

Influence of Experiential Marketing on Patient Loyalty Through Patient Satisfaction as Intervening Variable

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ABSTRACT

Keywords:

Patient Loyalty;

Patient Satisfaction;

Experiential Marketing.

This study aimed to analyze and describe the effect of experiential marketing, patient satisfaction, and patient loyalty at As-Syifa Husada Clinic. This research uses quantitative research. The population of this study is people who are currently or have used the services of the As-Syifa Husada Clinic, and the sample is 110 respondents who have used the services of the KIA Poly (Mother & Child Clinic) at least two times. Data collection techniques in this study used a questionnaire distributed to respondents. The analytical method used is path analysis and hypothesis testing using T-test and mediation test using the SPSS analysis tool. The results of this study indicate that: Experiential marketing has a positive and significant effect on patient loyalty; Experiential marketing has a positive and significant effect on patient satisfaction; Patient satisfaction has a positive and significant effect on patient loyalty; experiential marketing has an influence on patient loyalty through patient satisfaction. Good experiential marketing can shape patient satisfaction which will also have an impact on creating patient loyalty at As-Syifa Husada Clinic.

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INTRODUCTION

Efforts can be made to make As-Syifa Husada Clinic the community's first choice in meeting the needs of health services; in addition to developing facilities, it is also necessary to pay attention to patient-focused strategies. Strategies can be applied by focusing on loyalty, patient satisfaction, and experiential marketing. Consumer loyalty is essential to support the company's efforts to build its business and anticipates competition from similar companies (Sari et al., 2021). Customer satisfaction can be profitable for the company because satisfied customers will make repeat purchases and, ultimately, will make customers loyal. Experiential marketing is one of the strategies to maintain patient satisfaction and also maintain patient loyalty. Experiential marketing is a concept in the marketing world that is still relatively new and interesting because this concept can increase the number of consumers and maintain customer loyalty (Jatmiko & Andharini, 2012).

Customers who have a good relationship with the company can be formed by going through the initial step of change, namely the creation of customer satisfaction (Triwahyuni & Zuhroh, 2020). Customer satisfaction can be beneficial for the company because satisfied customers will make repeat purchases and will eventually make customers loyal to the company. Doctors, nurses, and medical and non-medical support personnel must know how to understand their consumers and how to be trusted by consumers, especially patients and their families (Novitasari et al., 2020).

Consumer satisfaction in the development of the company in the field of services is important. There is a sense of satisfaction and the desire to repeat the experience gained, things like this are now widely applied to face fierce competition where there are so many similar products but only with slight differences in specifications from each other (Sari et al., 2021). In addition to customer loyalty and satisfaction, experiential marketing is also very important.

Experiential marketing is one strategy to maintain patient satisfaction and also maintain patient loyalty. Experiential marketing is a concept in the world of marketing that is still relatively new and interesting, because this concept can increase the number of consumers and maintain consumer loyalty (Jatmiko & Andharini, 2012). The concept of experiential marketing is a marketing approach carried out by companies by creating a series of positive experiences and pleasant emotional touches to customers related to the products and services provided (Sari et al., 2021).

There are several researchers who have conducted research on this matter, such as those conducted by Baisyir & Quintania (2021) which obtained the results of the influence on experiential marketing on consumer satisfaction and its impact on consumer loyalty. In addition, Sari et al., (2021) also conducted research on the influence of experiential marketing on loyalty with visitor satisfaction as an intervening variable, but the results stated that experiential marketing affects loyalty not through satisfaction as an intervening variable.

As-Syifa Husada Clinic, which is located on Jl. Raya Karang Anyar, Poncokusumo District, Malang Regency, is one of the clinics that has developed rapidly from year to year. As a health service provider, patient satisfaction with the services and facilities must be increased to maintain patient loyalty. This can be obtained by applying experiential marketing appropriately to meet patient expectations. One of the facilities provided by the As-Syifa Husada Clinic is ANC (Antenatal care) and delivery rooms.

