

## Research Article

# The Influence of Experiential Marketing and Relationship Marketing on Loyalty Mediated By Patient Satisfaction At Dental Clinics in Semarang City

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## Abstract.

This research aims to analyze the effect of experiential marketing and relationship marketing on loyalty mediated by patient satisfaction at dental clinics in Semarang City. The research sample was 156 patients. The sampling technique uses purposive sampling. The type of data used is quantitative data. The primary data source for this research was obtained from respondents who filled out the questionnaire. Validity and Reliability Tests consist of Convergent Validity, AVE (Variance Extracted), Discriminant Validity, and Construct Reliability. Data were analyzed using Structural Equation Modeling (SEM) which is operated through the AMOS program. The results show the following direct effects: experiential marketing increases patient satisfaction, relationship marketing plays a role in increasing patient satisfaction, experiential marketing has a positive impact on patient loyalty, relationship marketing has a positive effect on patient loyalty, and patient satisfaction increases patient loyalty. The indirect effect of the satisfaction variable is able to show an important role as an intervening variable, both the influence of experiential marketing on patient loyalty and also relationship marketing on patient loyalty.

**Keywords:** experiential marketing, relationship marketing, satisfaction, loyalty.

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## 1. INTRODUCTION

There are various service industries in the world, including the health sector, education sector, telecommunications sector, finance sector, and transportation sector. The health sector is the main service sector in various countries because it plays an important role in maintaining and improving public health to achieve a country's goals. Currently, the health services industry is a promising business opportunity with high competition and rapid growth. The world of health is currently a good business opportunity. This is proven by the increasing number of private hospitals or clinics that are being established. In

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Indonesia, several international standard hospitals have also been established. Hospitals and clinics, both private and government-owned, are trying to attract as many patients as possible by improving their services.

Patients play a very important role in the success or failure of a clinic or health service. The patient's view of a service provided plays a very significant role, which is why it is necessary to create a unique and memorable experience for customers (experiential marketing). Experiential marketing is the ability of a product to offer an emotional experience that can penetrate the minds and hearts of consumers (Maulana, 2019). A good company will provide an interesting and enjoyable experience for their customers. Customers who enjoy it will feel satisfied with the company. Experiential marketing is widely used by companies to build experiences and connections with customers, increase innovation, make purchases, and most importantly loyalty (Manengkey et al., 2019). This approach aims to engage directly with customers, invite active participation, and create an emotional connection between customers and brands. The goal is more than just selling a product or service; it seeks to build long-term relationships, increase customer loyalty, and strengthen brand image.

*Experiential marketing* can be implemented in dental clinics to improve patient experience, strengthen the relationship between patients and clinics, and promote the quality of dental health services. Several ways of implementing it include: 1) Create a friendly, comfortable and relaxed environment in the dental clinic. This may include a homely layout, calming music, or staffs who are friendly in their interactions with patients. 2) Use attractive and fun decorations in the clinic. There may be walls with calming paintings, plants, or interesting displays to reduce patient tension. 3) Applying modern and innovative technology in dental care and patient management. This includes the use of advanced equipment and electronic medical record management systems. 4) Create special experiences that are interesting for children, such as a play corner, storytime, or a small gift after a dental checkup. This can help reduce children's fears about dental care. This can help improve services and create positive changes based on patient suggestions and input. Implementing experiential marketing in dental clinics can increase patient satisfaction, reduce their anxiety about dental care, and build stronger relationships between clinics and patients. A positive experience at a dental clinic can encourage patients to remain loyal and refer others to Nadira Semarang Dental Clinic.

The relationship between experiential marketing and loyalty is that the better the experience the company provides, the more patient satisfaction will increase and the number of loyal consumers will also increase. Apart from experiential marketing variables that influence patient satisfaction and loyalty is relationship marketing

Another strategy that can be implemented is relationship marketing, which is one way for companies to establish good relationships with their consumers so that they buy products or services again or use products or services again. This good relationship will create a positive impression for consumers (Satryautama & Bernardo, 2019). A good impression itself certainly increases customer satisfaction. The relationship marketing strategy applies that the company's success in improving relationships with customers can create loyal customers towards the company in the long term (Anggraini et al., 2020).

In dental clinics, implementing relationship marketing is very important because patients often require long-term care and good relationships with patients can contribute to the long-term success of the clinic. Applications in dental clinics include: 1) Ensuring that dental clinic staff provide personal and friendly service to each patient. Knowing patients by name, remembering their care history, and showing attention to their special needs are ways to build strong relationships. 2) Implement an effective reminder program for future maintenance appointments and routine check-ups. This helps ensure that patients remain connected to the clinic. 3) Ask for feedback from patients about their experience at the dental clinic. This can help the clinic to continuously improve services and ensure customer satisfaction. 4) Being involved in community activities related to dental health or dental health education can strengthen the clinic's relationship with the local community. Implementing relationship marketing in dental clinics is not only about providing quality dental care but also about creating positive experiences and building sustainable relationships with patients. By focusing on customer satisfaction, clinics can build loyalty, earn recommendations from patients, and create a good reputation in the community.

