


**EXPERIENTIAL MARKETING TO INCREASE BRAND TRUST AND LOYALTY OF NON-INSURANCE PATIENTS IN THE OUTPATIENT UNIT OF THE ARMY HOSPITAL IN MALANG EAST JAVA, INDONESIA**

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ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p><b>Received</b> 20 February 2023</p> <p><b>Accepted</b> 08 May 2023</p>	<p><b>Purpose:</b> The aim of this study is to determine how experiential marketing and brand trust affect general patient loyalty in the outpatient section of the Army Hospital in Malang.</p>
<p><b>Keywords:</b></p> <p>Army Hospital; Brand Trust; Experiential Marketing; Loyalty; Marketing.</p>	<p><b>Theoretical Framework:</b> The competitiveness of the health industry is increasing so that hospitals must make marketing efforts to create loyal patients, which is expected to affect visit rates. Patient impressions and experiences, as well as consumer trust in hospital brands, are important considerations.</p>
	<p><b>Design/methodology/approach:</b> An analytic observational design with a cross-sectional study approach was used to analyze data collected at the Outpatient Unit from April to May 2022 involving outpatient unit patients as participants. By using convenience sampling, 255 people were selected. SmartPLS 3.0 is given to assess the results of research data.</p> <p><b>Findings:</b> The results of the study revealed a positive and significant effect of experiential marketing on loyalty (dc 0.225), a positive and significant effect of brand trust on loyalty (dc 0.686), a positive and significant effect of experiential marketing on brand trust (dc 0.819), and a positive and significant effect of experiential marketing on general patient loyalty via a brand trust (ic 0.562).</p> <p><b>Research, Practical &amp; Social implications:</b> The implicative suggestion from this study is that that hospitals must always improve marketing, increase the competence and experience of human resources so that the trust and loyalty of non-insured patients in the Army Hospital outpatient unit will increase.</p> <p><b>Originality/value:</b> The value of this study focuses on analyzing the factors that are considered relevant to influence the decision to visit, namely marketing management, experience, and patient trust. The novelty in this study lies in the object study are in non-insurance patients, and the research site the Army Hospital, using the Structural Equation Modeling (SEM) approach with the Partial Least Square (PLS) method. The results of this study are expected to contribute to the development of marketing science, especially in the field of hospital management.</p> <p>Doi: <a href="https://doi.org/10.26668/businessreview/2023.v8i5.2158">https://doi.org/10.26668/businessreview/2023.v8i5.2158</a></p>

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## MARKETING EXPERIENCIAL PARA AUMENTAR A CONFIANÇA E A LEALDADE DA MARCA DE PACIENTES NÃO SEGUROS NA UNIDADE EXTERNA DO HOSPITAL DO EXÉRCITO EM MALANG EAST JAVA, INDONÉSIA

### RESUMO

**Objetivo:** O objetivo deste estudo é determinar como o marketing experiencial e a confiança na marca afetam a lealdade geral do paciente na seção ambulatorial do Hospital do Exército em Malang.

**Referencial Teórico:** A competitividade da indústria da saúde está aumentando, de modo que os hospitais devem fazer esforços de marketing para fidelizar pacientes, o que deve afetar as taxas de visita. As impressões e experiências dos pacientes, bem como a confiança do consumidor nas marcas hospitalares, são considerações importantes.

**Desenho/metodologia/abordagem:** Um desenho observacional analítico com abordagem de estudo transversal foi usado para analisar os dados coletados na Unidade Ambulatorial de abril a maio de 2022 envolvendo pacientes da unidade ambulatorial como participantes. Usando amostragem de conveniência, 255 pessoas foram selecionadas. O SmartPLS 3.0 é fornecido para avaliar os resultados dos dados da pesquisa.

**Resultados:** Os resultados do estudo revelaram um efeito positivo e significativo do marketing experimental na lealdade (dc 0,225), um efeito positivo e significativo da confiança na marca na lealdade (dc 0,686), um efeito positivo e significativo do marketing experimental na confiança na marca ( dc 0,819) e um efeito positivo e significativo do marketing experiencial na lealdade geral do paciente por meio de uma confiança na marca (ic 0,562).

**Implicações de pesquisa, práticas e sociais:** A sugestão implicativa deste estudo é que os hospitais devem sempre melhorar o marketing, aumentar a competência e a experiência dos recursos humanos para que a confiança e a lealdade dos pacientes não segurados na unidade ambulatorial do Hospital do Exército aumentem.