Table 1. Number of ANC Patients and Delivery Rooms per Year

| Year | Number of Patients | |
|------|--------------------|---------------|
| | ANC | Birthing room |
| 2021 | 3,499 | 326 |
| 2020 | 3,341 | 301 |
| 2019 | 3,552 | 372 |

Source: As-Syifa Husada Clinic

From Table 1, it can be seen that there is a gap in the number of ANC patients with delivery rooms, which means that not all patients who perform or use antenatal care services will continue to use delivery room services at As-Syifa Husada Clinic. In addition, from the data for the last three years, there is also instability in the number of patients per year. Therefore, clinics must be able to arrange strategies that attract attention to make the community choose As-Syifa Husada Clinic as the best choice for getting health services with satisfaction because of the experience gained when using these services.

Based on the phenomena described above follows the amount of patient data at the As-Syifa Husada Clinic for the last three years and the gap between previous studies in the results obtained. Therefore, this research is essential to determine the effect of experiential marketing on loyalty through customer satisfaction by using research subjects in As-Syifa Husada Clinic patients. Formulation of the problem: 1) How about experiential marketing, patient satisfaction, and loyalty at As-Syifa Husada Clinic?; 2) Does experiential marketing affect patient loyalty at the As-Syifa Husada Clinic?; 3) Does experiential marketing affect patient satisfaction at the As-Syifa Husada Clinic?; 4) Does patient satisfaction affect patient loyalty at As-Syifa Husada Clinic?; and 5) Does experiential marketing affect patient loyalty at the As-Syifa Husada Clinic through patient satisfaction?.

LITERATURE REVIEW

Experiential marketing is more than just providing information and benefits derived from a product or service; but also evokes feelings and emotions that impact marketing, especially sales (Andreani, 2007). Based on experience, a person always remembers a specific brand, both positive and negative. The company's success in facilitating this will benefit in three ways: improving the company's image or image, forming customer loyalty, and creating high value in the company (Alma, 2014). Research from Astriana & Widyastuti (2019) on customer satisfaction as an intervening variable: the influence of experiential marketing on loyalty to customers shows that the more experiential marketing felt by consumers, the more customer loyalty will increase. In addition, experiential marketing aims to create an attitude of customer loyalty to the products provided.

H1: Experiential marketing has a positive and significant effect on patient loyalty

Research by Muljani (2021) shows that the more memorable the positive experience obtained, the more satisfied customers will be, and vice versa. It is also important to consider customers' needs regarding the unique experience obtained, where this treatment will affect customer satisfaction. This can be obtained by creating an attractive atmosphere so customers will capture their moments with the company concerned.

H2: Experiential marketing has a positive and significant effect on patient satisfaction

Customer satisfaction is a measurement or indicator to see the extent to which customers or users of a company's products or services are pleased with the products or services received (Fatihudin & Firmansyah, 2019). The object of satisfaction measurement delivered by Tjiptono (2014), namely overall customer satisfaction, dimensions of customer satisfaction, confirmation of expectations, repurchase intention, willingness to recommend, and customer dissatisfaction. Customer satisfaction expressed by Assauri (2012), customer satisfaction is the most critical driving force for customer retention and loyalty. In an increasingly fierce market competition, it is necessary to increase customer satisfaction. Therefore, many companies constantly try to monitor customer satisfaction, which has a significant impact on the level of customer loyalty and profitability. Bellinda et al., (2020) where in their research it was stated that the relationship between customer satisfaction and loyalty is like a straight line in the same direction, so if a company increases customer satisfaction, the level of customer loyalty will also increase, and vice versa.

H3: Customer Satisfaction has a positive and significant effect on patient loyalty

There is a sense of satisfaction through the experience of the results of experiential marketing, then the results of mouth promotion or word of mouth will be obtained through consumers (Alma, 2014). Oktan (2011) states that customers are categorized into loyal customers, meaning those who feel very satisfied with a particular product and are enthusiastic about introducing it to anyone they know. This is also supported by Awalukita et al., (2020), who stated that customer loyalty will increase with higher customer satisfaction from experiential marketing. That way, the more exciting experiences through experiential marketing are obtained, the more consumer satisfaction will increase so that consumer loyalty will be more demonstrated.