In Semarang City, many dental clinics already use the Omnicare system, examination history data is centralized and can be accessed from any branch, communication is easier with the chat feature of the application, and doctors receive confirmation every time there is a scheduled appointment. Dental Clinic is becoming more efficient, however, there are still several problems or weaknesses that need to be improved, including: 1) Too much emphasis on non-medical marketing experiments can obscure the focus on the actual quality of dental care. 2) Relationship marketing can help build strong initial relationships; clinics may have difficulty maintaining ongoing relationships with patients. 3) Patient problems are not handled adequately or when existing problems are not resolved, it can hurt patient satisfaction and loyalty. Based on the research results, there are differences or research gaps according to Indrayani et al., (2023) which state

that experiential marketing has a positive and significant effect on satisfaction, whereas Suhono et al (2020) stated that experiential marketing has no effect on satisfaction.

*Relationship Marketing* has a positive and significant effect on satisfaction based on the research results according to Estikowati et al (2020), while according to Suhono et al. (2020) stated that relationship marketing does not affect satisfaction.

*Experiential Marketing* has a positive and significant effect on Loyalty according to Herson (2019), while according to Sehani & Hettiarachchy (2023) Experiential Marketing does not affect Loyalty. Relationship Marketing has a positive and significant effect on Loyalty according to Rahayu (2023) other research states that Relationship Marketing does not affect Loyalty according to Herni et al, (2019).

And satisfaction has a positive and significant effect on loyalty according to Herson (2019), this is different from research by Herni (2019) which states that satisfaction does not affect loyalty.

Based on these problems and research gaps, researchers are interested in taking the following research title: The Influence of Experiential Marketing and Relationship Marketing on Loyalty Mediated by Patient Satisfaction at the Dental Clinic in Semarang City.

## 1.1. ExperientialMarketing

*Experience* is the experience of a personal event that occurs in response to some stimulus or stimulus. The definition of experiential marketing is a way to create experiences that will be felt by customers when using products or services through the five senses (sense), affective experiences (feel), creative thinking experiences (think), customer experiences related to the physical body, with behavior and lifestyle, as well as experiences as a result of interactions with other people (acts), also create experiences connected to social circumstances, lifestyle and culture that can reflect the brand which is the development of sense, feel, think and act (relate)(Schmitt, 2020:54).

## 1.2. Relationship Marketing

*Relationship marketing* is a process of creating, maintaining, and improving strong relationships with customers and other stakeholders. Apart from devising new strategies to attract new customers and create transactions with them, companies are constantly struggling to retain existing customers and build long-term, profitable relationships with them.(Kotler & Armstrong, 2018:52). Relationship marketing is a very important concept

for attracting and retaining customers in an organization. In the modern business world, the marketing focus reflects the changing movement from transactional marketing to relationship marketing (Sivesan, 2018). Building, maintaining, and continually improving customer relationships are an important aspect of business. The concept of relationship marketing is widely understood, both academically and professionally, where the goal is to develop strong relationships and turn indifferent customers into loyal ones.

### **1.3. Patient Satisfaction**

Patient satisfaction is the “outcome” of health services. Thus, patient satisfaction is one of the goals of improving the quality of health services. Patient satisfaction is a level of patient feeling that arises as a result of the performance of health services obtained after the patient compares it with what is expected. (Pohan, 2019:63). Abdullah (2012) customer satisfaction is the level of a person’s feelings after comparing the performance (results) he feels compared to his expectations. Satisfaction is the level at which the product’s perceived performance matches the buyer’s expectations.

### **1.4. Patient Loyalty**

Kotler & Keller (2016) stated loyalty is a deeply held commitment to continue using or supporting a preferred product or service in the future even when situational influences and marketing efforts have the potential to cause customers to switch. Customer loyalty is a manifestation of customer satisfaction in using the facilities and services offered by the company, and remaining consumers of the company. (Ellyana & Ruslim, 2022) (Hermanto, 2019). In a health service facility, it is very important to maintain the company in the long term through patient loyalty. According to Kesuma (2013), patient loyalty is an indicator that can be used to assess the performance of a health service provider. Based on these several definitions, it can be concluded that patient loyalty is the patient’s commitment to reuse the facilities and services provided by health service providers.