**Originalidade/valor:** O valor deste estudo centra-se na análise dos fatores que se consideram relevantes para influenciar a decisão de visita, nomeadamente gestão de marketing, experiência e confiança do paciente. A novidade neste estudo reside no fato de o objeto de estudo ser em pacientes não conveniados, sendo o local de pesquisa o Hospital do Exército, utilizando a abordagem Structural Equation Modeling (SEM) com o método Partial Least Square (PLS). Espera-se que os resultados deste estudo contribuam para o desenvolvimento da ciência do marketing, especialmente no campo da gestão hospitalar.

**Palavras-chave:** Hospital do Exército, Confiança na Marca, Marketing Experiencial, Lealdade, Marketing.

## MARKETING EXPERIENCIAL PARA AUMENTAR LA CONFIANZA Y LA LEALTAD A LA MARCA DE LOS PACIENTES INSEGUROS EN LA UNIDAD AL AIRE LIBRE DEL HOSPITAL DEL EJÉRCITO EN MALANG ESTE DE JAVA, INDONESIA

### RESUMEN

**Propósito:** El propósito de este estudio es determinar cómo el marketing experiencial y la confianza en la marca afectan la lealtad general del paciente en la sección de pacientes ambulatorios del Army Hospital en Malang.

**Marco Teórico:** La competitividad de la industria de la salud es cada vez mayor, por lo que los hospitales deben realizar esfuerzos de marketing para retener a los pacientes, lo que debe afectar las tasas de visita. Las impresiones y experiencias de los pacientes, así como la confianza del consumidor en las marcas de hospitales, son consideraciones importantes.

**Diseño/metodología/enfoque:** Se utilizó un diseño analítico observacional con enfoque de estudio transversal para analizar los datos recolectados en la Unidad de Consulta Externa de abril a mayo de 2022, involucrando como participantes a los pacientes de la Unidad de Consulta Externa. Mediante muestreo por conveniencia se seleccionaron 255 personas. SmartPLS 3.0 se proporciona para evaluar los resultados de los datos de la encuesta.

**Resultados:** Los resultados del estudio revelaron un efecto positivo y significativo del marketing experiencial sobre la lealtad (dc 0,225), un efecto positivo y significativo de la confianza en la marca sobre la lealtad (dc 0,686), un efecto positivo y significativo del marketing experiencial sobre la confianza en la marca ( dc 0.819) y un efecto positivo y significativo del marketing experiencial en la lealtad general del paciente a través de la confianza en la marca (ic 0.562).

**Implicaciones de investigación, prácticas y sociales:** la sugerencia implicativa de este estudio es que los hospitales siempre deben mejorar el marketing, aumentar la competencia y la experiencia de los recursos humanos para que aumente la confianza y la lealtad de los pacientes sin seguro en la unidad ambulatoria del Hospital del Ejército.

**Originalidad/valor:** El valor de este estudio se centra en el análisis de los factores que se consideran relevantes para influir en la decisión de visita, a saber, la gestión de marketing, la experiencia y la confianza del paciente. La novedad de este estudio radica en que el objeto de estudio son los pacientes no asegurados, siendo el sitio de

investigación el Hospital del Ejército, utilizando el enfoque Structural Equation Modeling (SEM) con el método Partial Least Square (PLS). Se espera que los resultados de este estudio contribuyan al desarrollo de la ciencia del marketing, especialmente en el campo de la gestión hospitalaria.

**Palabras clave:** Army Hospital, Confianza en la Marca, Marketing Experiencial, Lealtad, Marketing.

## INTRODUCTION

According to Priyanka & Hardi (2013), The emerging health industry will increasingly provide choices to the public before deciding which hospital to choose. As a result, hospitals are in fierce competition with one another as patients are clients in the healthcare industry. Hospitals are competing to promote their services and entice patients to use them. In dealing with this, marketing strategies take the role as one of the variables that affect the high and low utilization of hospital health treatment facilities (Damayanti, 2017 & Sampeluna, 2013).

Marketing is an activity to build good relationships and create value for a product to customers (Hariyanti Nt, & Wirapraja A, 2018). According to Alfiyati, Haryono AT & Hasiholan LB, (2020), One component of marketing is experiential marketing. Dealing with this, Bernd Schmitt argues that experiential marketing is a way to create customer experience through sensory experience (sense), affective experience (feel), creative cognitive experience (think), physical experience, behavior, and lifestyle (act) as well as the resulting social identity experience from relations with reference groups or culture (relate)" (Rosady N, Suharyanti, & Anitawati., 2020).

