternative attractiveness has a significant impact on customer regret. Customers' awareness of more appealing product alternatives tends to trigger

comparisons between their purchase outcomes and the available alternatives. It is further added that the anticipation of alternative attractiveness significantly influences customer regret, as it can encourage customers to consider switching from the default option (Kim, 2023). Based on these empirical studies, the following hypothesis is proposed:

H5: Alternative attractiveness has a significant impact on customer regret.

Repurchase intention refers to an individual's intention or desire to repurchase a product or service from the same company based on past experiences and current circumstances (Aparicio et al., 2021). Repurchase intention also reflects consumer loyalty to a specific brand, influenced by positive experiences and brand attachment (Aldriyanti & Tjajarningsih, 2022). Repurchase intention shows customers' desire to stay loyal to a brand and continue buying products or services, influenced by previous positive experiences (Ellitan et al., 2023). Customer regret arises when customers realize that their purchase decision may not have been the best choice. Regret can decrease brand loyalty, leading to a decline in repurchase intention (Kurtoglu et al., 2022). It is also found that regret has a significant negative impact on repurchase intention, as customers who feel regretful about their purchase decision are less motivated to repurchase the same product or service (Tata et al., 2021). Regret can also cause customers to hesitate to make repeat purchases and even switch to other brands (Rehman et al., 2024). Similar research shows that post-purchase regret reduces customer trust and encourages customers to switch to alternative platforms, thereby influencing their intention to repurchase (Jo et al., 2022). Based on these empirical studies, the following hypothesis is proposed:

H6: Customer regret has a significant impact on repurchase intention.

Customer regret significantly influences repurchase intention by mediating the relationships between various service-related factors and customer loyalty in dental clinic settings. Discrepancies between customer expectations and actual service outcomes trigger regret, which reduces repurchase intention. Unmet expectations, shaped by past experiences or external information such as advertisements, can lead to regret and negatively affect future purchase behavior (Abdallahman & Darwish, 2024). Then, negative customer experiences, such as poor interactions or service failures across touchpoints like registration or post-treatment care, can trigger regret and subsequently diminish consumer loyalty (Manyanga et al., 2022). Similarly, poor service quality also increases customer regret, which, in turn, lowers repurchase intention, as inconsistent or substandard service does not meet expectations (Tata et al., 2021). In addition,

inadequate service personalization, such as irrelevant or uncustomized services, amplifies feelings of regret and negatively impacts customer loyalty (Maghembe & Magasi, 2024). Lastly, higher alternative attractiveness amplifies regret over the chosen service provider, as awareness of more attractive alternatives reduces the likelihood of customer loyalty (Karina & Roslina, 2025). Based on these empirical studies, the following hypotheses are proposed:

- H7: Customer regret mediates the relationship between customer expectation and repurchase intention,
- H8: Customer regret mediates the relationship between customer experience and repurchase intention,
- H9: Customer regret mediates the relationship between service quality and repurchase intention.
- H10: Customer regret mediates the relationship between service personalization and repurchase intention,
- H11: Customer regret mediates the relationship between alternative attractiveness and repurchase intention.

Competition in the dental clinic sector is increasingly intense, requiring service providers to adapt and innovate to remain relevant in the market continuously. In the conventional business model, dentists operate their practices with the primary goal of generating profit, focusing on revenue growth, productivity improvement, cost reduction, and minimizing opportunity losses to improve their chances of success in the market. The increasing competition encourages private healthcare providers, including dental clinics, to enhance service quality and implement innovations to attract and retain patients (Nguyen et al., 2021). The combination of efficient business strategies and service quality enhancement serves as a key factor in competing effectively in an increasingly competitive industry. Hence, the research aims to investigate the determinants of repurchase intention in dental clinics in Balikpapan, Indonesia. It will analyze the direct effects of customer expectation, customer experience, service quality, service personalization, and alternative attractiveness on customer regret, as well as the mediating role of regret in influencing repurchase intention. By applying regret theory, the research offers novel insights into managing customer loyalty through emotional and experiential strategies, contributing to both academic literature and practical dental clinic management.