### **1.5. Influence between Variables**

#### **1.5.1. The Influence of Experiential Marketing on Patient Satisfaction**

Johnson (2019:63) states that overall satisfaction is based on the purchase and safety of consuming the product, meaning that experiential marketing is important in meeting

customer satisfaction. The experience felt by customers will later form perceptions in the minds of customers. Experiential marketing is a marketing approach that focuses on creating positive and memorable experiences for customers when interacting with a brand or product. The relationship between experiential marketing and patient satisfaction can be particularly relevant in healthcare contexts, such as hospitals or clinics. Experiential marketing encourages healthcare providers to understand and respond to patient needs and preferences in a more individualized manner. This can create a more personalized and positive experience, which in turn increases patient satisfaction. Experiential marketing encourages medical and non-medical staff to interact with patients in a friendly, empathetic, and caring manner. This can create a more comfortable and supportive environment for patients, which can increase their satisfaction. Clear and transparent communication is an important element in experiential marketing. When healthcare providers can explain the diagnosis, treatment plan, and options in a way that is easy for patients to understand, this can reduce patient confusion and anxiety, ultimately increasing their satisfaction.

### **1.5.2. The Influence of Relationship Marketing on Patient Satisfaction**

One of the marketing strategies that hospitals can use is the Relationship Marketing marketing strategy to retain patients and attract new consumers. Relationship Marketing is a company's effort to establish long-term relationships with consumers to create a good relationship between consumers. The company's good relationship is expected to create customer loyalty (Tjiptono, 2017). Umar (2018) states that the dimensions of relationship marketing include trust, empathy, communication, reciprocity, and respect. Partially, these dimensions influence the patient's desire to build a long-term relationship, while simultaneously only communication and respect influence the patient's desire to build a long-term relationship. Research on the influence of relationship marketing on satisfaction shows that relationship marketing has a significant and positive influence on customer satisfaction for Kompas newspapers.

### **1.5.3. The Influence of Experiential Marketing on Patient Loyalty**

The role of experiential marketing in a business is to provide a marketing concept that touches customers' emotions to provide a different experience to customers so that it is hoped that it can increase customer loyalty. Customer loyalty depends on the experience felt in consuming a product. Customer experience can be felt through

experiential marketing (Kotler, 2018). *Experiential Marketing* is expected to be able to provide an experience for customers so that customers feel their expectations are met and will increase loyalty.

#### **1.5.4. The Influence of Relationship Marketing on Patient Loyalty**

*Relationship marketing* is a marketing approach that focuses on building strong relationships between companies and customers. When applied in the context of the healthcare industry, such as hospitals or clinics, relationship marketing can have a significant impact on patient loyalty. Through Relationship Marketing, healthcare providers can communicate effectively with their patients. This includes providing relevant information, answering questions, and providing necessary support. Good communication creates trust and strengthens the relationship between providers and patients. Relationship Marketing allows service providers to better understand individual patient needs and preferences. This way, they can provide a more personalized service that suits patient needs. This personalization can create a more satisfying experience and make patients feel valued. Good relationships with patients can help ensure consistent quality of care. Patients who feel connected to their healthcare providers tend to be more satisfied with their care and are more likely to remain loyal. Relationship Marketing can help in retaining existing patients. Patients who feel they have a strong relationship with their healthcare provider are more likely to stick with the same services rather than seek alternatives (Tjiptono, 2011). This can increase patient retention. Patients who are satisfied with their experience are more likely to give positive recommendations to their friends and family. They may also be more likely to provide positive reviews of their healthcare providers. This can help in getting new patients and building a good reputation.