H4: Experiential marketing has a positive and significant effect on loyalty through patient satisfaction

Based on the explanation of the problem formulation and review of the literature, the framework can be described as follows:

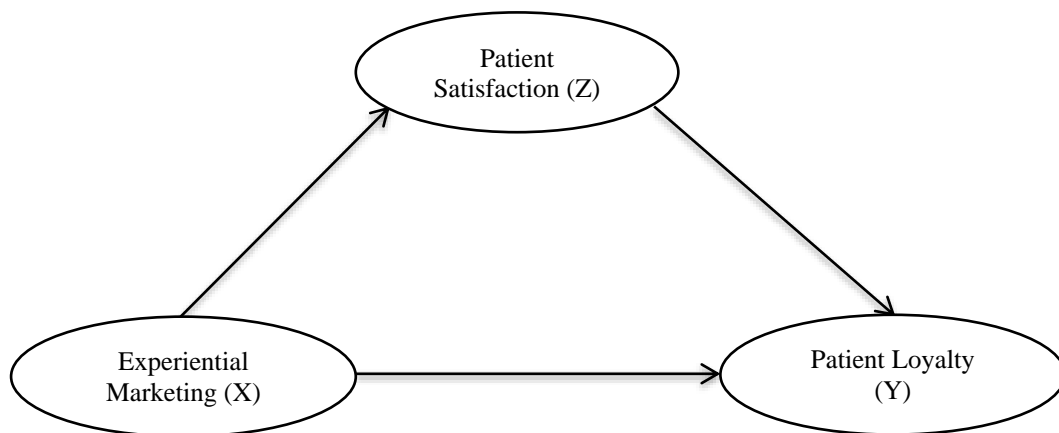


Figure 1. Conceptual Framework

Source: developed in this research, 2023

RESEARCH METHOD

This research was conducted at As-Syifa Husada Clinic, located on Jl. Raya Karanganyar No. 94, Gadungan, Karanganyar, Poncokusumo, Malang Regency, East Java. This research is quantitative. The population in this study were people who had or are currently undergoing the process of health services at the As-Syifa Husada Clinic. The number of samples used follows

the statement of Hair Jr. *et al.* (2014) by getting results as many as 110 respondents were employed. It is also supported by Fraenkel *et al.* (2012), who suggested at least a descriptive study using a sample of 100. In the study using a nonprobability sampling technique, namely purposive sampling, the consideration was having used health services at the As-Syifa Clinic at least two times at the MCH polyclinic. The types of data used are qualitative data and quantitative data. The data collection technique used a questionnaire distributed to respondents, then measuring the data using a Likert scale. Several tests were carried out, namely the instrument test, classical assumption test, path analysis, T-test, and mediation test.

RESULT AND DISCUSSION

Description of Respondent's Answers

Respondents who have ages between 20-34 years are the dominant respondents. This is because that age is optimal for a woman to get pregnant. Meanwhile, in this study, the fewest respondents were those over 40, with a percentage of 3.6%. This is because the risks of pregnancy will increase many times in women over 40 years of age who experience pregnancy. The characteristics of respondents based on place of residence are mostly those who live in Poncokusumo District; this can happen because their residence is close to As-Syifa Husada Clinic. Meanwhile, the least respondents live in Batu, Pasuruan, Bululawang District, and Tumpang Districts, with a total percentage of 0.9% each. This can be due to the distance between As-Syifa Husada Clinic and the above four areas, which is far away.

Based on Education level, the dominant respondents based on their last education who used the services of the As-Syifa Husada Clinic were respondents with a high school education level. The fewest respondents in this study were respondents whose previous level of education was elementary school. Most of the respondents have jobs as IRT, while the least are those who work as teachers. Based on services that are currently or have been used, the dominant respondents were respondents who were or had used ANC services. Based on the frequency of use, the most respondents based on the frequency of using the services of the As-Syifa Husada Clinic are respondents who have used their services more than five times, with a total of 50 respondents.