METHODS

The research adopts a quantitative cross-sectional design to investigate the determinants of repurchase intention among dental clinic customers in Balikpapan, Indonesia. The research systematically

examined the relationships between customer expectation, customer experience, service quality, service personalization, alternative attractiveness, customer regret, and repurchase intention, with customer regret as a mediating variable. The target population consists of customers who have visited a dental clinic in Balikpapan at least once in the past year. Balikpapan is selected as the research locus due to its rapidly growing healthcare sector, increasing demand for dental services, and a competitive dental market, making it an ideal setting to study customer loyalty dynamics. A purposive sampling technique is employed to ensure that respondents have relevant experience with dental services, yielding 255 participants. The sample size is determined by multiplying the number of indicators (42) by 5–10, following Pratama et al. (2023), resulting in a minimum sample size of 210–420, with 255 deemed sufficient for robust analysis. The questionnaire is created using Google Forms and distributed online.

Seven constructs are measured: customer expectation, customer experience, service quality, service personalization, alternative attractiveness, customer regret, and repurchase intention. Each variable is operationalized using six indicators (see Table 1 in Appendices). All indicators are measured on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) to capture respondents' perceptions and experiences consistently. The measurement instruments are validated through pilot testing with 30 respondents, ensuring convergent and discriminant validity, and reliability (Cronbach's alpha > 0.7). The research employs Structural Equation Modeling (SEM) with Partial Least Squares (PLS) using SmartPLS software for data analysis. The analysis follows a two-step approach. First, it evaluates the measurement model to assess validity (convergent and discriminant) and reliability (Cronbach's alpha, composite reliability). Second, it assesses the structural model for hypothesis testing using path coefficients, t-values, and p-values.

RESULTS AND DISCUSSION

The research investigates the determinants of repurchase intention among dental clinic customers in Balikpapan, Indonesia, focusing on the roles of customer expectation, customer experience, service quality, service personalization, alternative attractiveness, and customer regret (as a mediating variable). Data are collected from 255 respondents via an online questionnaire distributed through Google Forms. Respondents are individuals who have visited a dental clinic in Balikpapan at least once in the past year, selected through purposive sampling. Table 2 (see Appendices) presents the demographic profile of respondents: 55% being female, 59% being 21–30 years, 43% holding a bachelor's degree, 29% being private sector employees, and 36% having a monthly income of IDR 3,000,001–5,000,000. These demographics reflect a diverse sample, ensuring

robust representation of Balikpapan's dental clinic customers.

The evaluation of the outer model is the initial stage in research testing that applies the Partial Least Square–Structural Equation Modeling (PLS-SEM) method. This evaluation aims to determine the relationship between constructs and indicator variables through validity and reliability tests, as shown in Figure 1. It illustrates the measurement model, highlighting the connections between constructs, such as customer expectation, customer experience, service quality, service personalization, alternative attractiveness, customer regret, and repurchase intention, and their respective indicators, with factor loadings indicating the strength of these relationships.

The following presents the results of validity and reliability tests for the research questionnaire. These tests assess all research variables using questionnaires distributed to respondents, who provided responses based on their experiences and perceptions. To ensure accuracy, the questionnaire must demonstrate both validity and reliability. Validity is evaluated to confirm the accuracy of the measurement instrument. According to Aras et al. (2023), a questionnaire is considered valid if the significance level is less than 0.05. As

shown in Table 3 (see Appendices), the validity test, conducted with a sample of 30 respondents, yields a significance level of 0.000 for each measurement item, which is below the 0.05 threshold. Therefore, all measurement items in this study are deemed valid, indicating that each indicator accurately measures its respective construct. Reliability is assessed using Cronbach's alpha, with results presented in Table 4 (see Appendices). A Cronbach's alpha value above 0.7 indicates reliability (Shrestha., 2021). The results show that all variables exceed this threshold: customer expectation ($\alpha = 0.966$), customer regret ($\alpha = 0.986$), and repurchase intention ($\alpha = 0.934$). These values confirm that the data are reliable and consistent across all constructs.