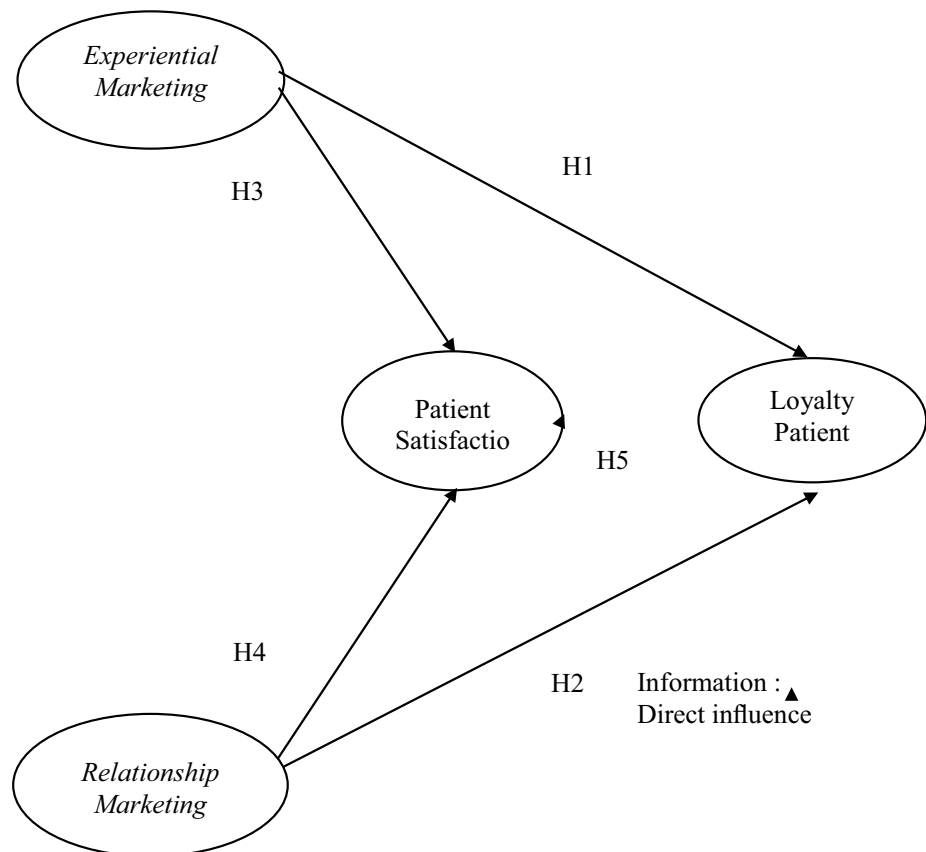
#### **1.5.5. The Influence of Patient Satisfaction on Patient Loyalty**

Customers will be loyal to a brand if they get satisfaction from the product. Therefore, if customers try several kinds of products, they will then evaluate whether the brand has exceeded their satisfaction criteria or not. If after trying it and the response is good then it means the customer is satisfied so he will decide to buy the brand again consistently over time. This means that customer loyalty has been created for a product. Patient satisfaction is a key factor in influencing patient loyalty in the healthcare industry. Patients who are satisfied with their care experience are more likely to continue using

the services of the same provider in the future (Amstrong, 2018:63). Not only will they return for subsequent treatments, but they may also remain loyal for a longer period. Those who are satisfied are more likely to recommend the healthcare provider to their friends, family, and acquaintances. These positive recommendations can help in getting new patients. When someone trusts a recommendation from someone they know, it can help build loyalty among new patients. Satisfied patients are also more likely to leave positive reviews about their healthcare providers. These reviews can provide additional evidence of credibility to prospective patients and assist in gaining trust.

### 1.5.6. Research Conceptual Framework and Hypothesis

### 1.6. Research Conceptual Framework



Source :Aulia Izzatur Rohima (2022), Adelia Destya Sari, Eka Askafi (2020) ,Pranata Indra et al., (2022),Suhono et al (2020),Eštikowati et al. (2020).,Ramdhani & Aštuti (2019)

**Figure 1:** Theoretical Thinking Framework.



## 1.7. Research Hypothesis

The hypotheses in this research are explained as follows.

H1 : There is a positive and significant influence of experiential marketing on patient loyalty.

H2 : There is a positive and significant influence of relationship marketing on patient loyalty.

H3 : There is a positive and significant influence of experiential marketing on patient satisfaction.

H4 : There is a positive and significant influence of relationship on patient satisfaction.

H5 : There is a positive and significant influence of patient satisfaction on patient loyalty

## 2. RESEARCH METHODS

This research activity was carried out on objects at the Dental Clinic, in Semarang City. The research period was carried out for 2 months after the proposal was approved, with a research sample of 156 patients. The data used is quantitative. The data source in this research is primary data sourced from questionnaires. Secondary data is in the form of documentation and literature (Sugiyono, 2019:57). In this case, the author collects and obtains data by quoting company profile documents, and sales data. The data collection method uses a questionnaire. Instrument testing was carried out using tests, Validity and Reliability Test, Convergent Validity, AVE (Variance Extracted), Discriminant Validity, and construct reliability. The data analysis used is Structural Equation Modeling (SEM) which is operated through the AMOS program.

## 3. RESEARCH RESULT

### 3.1. Respondent Characteristics

The following is data regarding the characteristics of respondents based on those shown in Table 1 below:

### 3.2. Test Research Instruments

TABLE 1: Respondent Data.