The validity test of each variable is as follows:

Table 2. Validity Test Results

| Variable | Item code | R count | R table | Sig. Value | Information |
|-----------------------------------|-----------|---------|---------|------------|-------------|
| <i>Experiential Marketing (X)</i> | X1.1 | 0.933 | 0.1874 | 0.000 | Valid |
| | X1.2 | 0.921 | 0.1874 | 0.000 | Valid |
| | X2.1 | 0.922 | 0.1874 | 0.000 | Valid |
| | X2.2 | 0.898 | 0.1874 | 0.000 | Valid |
| | X3.1 | 0.928 | 0.1874 | 0.000 | Valid |
| | X3.2 | 0.916 | 0.1874 | 0.000 | Valid |
| | X4.1 | 0.936 | 0.1874 | 0.000 | Valid |
| | X4.2 | 0.933 | 0.1874 | 0.000 | Valid |
| | X5.1 | 0.931 | 0.1874 | 0.000 | Valid |
| | X5.2 | 0.939 | 0.1874 | 0.000 | Valid |
| Patient Loyalty (Y) | Y1 | 0.934 | 0.1874 | 0.000 | Valid |
| | Y2 | 0.934 | 0.1874 | 0.000 | Valid |
| | Y3 | 0.941 | 0.1874 | 0.000 | Valid |
| | Y4 | 0.936 | 0.1874 | 0.000 | Valid |

| Variable | Item code | R count | R table | Sig. Value | Information |
|--------------|-----------|---------|---------|------------|-------------|
| Patient | M1 | 0.972 | 0.1874 | 0.000 | Valid |
| Satisfaction | M2 | 0.971 | 0.1874 | 0.000 | Valid |
| (Z) | M3 | 0.969 | 0.1874 | 0.000 | Valid |

Source: Processed Primary Data (SPSS output), 2022

Table 2 shows that the r-count value is greater than the r-table and the significant value is less than 0.05, meaning that the questions or statements in this research questionnaire can be declared valid.

Table 3. Reliability Test Results

| Variable | Alpha Cronbach | Information |
|-------------------------------|----------------|-------------|
| <i>Experiential Marketing</i> | 0.981 | Reliable |
| Patient Loyalty | 0.954 | Reliable |
| Patient Satisfaction | 0.969 | Reliable |

Source: Processed Primary Data (SPSS output), 2022

Based on the reliability test Table 3, the results obtained explain that the Cronbach Alpha value on experiential marketing (X), patient loyalty (Y), and patient satisfaction (Z) is greater than the cut-off value of 0.60, so it can be declared reliable.

Table 4. Normality Test Results

| | | Unstandardized Residual |
|--------------------------|----------------|-------------------------|
| N | | 110 |
| Normal Parameters ab | mean | 0.000000 |
| | Std. Deviation | 14.39791698 |
| Most Extreme Differences | Absolute | 0.060 |
| | Positive | 0.060 |
| | Negative | -0.040 |
| Test Statistics | | 0.060 |
| asymp. Sig. (2-tailed) | | 0.200 cd |

Source: Processed Primary Data (SPSS output), 2022

Based on the normality test results in Table 4 above, it can be seen that the Asymp. Sig. (2-tailed) of $0.200 > 0.05$, then the data can be declared normally distributed.

Table 5. Patient Loyalty Linearity Test Results * Experiential Marketing

| | | Sum Of Squares | df | Mean Square | F | Sig. |
|--|----------------|---------------------------------|-----|-------------|---------|-------|
| Patient loyalty * experiential marketing | Between Groups | (Combined) 1785,128 | 27 | 66,116 | 27.014 | 0.000 |
| | | linearity 1685,532 | 1 | 1685,532 | 688,691 | 0.000 |
| | | Deviation from Linearity 99,596 | 26 | 3,831 | 1,565 | 0.066 |
| | Within Groups | 200,690 | 82 | 2,447 | | |
| Total | | 1985,818 | 109 | | | |