Due to the tremendous rivalry in the health sector, public service companies must continually provide the finest service in order to develop loyalty (Dimiyati M., 2016). Currently, marketers can improve consumer loyalty by establishing and maintaining trust between customers and brands. Consumers' decisions to trust a brand have been impacted by brand qualities (Lestari Fa, Dan Nataly F., 2020). Brand trust, also known as consumer trust in a brand, is a customer's willingness to rely on a brand despite the risks it faces. This pertains to brand expectations that will result in positive consumer outcomes (Deka Re, Nurhajati N, & Rachma N, 2020). Customer loyalty to a brand is determined by brand trust, and trust has the potential to establish high-value connections (Rizky F Al, & Utomo Mas, 2019). Brand trust is influenced by three factors. They are brand qualities, corporate characteristics, and consumer-brand characteristics (Irawan Mrn.2020). According to Utari, U (2018), A brand that offers consistency will encourage patient conduct, which will result in the establishment of a loyal mentality (Dewi S, 2013 Vigaretha G, & Handayani O, 2018). After using a health service, a customer's decision or commitment to reuse in the future is referred to as loyalty. The patient

is also willing to refer or recommend services he has used to others. Griffin defines consumer loyalty as having four dimensions: repeat purchases, pay more, advocate, and retention.

In Malang City, East Java, Indonesia, there are five Type B hospitals, one of them is the Army Hospital Doctor Soepraoen. This hospital is a general hospital managed by the Indonesian Army and is included as a Class B hospital with 219 beds. There was a decrease in outpatient visits from 2017 to 2021. In 2021, there was a slight increase from 2020 but the number did not exceed the number in the period of 2017-2019. Outpatient services are one of the units in the hospital that have an important role in giving the first impression to patients as customers who have the potential to increase the number of visits. The number of patients in this hospital may be influenced by the presence of the Indonesian National Armed Forces or Tentara Nasional Indonesia (hence after called TNI) which has been known as the protector of society. A survey by the survey agency Charta Politika shows that the TNI has the highest level of public trust, namely 87.8% in 2020 (Nugrahaningsih S, 2021) which is considered to have an influence on the public's view of the status of the Army Hospital Doctor Soepraoen.

In today's digital era, customers will easily share their experiences with the services that they receive from the hospital. One of them is with Google Reviews. Comments on electronic media can serve as a benchmark and reference for potential customers and stimulate customer confidence in making transactions. The more positive the comments given, the higher the level of trust (Okki & Trinanda, 2021). Studying the Google Reviews about the Army Hospital Doctor Soepraoen, there are still negative comments addressed to this hospital. Based on the background that has been explained, the present study is conducted to analyze the effect of experiential marketing and brand trust on general patient loyalty in the Army Hospital Doctor Soepraoen.

## **MATERIALS AND METHODS**

This research was conducted by administering an analytic observational research design with a cross-sectional study approach. Data collection was carried out in April-May 2022 at the Outpatient Unit of the Army Hospital Doctor Soepraoen. The study in which the population used was the patients in the outpatient unit employed a non-probability sampling technique by taking a convenience sampling of 255 respondents. The descriptive statistical analysis was undertaken using the SPSS 26 application and SEM (Structural Equation Model (SEM) - PLS (Partial Least Square) analysis with the SmartPLS 3.0 application.

## RESULTS AND DISCUSSION

### Characteristics of Respondents

The respondents in this study were 255 general patients at the Outpatient Unit of Army Hospital Doctor Soepraoen. The characteristics of the respondents are presented in Table 1 below.

Table 1. Characteristics of Respondents

Characteristics of Respondents		Frequency	Percentage
Gender	Male	106	42%
	Female	149	58%
Education	No/not yet attending school	2	0.8%
	Elementary school	17	6.7%
	Junior	27	10.6%
	High School	133	52.2%
	Diploma	35	13.7%
	University (S1/S2/S3)	41	16.1%
Age	17- 25 years	41	16%
	26 - 35 years	26	10%
	36 - 45 years	38	15%
	46 - 55 years	67	26%
	56 - 65 years	53	21%
	> 65 years	30	12%
Domicile	Malang City	155	60.8%
	Malang Regency	76	29.8%
	Outside the city/district of Malang	24	9.4%
Employment of	Farmers	9	3.5%
	Entrepreneurs/traders	39	15.3%
	Civil Servants	9	3.5%
	Private Employees	77	30.2%
	Indonesian National Police (POLRI)	1	0.4%
	Retired	19	7.5%
	Not Working	75	29.4%
	Others	26	10.2%
Payment method	Insurance and Social Security (BPJS)	225	88.2%
	Other insurance	1	0.4%
	Public/private	29	11.4%
Visit frequency	2 times	33	13%
	> 2 times	48	19%
	> 5 times	69	27%
	> 10 times	105	41%