| Data      | Criteria                 | Frequency  | Percentage  |
|-----------|--------------------------|------------|-------------|
| Gender    | Woman                    | 83         | 53.2%       |
|           | Man                      | 73         | 46.8%       |
|           | <b>Amount</b>            | <b>156</b> | <b>100%</b> |
| Age       | 23-27 years old          | 11         | 7.1%        |
|           | 28-32 years old          | 31         | 19.9%       |
|           | 33-37 years old          | 33         | 21.2%       |
|           | Over 37 years            | 81         | 51.9%       |
|           | <b>Amount</b>            | <b>156</b> | <b>100%</b> |
| Education | Middle School/Equivalent | 14         | 9.0%        |
|           | High School/Equivalent   | 65         | 41.7%       |
|           | Diploma S1               | 30         | 19.2%       |
|           | S2                       | 45         | 28.8%       |
|           | <b>Amount</b>            | <b>156</b> | <b>100%</b> |
| Work      | Etc Self-employed        | 40         | 25.6%       |
|           | Private sector employee  | 55         | 35.3%       |
|           | Government employees     | 33         | 21.2%       |
|           | Housewife                | 22         | 14.1%       |
|           | <b>Amount</b>            | <b>156</b> | <b>100%</b> |

Source: Processed primary data, 2023.

### 3.2.1. Convergent Validity Test

A measurement can be said to be valid if an item has a correlation coefficient of at least 0.5. The results of the Convergent Validity test for the product quality variable are presented in Table 2.

The test results show that all loading factor values on the variables experiential marketing, relationship marketing, patient satisfaction, and patient loyalty Standardized Regression Weights show a value of more than 0.5, which means all questions are said to be valid, except for items X2-8, Y1\_4, Y1\_7, and Y2\_2 shows a value below 0.50.

After carrying out the convergent validity test, a construct reliability test is then carried out, the aim of which is to test the extent to which the reliability of a measuring instrument can be used again in the same research. In reliability testing, the construct value is declared reliable if it provides a construct liability value greater than 0.70. The results of the reliability test are presented in Table 3. The purpose of carrying out the construct reliability test is to show the reliability and consistency of the data. Construct reliability test results are presented in Table 3

TABLE 2: Convergent Validity Test.

|      |       |                        | Estimate Stage (1) | Results | Estimate Stage (Valid) | 2     | Results |
|------|-------|------------------------|--------------------|---------|------------------------|-------|---------|
| X1_1 | <—    | Experiential Marketing | 0.711              | Valid   | 0.697                  |       | Valid   |
| X1_2 | <—    | Experiential Marketing | 0.775              | Valid   | 0.759                  |       | Valid   |
| X1_3 | <—    | Experiential Marketing | 0.760              | Valid   | 0.758                  |       | Valid   |
| X1_4 | <—    | Experiential Marketing | 0.746              | Valid   | 0.755                  |       | Valid   |
| X1_5 | <—    | Experiential Marketing | 0.720              | Valid   | 0.741                  |       | Valid   |
|      |       |                        | Estimate Stage (1) | Results | Estimate Stage (Valid) | 2     | Results |
| X2_1 | <—    | Relationship Marketing | 0.732              | Valid   | 0.726                  |       | Valid   |
| X2_2 | <—    | Relationship Marketing | 0.699              | Valid   | 0.706                  |       | Valid   |
| X2_3 | <—    | Relationship Marketing | 0.735              | Valid   | 0.734                  |       | Valid   |
| X2_4 | <—    | Relationship Marketing | 0.750              | Valid   | 0.750                  |       | Valid   |
| X2_5 | <—    | Relationship Marketing | 0.775              | Valid   | 0.774                  |       | Valid   |
| X2_6 | <— <— | Relationship Marketing | 0.705              | Valid   | 0.708                  | 0.739 | Valid   |
| X2_7 | <—    | Relationship Marketing | 0.736              | Valid   |                        |       | Valid   |
| X2_8 | <—    | Relationship Marketing | 0.259              | Invalid |                        |       | Invalid |
|      |       |                        | Estimate Stage (1) | Results | Estimate Stage (Valid) | 2     | Results |
| Y1_1 | <—    | Patient Satisfaction   | 0.738              | Valid   | 0.734                  |       | Valid   |
| Y1_2 | <—    | Patient Satisfaction   | 0.756              | Valid   | 0.757                  |       | Valid   |
| Y1_3 | <—    | Patient Satisfaction   | 0.830              | Valid   | 0.829                  |       | Valid   |
| Y1_4 | <—    | Patient Satisfaction   | 0.468              | Invalid | -                      |       | -       |
| Y1_5 | <—    | Patient Satisfaction   | 0.766              | Valid   | 0.761                  |       | Valid   |
| Y1_6 | <— <— | Patient Satisfaction   | 0.739              | Valid   | 0.741                  | -     | Valid   |
| Y1_7 | <—    | Patient Satisfaction   | 0.352              | Invalid |                        |       | Invalid |
|      |       |                        | Estimate Stage (1) | Results | Estimate Stage (Valid) | 2     | Results |
| Y2_1 | <—    | Patient Loyalty        | 0.815              | Valid   | 0.821                  |       | Valid   |
| Y2_2 | <—    | Patient Loyalty        | 0.467              | Invalid | -                      |       | -       |
| Y2_3 | <—    | Patient Loyalty        | 0.774              | Valid   | 0.776                  |       | Valid   |
| Y2_4 | <—    | Patient Loyalty        | 0.758              | Valid   | 0.764                  |       | Valid   |
| Y2_5 | <—    | Patient Loyalty        | 0.766              | Valid   | 0.731                  |       | Valid   |
| Y2_6 | <—    | Patient Loyalty        | 0.783              | Valid   | 0.772                  |       | Valid   |

Source: Processed primary data, 2023.