Source: Processed Primary Data (SPSS output), 2022

Table 6. Patient Loyalty Linearity Test Results * Patient Satisfaction

| | | | Sum Of Squares | df | Mean Square | F | Sig. |
|--|----------------|--------------------------|----------------|-----|-------------|---------|-------|
| Patient loyalty * experiential marketing | Between Groups | (Combined) | 1743,409 | 12 | 145,284 | 58,135 | 0.000 |
| | | linearity | 1704,394 | 1 | 1704,394 | 682,013 | 0.000 |
| | | Deviation from Linearity | 39,015 | 11 | 3,547 | 1.419 | 0.177 |
| | Within Groups | | 242,409 | 97 | 2,499 | | |
| | Total | | 1985,818 | 109 | | | |

Source: Processed Primary Data (SPSS output), 2022

Based on Table 6 above, it can be seen that Sig Deviation From Linearity > Alpha. So, it can be concluded that patient loyalty with experiential marketing and patient loyalty with patient satisfaction have a linear relationship.

Table 7. Multicollinearity Test Results

| Model | | Collinearity Statistics | | Conclusion |
|-------|-------------------------------|-------------------------|-------|-----------------------------|
| | | Tolerance | VIF | |
| 1 | (Constant) | | | |
| | <i>Experiential Marketing</i> | 0.999 | 1,001 | Free from multicollinearity |
| | Patient Satisfaction | 0.999 | 1,001 | Free from multicollinearity |

Source: Processed Primary Data (SPSS output), 2022

Table 7 above shows that the tolerance value is more than 0.1, and the VIF value is less than 10. So it can be said that there is no multicollinearity in this research data.

Table 8. Results of Research on the Influence of Experiential Marketing on Patient Loyalty

| Model | | Unstandardized Coefficients | | Standardized Coefficients | Q | Sig. |
|-------|-------------------------------|-----------------------------|------------|---------------------------|--------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 11.016 | 0.884 | | 12,469 | 0.000 |
| | <i>Experiential Marketing</i> | -0.011 | 0.021 | -0.052 | -0.539 | 0.591 |
| | Patient Satisfaction | -0.015 | 0.071 | -0.020 | -0.208 | 0.836 |

Source: Processed Primary Data (SPSS output), 2022

Based on the table from the results of the heteroscedasticity test, it can be seen that there is no heteroscedasticity because this study has a significance value of more than 0.05.

Path Analysis: Structural Equation

Table 9. Results of Research on the Influence of Experiential Marketing on Patient Loyalty

| Model | | Unstandardized Coefficients | | Standardized Coefficients | Q | Sig. |
|-------|-------------------------------|-----------------------------|------------|---------------------------|--------|-------|
| | | B | Std. Error | Betas | | |
| 1 | (Constant) | 0.726 | 0.499 | | 1,454 | 0.149 |
| | <i>Experiential Marketing</i> | 0.296 | 0.013 | 0.914 | 23,363 | 0.000 |

a. Dependent variable: Patient Satisfaction

| Model | Unstandardized Coefficients | | Standardized Coefficients | Q | Sig. |
|-------|-----------------------------|------------|---------------------------|---|------|
| | B | Std. Error | Betas | | |

R square 0.835

Source: Processed Primary Data (SPSS output), 2022

The table above shows the regression equation as follows:

$$Z = +Py_1 X e1$$

$$Z = 0.914 + e1$$

The regression test of the path analysis model I obtained a significant value of 0.000 which means less than 0.05. So experiential marketing (X) significantly affects patient satisfaction (Z). From the value of R square, it is known that experiential marketing contributes to patient satisfaction by 83.5%.