The standugh cross-loading between indicators and constructs. Reliability is confirmed by composite reliability and Cronbach's alpha values. According to Cheung et al. (2024), an indicator is considered valid if it has a strong correlation, with a value exceeding 0.7. As shown in Table 5 (see Appendices), all indicators have factor loading above 0.7, and Average Variance Extracted (AVE) values exceed 0.5 (e.g., customer expectation AVE = 0.862, repurchase intention AVE = 0.834). Composite reliability and Cronbach's alpha

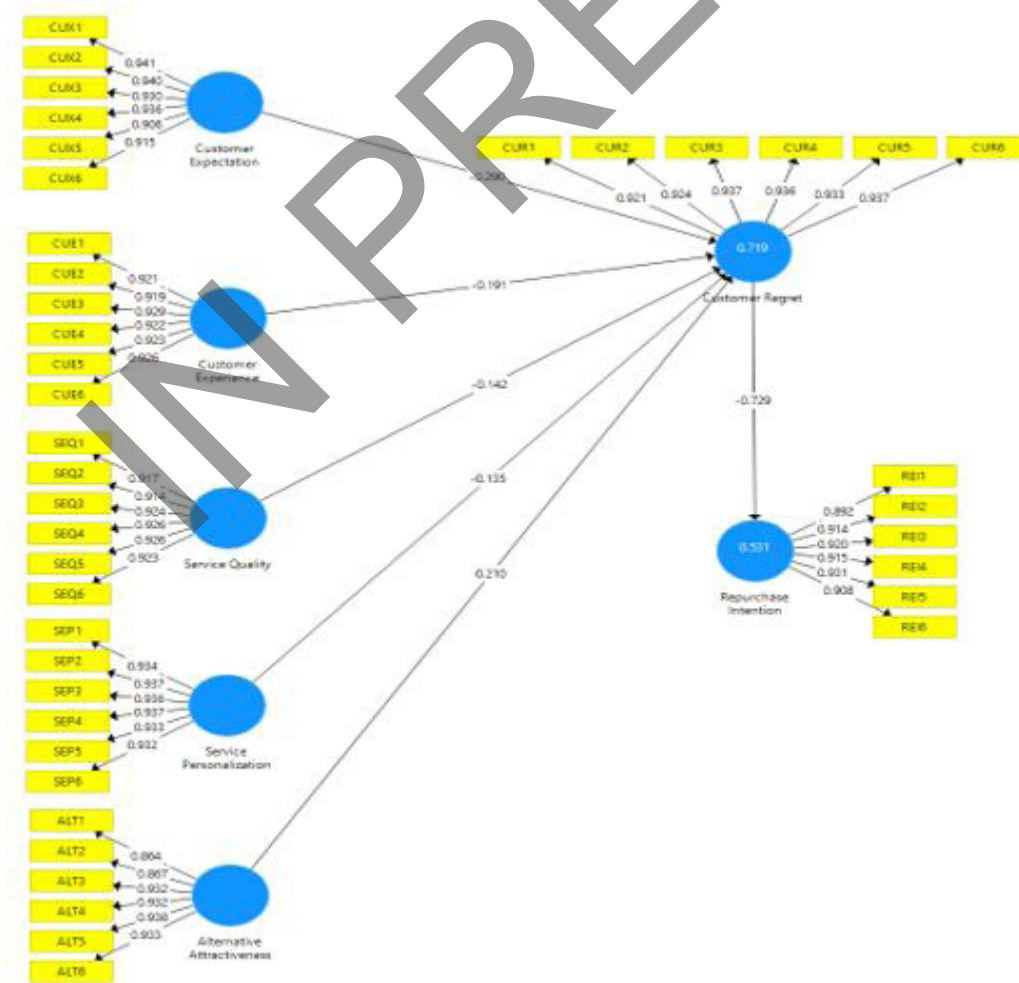


Figure 1 Measurement of the Inner Model

values also surpass 0.7, confirming that the outer model is both valid and reliable.