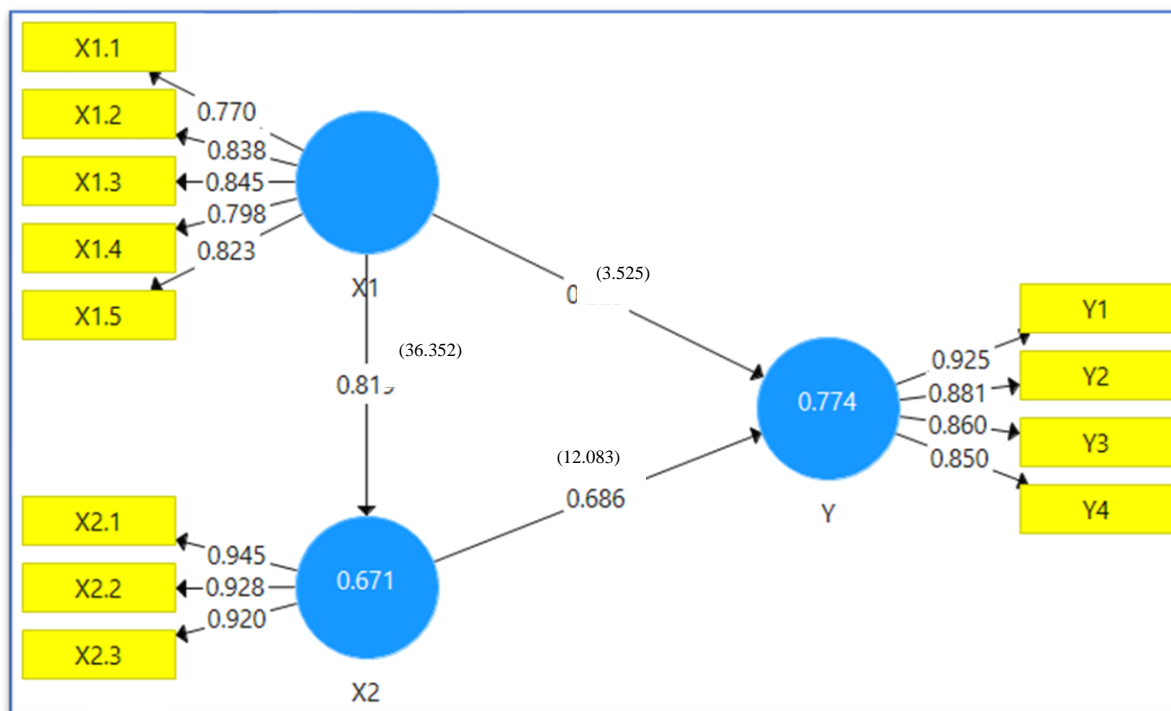
Source: Primary data processed, 2022

Table 1 shows that the majority of the respondents were female with the age range of 46-55 years. More than half of the total respondents graduated from high school and lived in Malang. More than a quarter of the respondents worked as private employees (30.2%), most of them used Social Security Organizing Body Insurance (BPJS) as a method of payment (88.2%) and had used services at the outpatient unit in this hospital more than 10 times (41%).

**Evaluation of Measurement Model**

The measurement model informs that *think* (X1.3), *brand characteristic* (X2.1), and *repeat purchase* (Y1) has the greatest *loading* value. This shows that the three indicators are the most dominant in measuring the latent variables. The results of the *Goodness of fit model* showed that the *R-square* variable *brand trust* (X2) was 67.1% and the loyalty variable (Y) was 77.4%. The diversity of patient loyalty variables can be explained by the overall model of 92.6%. The test results stated that *experiential marketing* had a positive and significant effect on patient loyalty (0.225), the *brand trust* had a positive and significant effect on patient loyalty (0.686), *experiential marketing* had a positive and significant effect on *brand trust* (0.819), *experiential marketing* had a positive and significant effect on general patient loyalty through *brand trust* (0.562). These explanations are well illustrated in Figure 1 below.