Table 10. Research Results About the Influence Between Experiential Marketing and Patient Satisfaction on Patient Loyalty

| Model | | Unstandardized Coefficients | | Standardized Coefficients | Q | Sig. |
|-------|-------------------------------|-----------------------------|------------|---------------------------|-------|-------|
| | | B | Std. Error | Betas | | |
| 1 | (Constant) | 0.562 | 0.514 | | 1.095 | 0.276 |
| | <i>Experiential Marketing</i> | 0.184 | 0.032 | 0.453 | 5,800 | 0.000 |
| | Patient Satisfaction | 0.644 | 0.098 | 0.513 | 6,562 | 0.000 |

a. Dependent variable: Patient Loyalty

R square 0.892

Source: Processed Primary Data (SPSS output), 2022

Based on Table 11, the regression equation is obtained as follows:

$$Y = + + + e2Py_2 XPy_3 Z b_2Z$$

$$Y = 0.453X + 0.513Z + e2$$

The regression test of the path analysis model II obtained a significant value of 0.000 which means less than 0.05. Experiential marketing (X) significantly affects patient loyalty (Y). Patient satisfaction (Z) significantly affects patient loyalty (Y) with a significant value of 0.000 which means less than 0.05. The value of R square shows that experiential marketing and patient satisfaction variables contribute to patient loyalty by 89.2%.

The path coefficients are based on the regression coefficients

Table 11. Direct Effects, Indirect Effects, and Total Effects of X, Z, and Y

| Variable | Direct Influence | Indirect Influence Through Patient Satisfaction | Total Impact |
|---|------------------|---|--------------|
| Experiential Marketing >> Patient Loyalty | 0.453 | | 0.453 |
| Experiential Marketing >> Patient Satisfaction | 0.914 | | 0.914 |
| Patient Satisfaction >> Patient Loyalty | 0.513 | | 0.513 |
| Experiential Marketing <> Patient Satisfaction >> Patient Loyalty | | 0.453 + (0.914 x 0.513) | 0.922 |

Source: Processed data, 2022

Based on the results of the equation above, the results of the path analysis can be described on Figure 2 as follows:

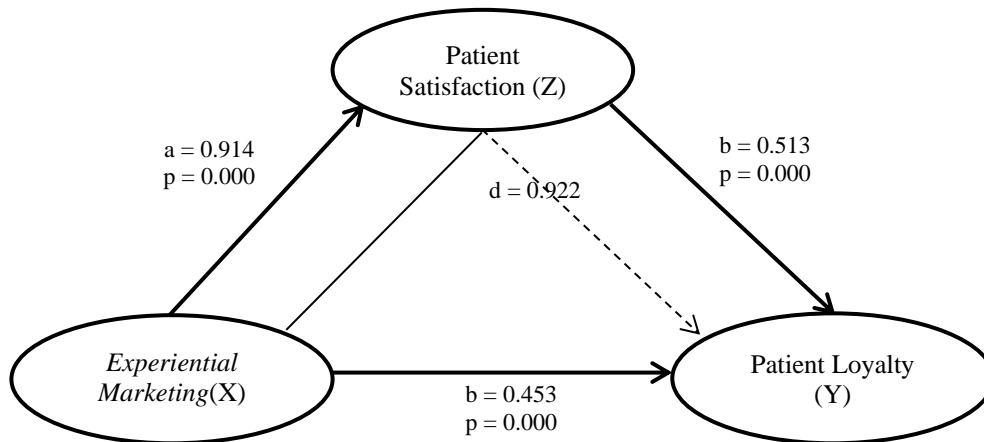


Figure 2. Path Analysis Model

Based on Figure 2, it can be concluded that there is a significant influence between experiential marketing on patient satisfaction of 0.914 with a significance value of $0.000 < 0.05$, experiential marketing on patient loyalty of 0.453 with a significant $0.000 < 0.05$, patient satisfaction has a significant effect on patient loyalty of 0.513 with a significance value of $0.000 < 0.05$, and experiential marketing on patient loyalty through patient satisfaction of 0.922.