TABLE 3: Construct Reliability Test.

| No | Variable               | Construct reliability | Construct reliability | Information |
|----|------------------------|-----------------------|-----------------------|-------------|
| 1  | Experiential marketing | 0.860                 | 0.70                  | Reliable    |
| 2  | Relationship marketing | 0.891                 | 0.70                  | Reliable    |
| 3  | Patient Satisfaction   | 0.876                 | 0.70                  | Reliable    |
| 4  | Patient Loyalty        | 0.881                 | 0.70                  | Reliable    |

Source: Processed questionnaire results, 2023.

### 3.3. Confirmatory analysis of all variables

The results of the conformational analysis of the four research variables: experiential marketing, relationship marketing, patient satisfaction, and patient loyalty, can be seen in the analysis output graph using the AMOS 23 program below:

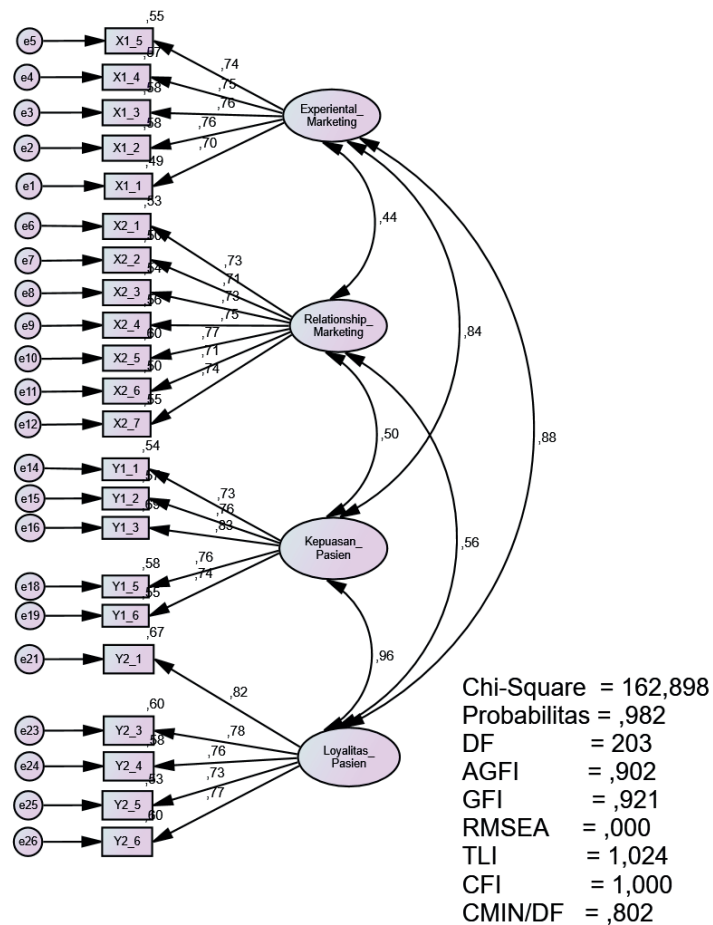


Figure 2: Conformatory Measurement Model. Source: AMOS Output Results, 2023.

TABLE 4: Goodness of Fit Model Test for Measurement Model Variables.

| Goodness Index | of   | Cut-off Value | Model results | Information |
|----------------|------|---------------|---------------|-------------|
| Chi square     | Df = | ≤ 237.24      | 162,898       | Good        |
| 203            |      |               |               |             |
| CMIN/DF        |      | ≤ 2.00        | 0.802         | Good        |
| Probability    |      | ≥ 0.05        | 0.982         | Good        |
| GFI            |      | ≥ 0.90        | 0.921         | Good        |
| AGFI           |      | ≥ 0.90        | 0.902         | Good        |
| TLI            |      | ≥ 0.90        | 1,024         | Good        |
| CFI            |      | ≥ 0.90        | 1,000         | Good        |
| RMSEA          |      | ≤ 0.08        | 0,000         | Good        |

Source: Analysis results (2023).