Next, the explanatory power of the model is assessed using R-squared values, as presented in Table 6 (see Appendices). According to Purwanto and Sudargini (2021), the criteria for R-square values are classified as substantial (0.67), moderate (0.33), and weak (0.19). The R-square for repurchase intention is 0.531, indicating that the model explains 53.1% of the variance in repurchase intention, while customer regret has an R-square of 0.719. The results reflect substantial explanatory for this construct.

The path coefficients show the direction and strength of relationships between variables. The model includes customer expectation, customer experience, service quality, service personalization, alternative attractiveness, customer regret, and repurchase intention. The structural model results, summarized in Table 7 (see Appendices), test the proposed hypotheses. Customer expectation has a significant negative effect on customer regret, with a coefficient of -0.29 and a p-value of 0.000. This result indicates that higher expectation fulfillment reduces regret. Therefore, H1 is accepted. Next, customer experience also significantly reduces customer regret with a coefficient of -0.191 and a p-value of 0.008, supporting the acceptance of H2. Similarly, service quality shows a significant negative influence on customer regret, with a coefficient of -0.142 and a p-value of 0.004, confirming that H3 is accepted. Then, service personalization significantly reduces regret with a coefficient of -0.135 and a p-value of 0.028, leading to the acceptance of H4. Similarly, alternative attractiveness has a significant positive effect on customer regret with a coefficient of 0.21 and a p-value of 0.006, indicating that awareness of better alternatives increases regret. Thus, H5 is accepted. Last, customer regret strongly and negatively impacts repurchase intention with a coefficient of -0.729 and a p-value of 0.000, confirming that H6 is accepted.

The mediation analysis in Table 8 (see Appendices) demonstrates that customer regret significantly mediates the relationships between the independent variables and repurchase intention. Customer expectation ($\beta = 0.212$, $p = 0.000$), customer experience ($\beta = 0.139$, $p = 0.011$), service quality ($\beta = 0.103$, $p = 0.005$), and service personalization ($\beta = 0.098$, $p = 0.037$) positively influence repurchase intention through customer regret, supporting H7, H8, H9, and H10. Conversely, alternative attractiveness ($\beta = -0.153$, $p = 0.008$) negatively affects repurchase intention via customer regret, confirming H11. These results highlight the mediating role of customer regret in shaping repurchase intentions.

The results of the hypothesis testing demonstrate that customer expectation has a significant negative effect on customer regret, indicating that higher levels of expectation fulfillment are associated with lower levels of regret. This finding is consistent with Barta et al. (2023) that meeting customer expectation can mitigate negative emotional responses. In the context

of dental clinics in Balikpapan, when aspects such as service quality, cleanliness, staff's professionalism, and overall care align with or exceed customer expectation, individuals are less likely to experience regret regarding their choice of provider. Furthermore, customer experience also has a significant negative influence on customer regret, supporting the conclusions of Lee et al. (2022). Previous research has emphasized that consistent and positive service interactions help to reduce adverse emotional outcomes. Elements, such as a welcoming environment, courteous personnel, and seamless service delivery, contribute to reinforcing customers' confidence in their decision. These findings underscore the critical role of managing both expectations and experiential factors in minimizing regret and promoting continued revisit intentions within the dental service sector.

Service quality also exerts a significant negative influence on customer regret, supporting the findings of Barta et al. (2023) that poor service quality often triggers regret, particularly when initial expectations are not met. In the context of dental clinics, high-quality services, such as the presence of competent and reliable staff, timely appointments, clear communication, and comprehensive explanations of procedures, play a critical role in shaping customers' perceptions and emotional responses. When patients are confident in the professionalism and consistency of the care they receive, the likelihood of experiencing regret over their choice of clinic is significantly reduced. In addition, service personalization has been found to have a significant negative effect on customer regret. This result aligns with the conclusions of Doan et al. (2024) that personalized services are effective in reducing regret by addressing the unique needs and preferences of individual customers. Within the research, personalized care, which involves individualized treatment plans, attention to patient history, and responsiveness to specific concerns, contributes to a more meaningful and reassuring service experience. These findings indicate that both service quality and personalization are essential in reducing regret and enhancing positive customer evaluations within the dental service.