Hypothesis testing: t-test

Table 12. Hypothesis Testing Results in Test T

| Variable | Sig | α value | T count | T table | Information |
|--|-------|----------------|---------|---------|-------------|
| Experiential Marketing >> Patient Loyalty | 0.000 | 0.05 | 5,800 | 1,982 | Significant |
| Experiential Marketing >> Patient Satisfaction | 0.000 | 0.05 | 23,363 | 1,982 | Significant |
| Patient Satisfaction >> Patient Loyalty | 0.000 | 0.05 | 6,562 | 1,982 | Significant |

Source: Processed data, 2022

Based on the results of the t-test, it can be concluded that:

The effect of experiential marketing (X) on patient loyalty (Y) with a significant value of $0.000 < 0.05$ and a t-count value of 5.800 is greater than the t-table value of 1.982. Thus, indicating that experiential marketing (X) partially significantly affects patient loyalty (Y) As-Syida Husada Clinic, H1 is proven to be accepted. The effect of experiential marketing (X) on patient satisfaction (Z) with a value of $0.000 < 0.05$ and a calculated t value of 23.636 is greater than the t table value of 1.982. Thus, showing that experiential marketing (X) partially significantly affects patient satisfaction (Z) As-Syifa Husada Clinic, H2 is proven to be accepted. The effect of patient satisfaction (Z) on patient loyalty (Y) with a significance value of $0.000 < 0.05$ and a t-count value of 6.562, which is greater than the t-table value of 1.982. Thus, showing that patient satisfaction (Z) has a partially significant effect on patient loyalty (Y) As-Syifa Husada Clinic, then H3 is proven to be accepted.

Mediation Test

Table 13. Sobel's Hypothesis Testing Results

| Model | coefficient | Std. Error |
|-----------|-------------|------------|
| 1 | 0.296 | 0.013 |
| 2 | 0.644 | 0.098 |
| Z = 6.314 | | |

Source: Source: Primary Data (SPSS output) processed, 2022

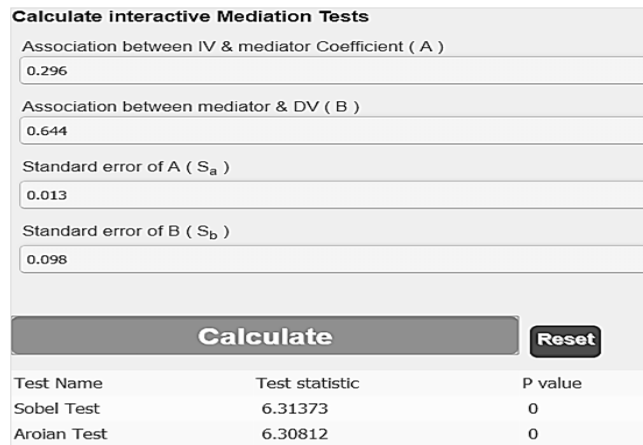


Figure 3. Z-Score Results of Sobel's Test

The Sobel test results above state that the Z value is greater than the absolute Z value, which means 6.314 is greater than 1.96. Therefore, it can be concluded that the patient satisfaction variable can mediate the effect of experiential marketing on patient loyalty at the As-Syifa Husada Clinic, so it can be stated that H4 in this study is proven to be accepted.

Effect of Experiential Marketing on Patient Loyalty

The sense, feel, think, act, and relate indicators in experiential marketing at As-Syifa Husada Clinic formed loyal patients by touching their emotions and giving positive feelings towards the services and facilities provided. Customer loyalty is a reliable measure for estimating sales growth, and customer loyalty can also be defined according to consistent buying behavior (Manengkey et al., 2019). These results are supported by previous research Dilla & Ngatno (2020) state that experiential marketing has a positive and significant influence on customer loyalty. Previous research by Manengkey et al. (2019) also shows that the experiential marketing variable positively and significantly affects patient loyalty.

Effect of Experiential Marketing on Patient Satisfaction

Experiential marketing applied at As-Syifa Husada Clinic provides an experience that is not easily forgotten and exceeds expectations or expectations for the services and facilities of As-Syifa Husada Clinic. Patients will be very satisfied if they get services that exceed their expectations. Because the better the experience you get, the higher the level of satisfaction. The results of this study are supported by Wijaksono (2019), which states that experiential marketing significantly affects customer satisfaction. Previous research by Dilla & Ngatno (2020) also noted that the experiential marketing variable positively and substantially influences consumer satisfaction; better experiential marketing will be followed by higher customer satisfaction.