Based on Table 4, the CFI value is 1.000, the RMSEA value is 0.000, the GFI value is 0.921, the AGFI value is 0.902, the TLI value is 1.024, the chi-square value is 162.898 with a CMIN/DF value of 0.802, probability 0.982. This shows that the suitability test of this model produces good acceptance.

### 3.4. Analysis Structural Equation Modeling (SEM)

Structural equation modeling analysis is used to determine the structural relationship between the variables studied. Structural relationships between variables are tested for suitability with the goodness-of-fit index. The results of the structural equation modeling analysis in this research can be seen in Figure ?? below:

TABLE 5: Direct Effect Estimation Results.

| Influence             |    | Research variable       | Estimate |
|-----------------------|----|-------------------------|----------|
| Patient__Satisfaction | <— | Experiential__Marketing | ,771     |
| Patient__Satisfaction | <— | Relationship__Marketing | ,156     |
| Loyalty__Patient      | <— | Patient__Satisfaction   | ,711     |
| Loyalty__Patient      | <— | Relationship__Marketing | ,108     |
| Loyalty__Patient      | <— | Experiential__Marketing | ,234     |

Source: AMOS Calculation Results, 2023.

Referring to the results of the final stage testing of the overall model, the mathematical model equation can be written in the form of a Structural Equation Model (SEM) as follows:

$$Y_1 = 0.771X_1 + 0.156X_2$$

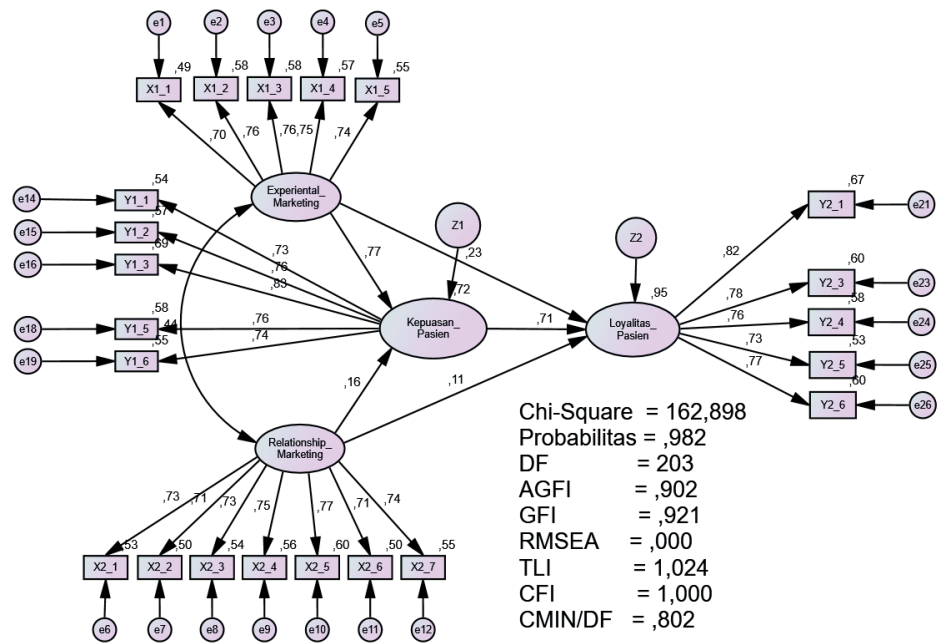


Figure 3: Full SEM Model Testing. Source: AMOS Output Results, 2023.

$$Y_2 = 0.234X_1 + 0.108X_2 + 0.711Y_2$$

The coefficient of determination (R<sup>2</sup>) produced from the structural equation model to express the magnitude of influence given to the dependent variable from the independent variables associated with each influence path shows the following results.

TABLE 6: Coefficient of Determination (Squared Multiple Correlation).

| Variable             | Estimate |
|----------------------|----------|
| Patient Satisfaction | 0.724    |
| Patient Loyalty      | 0.950    |

Source: Analysis results, 2023.

Hypothesis testing is carried out to determine whether or not the independent variable influences the dependent variable. The hypothesis is declared accepted if the probability value (P) < 0.05.

Hypothesis testing in this study gave the following results:

### 3.5. Direct and Indirect

Based on the data in the table above, the total effect between the variables produced in the model and research results is the influence of experiential marketing on patient loyalty through patient satisfaction. The direct effect is 0.234 while the indirect effect

TABLE 7: Scalar Estimates (Group number 1 - Default model) Maximum Likelihood Estimates.

|                       |    |                         | Estimate | S.E  | CR    | P    |
|-----------------------|----|-------------------------|----------|------|-------|------|
| Patient__Satisfaction | <— | Experiential__Marketing | ,771     | ,140 | 6,893 | ,000 |
| Patient__Satisfaction | <— | Relationship__Marketing | ,156     | ,102 | 2,148 | ,032 |
| Loyalty__Patient      | <— | Patient__Satisfaction   | ,711     | ,133 | 5,651 | ,000 |
| Loyalty__Patient      | <— | Relationship__Marketing | ,108     | ,079 | 2,030 | ,042 |
| Loyalty__Patient      | <— | Experiential__Marketing | ,234     | ,145 | 2,150 | ,032 |

Source: AMOS Calculation Results, 2023.