Figure 1. Path Chart



**DISCUSSION**

**Analysis of Respondent Characteristics**

According to the findings of this study, women made up the majority of respondents (58%). This finding is consistent with the data from the 2021 Indonesia Health Statistics Profile, which shows that women had more health problems than men. According to Kountul YP, Kolibu FK, & Korompis Gec, (2018), women are more prone to stress than men. In addition,

the United Nations (UN) Women (2020) posits that higher stress for women occurs because they must care for family members while also performing home responsibilities. Gender can also influence treatment-seeking decision-making. This is due to the fact that women require specialized health care. These services include prenatal care and particular conditions that necessitate the use of medical services (Sitorus H, Ambarita Lp, Dan Sari RM, 2013).

In the results of this study, most respondents were aged 46-55 years (26%). According to the Ministry of Health of the Republic of Indonesia in 2009, those over 46 years of age entered the elderly category. Dealing with this, there is a tendency for people aged > 46 years to use health services more because they are the backbone of the family. This leads to the economic condition of the family which will be affected if they get sick (Irawan B, & Ainy A, 2018). The high morbidity rate in the elderly is also associated with degenerative diseases and the complications they experience (Central Bureau of Statistics, 2021).

Age is closely related to disease prognosis and life expectancy (Sinulingga A, 2010). The immune system of an older individual deteriorates. The elderly will be more severely affected by the condition (Angraini MT, & Rohmani A, 2012 Budiman S, 2010). According to Budiman (2010), elderly patients devote more time to seeing health professionals. They are consulted about their medical status and health outcomes. This refers to satisfying their demand for personal health knowledge and awareness.

In the present study, the majority of respondents were at the high school level (52.2%). Education is believed to influence customers' decision-making. The higher the level of education, the smarter the customer will be in choosing which products are better to use (Ramadhani F, 2018). At the high school level, people receive the minimum education requirement in accordance with the 12-year compulsory education from the government. By taking 12 years of education, it is expected that people will be able to be rational at the purchasing decision stage. Education will provide work skills, mental changes, tastes, interests, goals, etiquette, and ways of speaking to changes in one's overall way of life. The level of education affects the values he believes in, and his perception of a problem is included in decision-making. Education has a relationship with work. This is an important aspect of the classroom, as education is often a prerequisite for a person to find a decent job (Rini Dwiastuti, Shinta A, & Isaskar R, 2012).

The percentage of residents in urban areas who have health complaints is recorded to be higher. This supports the results of this study which shows that residents of the Malang city domicile area have the highest percentage, namely 60.8%. Research conducted by the pandemic

team of the Faculty of Public Health (FKM) Universitas Indonesia showed that dense and slum areas that are mostly found in urban areas are easy locations for infection (DKI Jakarta Provincial Health Office, *et al*, 2021). An unhealthy lifestyle, such as sedentary behaviour and fast-food consumption which increases obesity can be a factor causing high morbidity rates in urban areas (Aizawa, T., & Helble M, 2016). Furthermore, High air pollution from the transportation sector and water consumption by children in slum settlements can increase malnutrition and morbidity in urban areas (Haryanto P, 2018). Distance or accessibility of health services also determines the utilization of health services. Poor road conditions and difficulty accessing health services make a person reluctant to take advantage of these health services (Green. L. Kmw, 2005).

Regarding the characteristics of the respondents according to their occupation, the bulk of respondents (30.2%) work as private employees. This finding is backed by the assertion that one of the socioeconomic elements influencing decision-making is the occupational component. When compared to those who do not work, others who work are more likely to use health care services (Londo Jp, Tucunan AAT, & Maramis FRR, 2017). Respondents with income are more likely to pay for their healthcare services (Syarifain A, Rumayar Aa, Dan Mandagi Ckf, 2017). Fitriani et al endorse Napirah's (2016) research that there is a relationship between work and the choice of health care. Occupation is a social structure component in Health System Models that might motivate someone to take action for their health (Notoatmodjo S., 2012).