In contrast, alternative attractiveness has a significant positive effect on customer regret, supporting the findings of Mourali et al. (2018). When customers perceive more appealing alternatives, such as other dental clinics offering superior facilities, lower prices, or more comprehensive services, the sense of having made a suboptimal choice may lead to heightened regret. This result suggests that even when a service meets expectations, the awareness of potentially better options can negatively influence post-purchase emotions. Therefore, it is important for dental clinics to differentiate their offerings clearly and consistently to reduce the perceived appeal of alternatives and mitigate regret. Furthermore, the analysis reveals that customer regret has a negative impact on repurchase intention, which aligns with the findings of Tata et al. (2021). Customers who

experience regret due to dissatisfaction with their previous visit are significantly less likely to return, underscoring the importance of minimizing regret to cultivate long-term customer relationships. These results highlight the need for dental service providers to not only focus on delivering quality care but also to manage customer perceptions and reduce regret to enhance customer retention and loyalty.

The mediation analysis shows that customer regret significantly mediates the relationships between customer expectation, customer experience, service quality, service personalization, alternative attractiveness, and repurchase intention. The results suggest that managing these factors to reduce regret indirectly improves repurchase intention. It offers a contribution to regret theory in the dental clinic context. These findings have practical implications for dental clinic management in Balikpapan. Aligning services with customer expectations, improving experiences, maintaining high service quality, and offering personalized dental treatment can reduce regret and improve loyalty. Strategies to counter alternative attractiveness, such as unique value propositions, are also critical.

CONCLUSIONS

The research purpose is to examine how dental clinic customers' repurchase intentions in Balikpapan are shaped by five key factors: customer expectation, customer experience, service quality, service personalization, and alternative attractiveness, with customer regret acting as a mediating variable. Employing a quantitative approach, the researchers investigate the direct effects of these antecedents on regret and how regret in turn influences the likelihood that a customer will return for future treatment. The results reveal that higher levels of customer expectation, more positive customer experience, superior service quality, and greater service personalization all significantly decrease customer regret. In contrast, the perceived attractiveness of alternative providers, whether through competing promotions or additional amenities elsewhere, significantly elevates regret. Importantly, customer regret exerts a strong negative effect on repurchase intention. The more regret a customer feels, the less inclined they are to revisit the clinic.

From a managerial standpoint, these findings underscore the need for dental clinic managers to implement integrated strategies that minimize regret and bolster repurchase intention. Clinics should ensure clear, accurate communication to meet or exceed expectations, create comfortable and memorable patient experiences, maintain consistently high standards in clinical care (from hygiene and professional expertise to efficient service flow), and tailor treatments to each patient's unique needs. At the same time, managers must keep a close eye on competitor offerings so that alternative providers lose their appeal.

The research focus on Balikpapan is a deliberate choice to provide a context-specific understanding of customer behavior in a competitive urban healthcare setting, enabling targeted insights for local dental clinics. However, this focus may limit the applicability of findings to regions with different healthcare practices or consumer behaviors. Future research can replicate this model in other Indonesian cities, such as Jakarta, Surabaya, or Medan, or extend it to general clinics. Incorporating additional variables, such as pricing strategies, accessibility, or advanced dental technologies, can also further enhance understanding of factors driving repurchase intention.

AUTHOR CONTRIBUTIONS

Designed the research methodology and analysis framework, R. T. P.; Gathered all data used in the study, R. T. P.; Provided tools for data analysis, R. T. P.; Conducted the entire data analysis, R. T. P.; Wrote the complete manuscript, including initial drafts and revisions, R. T. P.; Supervised the overall research process, U. S.; and Provided strategic advice for the research direction, M. S.

DATA AVAILABILITY

The data that support the findings of this research are available from the corresponding author, Ryan Tegar Pamungkas, upon reasonable request. The data are not publicly available due to technical limitations in preparing the dataset for public release at this time.