Effect of Patient Satisfaction on Patient Loyalty

The services provided at the As-Syifa Husada Clinic follow the patient's expectations to satisfy the patient. Achieving high patient satisfaction will affect the increase in patient loyalty. This is supported by previous research conducted by Gultom *et al.*, (2020) shows that customer satisfaction significantly affects customer loyalty. Previous research conducted by Efendi (2020) also stated the influence of customer satisfaction on customer loyalty.

The Effect of Experiential Marketing on Patient Loyalty through Patient Satisfaction as an Intervening Variable

Experiential marketing strategies that can be demonstrated through indicators of sense, feel, think, act, and relate are essential to increase patient satisfaction; if satisfied, patients can increase loyalty. This can be indicated by the acquisition of the respondent's score for patients who are satisfied with the services provided, the services obtained are as expected, and are willing to recommend the As-Syifa Husada Clinic to others.

Experiential marketing is a strategy that gives emotional touch so the patient feels fanatical. The completeness and cleanliness of the facilities are maintained, the medical and paramedical staff are friendly with fast service, and at the same time, according to the wishes of the patients, the needs of the patients are well met, the appropriate variety of room types, the reputation of the As-Syifa Husada Clinic is good so that others will give feedback good behavior when using their services, the rights and obligations of patients and medical personnel are well fulfilled, and there is a good relationship between patients and employees.

The excellent experience given can make the patient satisfied. Patients who are satisfied with the strategy used by the As-Syifa Husada Clinic will create loyal patients, and this can be seen from the value of respondents who will be willing to return if they need health services, continue to choose As-Syifa Husada Clinic even though there is bad news, will not switch to another clinic, and will provide a complete reference for the existence of As-Syifa Husada Clinic to relatives or friends to use their services.

The results of this study support previous research conducted by Adam & Sanaji (2019) states that experiential marketing variables significantly influence loyalty through satisfaction as an intervening variable. Research conducted by Pratiwi & Saino (2021) also states that experiential marketing significantly affects consumer loyalty, with customer satisfaction as an intervening variable.

CONCLUSION

Based on the results of research and discussion, the following conclusions can be drawn: 1) Experiential marketing, which the As-Syifa Husada Clinic created, received a good response. As-Syifa Husada Clinic is also able to make its patients feel satisfied. Several loyalty indicators shown by patients indicate high loyalty to the As-Syifa Husada Clinic. 2) Experiential marketing has a positive and significant effect on patient loyalty. This can happen because with good experiential marketing, by presenting indicators of sense, feel, think, act, and relate, which are memorable, it will make patients feel more loyal to As-Syifa Husada Clinic. 3) Experiential marketing has a positive and significant effect on patient satisfaction. The better the patient's experience, the patient's satisfaction will increase. 4) Patient satisfaction has a positive and significant effect on patient loyalty. The higher the perceived patient satisfaction, the greater the loyalty to the As-Syifa Husada Clinic. 5) Experiential marketing positively and significantly

affects patient loyalty through patient satisfaction as an intervening variable. This can show that good experiential marketing can shape patient satisfaction which will also have an impact on creating patient loyalty at the As-Syifa Husada Clinic.

Researchers suggest that As-Syifa Husada Clinic pay attention to details related to experiential marketing indicators so that it can leave a good impression that is felt by patients, such as improving price compatibility with the variety of room types offered so that when patients choose room types, they can adjust to the needs of available room facilities. Needed or at the cost they will incur. Then the As-Syifa Husada Clinic also needs to continue to increase patient loyalty. In addition, it is also recommended to monitor, improve, and increase patient satisfaction by building patient trust so that patients are not only satisfied but will also recommend the As-Syifa Husada Clinic to others because the services obtained are satisfying and as expected for further researchers.

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