TABLE 8: Hypothesis Test Results.

| Hypothesis | Statement  | Direct Results                        | Impact | Information |
|------------|--|---------------------------------------|--------|-------------|
| H1         | There is a positive and significant influence of experiential marketing on patient loyalty       | CR 2,150 > 1,645<br>Sig. 0.032 < 0.05 |        | Accepted    |
| H2         | There is a positive and significant influence of relationship marketing on patient loyalty.      | CR 2,030 > 1,645<br>Sig. 0.042 < 0.05 |        | Accepted    |
| H3         | There is a positive and significant influence of experiential marketing on patient satisfaction. | CR 6,893 > 1,645<br>Sig. 0.000 < 0.05 |        | Accepted    |
| H4         | There is a positive and significant influence of relationship marketing on patient satisfaction. | CR 2,148 > 1,645<br>Sig. 0.032 < 0.05 |        | Accepted    |
| H5         | There is a positive and significant influence of patient satisfaction on patient loyalty         | CR 5,651 > 1,645<br>Sig. 0.000 < 0.05 |        | Accepted    |

Source: Data processing results, 2023.

TABLE 9: Indirect Effect and Total Effect Estimation Results.

| Influence of Variables |    |                        | Direct effects | Indirect through Satisfaction | effects Patient | Total effect | Information |
|------------------------|----|------------------------|----------------|-------------------------------|-----------------|--------------|-------------|
| Patient Loyalty        | <— | Experiential Marketing | 0.234          | <b>0.548</b>                  |                 | <b>0.782</b> | Mediate     |
| Patient Loyalty        | <— | Relationship Marketing | 0.108          | <b>0.111</b>                  |                 | <b>0.219</b> | Mediate     |

Source: AMOS Calculation Results, 2023

is 0.548, so it can be concluded that patient satisfaction plays a role in mediating experiential marketing on patient loyalty.

Based on the data in the table above, the total effect between the variables produced in the model and research results is the influence of relationship marketing on patient loyalty through patient satisfaction. The direct effect is 0.108 while the indirect effect is 0.111, so it can be concluded that patient satisfaction plays a role in mediating relationship marketing on patient loyalty.

## 4. CONCLUSIONS AND RECOMMENDATIONS

### 4.1. Conclusion

The conclusions of this research are as follows:

1. *Experiential marketing* has a positive and significant effect on patient loyalty at the Dental clinic in Semarang City, meaning that with increasing experiential marketing, patient loyalty will increase.
2. *Relationship marketing* has a positive and significant effect on patient loyalty at the Dental Clinic in Semarang City, meaning that as relationship marketing increases, patient loyalty will increase.
3. *Experiential marketing* has a positive and significant effect on patient satisfaction at the Dental Clinic in Semarang City, meaning that by increasing experiential marketing, patient satisfaction will increase.
4. *Relationship marketing* has a positive and significant effect on patient satisfaction at the Dental Clinic in Semarang City, meaning that as experiential marketing increases, patient satisfaction will increase.
5. Patient satisfaction has a positive and significant effect on patient loyalty at the Dental Clinic in Semarang City, meaning that as patient satisfaction increases, patient loyalty will increase.

### 4.2. Suggestion

1. The weakest response from respondents regarding experiential marketing was regarding the attractive color combination of the Dental Clinic room, therefore it is recommended that The choice of color for the clinic room can play an important role in creating a comfortable and calm atmosphere for patients. The colors chosen should give a clean, calming, and professional impression.
2. The weakest respondent response to relationship marketing was regarding doctors and staff being willing and ready to help with patient requests, then suggestions to ensure doctors and staff are willing and ready to help by conducting communication training involve doctors and staff in effective communication training to ensure they can communicate well and respond well to patient needs. Emphasize the importance of empathy and concern for patients. Understand their needs and concerns by paying full attention when communicating.



3. The weakest response to patient satisfaction at Dental Clinic is regarding ownership of modernity of equipment, then you can thorough evaluation of clinical needs is recommended. Identify the equipment needed to support the health services provided. Choose equipment that has integration capabilities with health information systems or other clinic management systems. This integration can improve coordination between various service elements.
4. For further research, it is hoped that other variables will be added, other factors that can increase patient loyalty, such as competitive prices, promotions, and service quality, as well as expanding the research object.

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