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APPENDICES

Table 1 Variables and Indicators Used in Research

Variable	Code	Indicator
Customer Expectation (CUX)	CUX1	Service meets expectations
	CUX2	Service quality matches expectations
	CUX3	Service provided exceeds expectations
	CUX4	Service experience is better than expected
	CUX5	Most expectations are fulfilled
	CUX6	Customer feels that most desires are fulfilled
Customer Experience (CUE)	CUE1	Customer feels comfortable while using the service
	CUE2	The atmosphere makes the customer feel calm
	CUE3	Customer feels safe when interacting with staff
	CUE4	Staff make them feel safe
	CUE5	Customer is satisfied with the staff service
	CUE6	Customer is satisfied with the received experience
Service Quality (SEQ)	SEQ1	Staff always keep service promises
	SEQ2	Service never disappoints
	SEQ3	Staff are reliable in handling issues
	SEQ4	If there is a problem, the staff provide solutions immediately
	SEQ5	Staff understands dental treatment
	SEQ6	Staff's explanations about conditions are very clear
Service Personalization (SEP)	SEP1	Dental treatment s tailored to needs
	SEP2	Services provided are specific to the condition
	SEP3	Services provided cannot be found at other providers
	SEP4	Services provided are better than other providers
	SEP5	If the customer switches to another provider, she/he will not get dental treatment as good as this place
	SEP6	Dental treatment is customized specifically to the needs. The customer is confident that it is unavailable elsewhere
Alternative Attractiveness (ALT)	ALT1	Other providers are better
	ALT2	There are other better providers
	ALT3	Other providers meet needs better
	ALT4	Customer is more suited to the services offered by other providers
	ALT5	Other providers offer more attractive options
	ALT6	Customer is interested in trying services from other providers
Customer Regret (CUR)	CUR1	Customer regrets choosing this service for dental treatment
	CUR2	Customer should never have chosen this service
	CUR3	Customer feels regret over the purchase decision
	CUR4	Decision to choose this service is wrong
	CUR5	Customer should have chosen another provider
	CUR6	This service is not the best choice for care
Repurchase Intention (REI)	REI1	Customer will return for the next dental treatment
	REI2	If customer needs dental treatment again, she/he will definitely choose this service
	REI3	Customer wants to continue using this service in the future
	REI4	This service is the top choice
	REI5	Likelihood of returning is very high
	REI6	Customer prefers this service over other providers in the future

Table 2 Demographic Characteristics of Respondents

Characteristic	Description	Number	Percentage (%)
Gender	Male	115	45
	Female	140	55
Age	21–30 years	151	59
	31–40 years	81	32
	41–50 years	18	7
	5–60 years	3	1
	> 60 years	2	1
Residence	Balikpapan	255	100
Latest Education	Elementary school/equivalent	2	1
	Junior high school/equivalent	6	2
	Senior high school/equivalent	105	41
	Diploma degree	16	6
	Bachelor's degree/equivalent	109	43
	Master or doctoral degree	17	7
Occupation	Private employee	75	29
	Trader/entrepreneur	60	24
	Student	41	16
	Professional	25	10
	Civil servant/military/police	24	9
	State-owned enterprise employee	18	7
	Others	12	5
Monthly Income	IDR 1,000,000–Rp2,000,000	6	2
	IDR 2,000,001–Rp3,000,000	23	9
	IDR 3,000,001–Rp5,000,000	91	36
	IDR 5,000,001–Rp7,500,000	67	26
	IDR 7,500,001–Rp10,000,000	26	10
	IDR 10,000,000–Rp15,000,000	23	9
	IDR 15,000,000–Rp20,000,000	7	3
	> IDR 20,000,000	12	5

Table 3 Validity Test Results

Variable	Indicator	R-Values	R-Table	Explanation
Customer expectation	CUX1	0.923	0.000	Valid
	CUX2	0.932	0.000	Valid
	CUX3	0.924	0.000	Valid
	CUX4	0.934	0.000	Valid
	CUX5	0.924	0.000	Valid
	CUX6	0.921	0.000	Valid
Customer experience	CUE1	0.889	0.000	Valid
	CUE2	0.894	0.000	Valid
	CUE3	0.919	0.000	Valid
	CUE4	0.894	0.000	Valid
	CUE5	0.846	0.000	Valid
	CUE6	0.940	0.000	Valid
Service quality	SEQ1	0.822	0.000	Valid
	SEQ2	0.843	0.000	Valid
	SEQ3	0.841	0.000	Valid
	SEQ4	0.908	0.000	Valid
	SEQ5	0.898	0.000	Valid
	SEQ6	0.911	0.000	Valid
Service personalization	SEP1	0.553	0.000	Valid
	SEP2	0.850	0.000	Valid
	SEP3	0.843	0.000	Valid
	SEP4	0.852	0.000	Valid
	SEP5	0.872	0.000	Valid
	SEP6	0.842	0.000	Valid
Alternative attractiveness	ALT1	0.838	0.000	Valid
	ALT2	0.762	0.000	Valid
	ALT3	0.908	0.000	Valid
	ALT4	0.833	0.000	Valid
	ALT5	0.868	0.000	Valid
	ALT6	0.801	0.000	Valid
Customer regret	CUR1	0.979	0.000	Valid
	CUR2	0.964	0.000	Valid
	CUR3	0.986	0.000	Valid
	CUR4	0.946	0.000	Valid
	CUR5	0.968	0.000	Valid
	CUR6	0.963	0.000	Valid
Repurchase intention	REI1	0.931	0.000	Valid
	REI2	0.820	0.000	Valid
	REI3	0.902	0.000	Valid
	REI4	0.877	0.000	Valid
	REI5	0.851	0.000	Valid
	REI6	0.863	0.000	Valid

Table 4 Reliability Test Results

Variable	Cronbach's Alpha	Requirement	Description	Number of Question Items
Customer expectation	0.966	> 0.7	Reliable	6
Customer experience	0.951	> 0.7	Reliable	6
Service quality	0.933	> 0.7	Reliable	6
Service personalization	0.892	> 0.7	Reliable	6
Alternative attractiveness	0.910	> 0.7	Reliable	6
Customer regret	0.986	> 0.7	Reliable	6
Repurchase intention	0.934	> 0.7	Reliable	6

Table 5 Results of Outer Model Evaluation

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted	Explanation
Customer expectation	0.968	0.969	0.974	0.862	Valid
Customer experience	0.965	0.966	0.972	0.853	Valid
Service quality	0.964	0.966	0.971	0.849	Valid
Service personalization	0.971	0.972	0.977	0.874	Valid
Alternative attractiveness	0.959	0.964	0.967	0.831	Valid
Customer regret	0.969	0.970	0.975	0.867	Valid
Repurchase intention	0.960	0.961	0.968	0.834	Valid

Table 6 R-Square Values

Variable	R-Square
Customer regret	0.719
Repurchase intention	0.531

Table 7 Path Coefficients and Hypothesis Testing

Hypothesis	Path Coefficient	T-Value	P-Value	Conclusion
H1: Customer Expectation → Customer Regret	-0.290	4.009	0.000	Supported
H2: Customer Experience → Customer Regret	-0.191	2.674	0.008	Supported
H3: Service Quality → Customer Regret	-0.142	2.916	0.004	Supported
H4: Service Personalization → Customer Regret	-0.135	2.201	0.028	Supported
H5: Alternative Attractiveness → Customer Regret	0.210	2.745	0.006	Supported
H6: Customer Regret → Repurchase Intention	-0.729	11.989	0.000	Supported

Table 8 Results of Hypothesis Testing for Indirect Effects

Influence	Path Coefficient	T-Value	P-Value	Conclusion
H7: Customer Expectation → Customer Regret → Repurchase Intention	0.212	3.901	0.000	Supported
H8: Customer Experience → Customer Regret → Repurchase Intention	0.139	2.567	0.011	Supported
H9: Service Personalization → Customer Regret → Repurchase Intention	0.098	2.088	0.037	Supported
H10: Service Quality → Customer Regret → Repurchase Intention	0.103	2.816	0.005	Supported
H11: Alternative Attractiveness → Customer Regret → Repurchase Intention	-0.153	2.684	0.008	Supported