In Regulation of the Minister of Health of the Republic of Indonesia Number 28 of 2014, it is stated that the National Health Insurance (*Jaminan Kesehatan Nasional* or JKN) developed in Indonesia is part of the National Social Security System which is administered through social mechanisms. The goal is that all Indonesians are protected by the insurance system so that they can meet their basic health needs. Of the 68.36% of the population who have health insurance, around 60.49% of Indonesia's population already have health insurance in the form of Social Security Organizing Body Insurance (BPJS) (PBI or non-PBI/self-membership) (Central Bureau of Statistics, 2021). National Socio-Economic Survey (*Survei Sosial Ekonomi Nasional* or *SUSENAS*) data show that 47.25% of Indonesia's population who have health complaints and have been outpatients in the last month have used health insurance. There was an increase of in the last 3 (three) years of 5.37% (Kharisma Dd, 2020). Therefore, it is not surprising that the majority of the respondents in this study were Social Security Organizing Body Insurance (BPJS) users (88.2%). The utilization of health insurance can reduce the



financial burden on the population to obtain health services. Besides, research by Thuong, Huy, Tai, & Kien (Phan N, & Tran T. *Nguyen Phan*, 2020) finds out that the use of health insurance can minimize health expenditures that may arise when accessing health services.

The data also show that this study was dominated by respondents with >10 visits. A total of 105 people out of 255 had repeated visits to the outpatient unit. This shows the creation of loyal customers for services at Army Hospital Doctor Soepraoen through the dimensions of *repeat purchase* and *retention*. There is a correlation between increasing access to health services and improving health status in Indonesia. The high utilization of health services can show good things because it shows better public awareness and more equitable provision of health facilities, although it can also be a sign of high levels of morbidity (Kharisma Dd, 2020). The pattern of visits to outpatient units tends to be high at the age of five, then decreases in productive age, and increases again in old age. These results are consistent with the pattern of health complaints and morbidity rates in this group (Setyonaluri D, & Aninditya F, 2019). Research in Beijing also supports the present study by its finding that there are several factors in the decision to select an outpatient unit, namely waiting time and fewer treatment costs, the choice of choosing a doctor, saving travel time, and cleanliness of the waiting room (Zhu J, Li J, Zhang Z, Li H, & Cai L, 2019).

### **Analysis of the Influence of *Experiential Marketing* with *Brand Trust***

*Experiential marketing* is a concept that emphasizes the customer's experience of *excellent service* provided as a marketing focus. Positive experiences will affect the formation of customer loyalty. The outcomes of testing the hypothesis in this study indicate that the higher the *experiential marketing*, the more loyalty it will have. The lower the *experiential marketing*, the lower the loyalty will be. Loyalty can be increased through emotional touch. The emotional value in question is the view between the producer and the customer that creates an unforgettable experience for the customer (Pertwi Ds, 2019). One of the marketing concepts to form loyal customers through *experiential marketing* is by way marketers to look at the emotional side of customers (Kartajaya H., 2004). Similar results regarding the effect of *experiential marketing* on loyalty are supported by research conducted by Surya *et al.* (2019) at the Bhakti Wira Tamtama hospital. Other research shows that the dimensions of *sense, feel, think, act* and *relate* have an influence on forming customer loyalty at Pondok Indah Hospital Jakarta (Lukmansyah Ms, 2019).

For the respondents of this study, the *think* has the highest average value on *experiential marketing*. The majority of respondents agree that doctors in the outpatient unit motivate patients to get well soon. This means that in practice doctors in outpatient units use empathy and sympathy as a form of *excellent service* (Lown BA, Rosen J, & Marttila J, 2011). Customer loyalty that is formed is influenced by dominant *think*.

### **Analysis of the Effect of *Brand Trust* on Loyalty**

The results of testing the hypothesis in this study indicate that higher *brand trust* has an impact on increasing loyalty and vice versa. These results are supported by research conducted by Wibisono (2016) at the Pelni Petamburan Hospital, Jakarta, which gave the result of a positive and significant influence of *brand trust* on patient loyalty. *Brand trust* that is built has an influence on loyalty because of the fulfillment of customer needs and desires that are considered (Azhari T, 2017). Research on *medical tourism* in Bangkok also lends support by showing that *brand trust* can create loyalty and also increase the relationship between service quality and value to loyalty (Lertwannawit A, & Gulid N, 2011).

Investment in *branding* can earn customer trust, leading to increased market share, increased loyalty as well as revenue growth. Building a strong brand image increases the frequency of patients visiting the hospital. There are three benefits that patients seek from hospitals, namely: *core benefits*, *intangible benefits*, and *tangible benefits*. *Core benefits* are the result of quality services such as the speedy recovery experienced by patients. *Intangible benefits* received stem from the quality relationship that has existed between patients, doctors, and staff. *Tangible benefits* are the appearance of physical facilities provided to patients and visitors (canteens, ATMs, drugstores, communication materials, etc.) (Sirisha B, & Babu MK, 2014).

Army Hospital Doctor Soepraoen, which has been in operation since 1950, has developed its own social image. The Indonesian National Military-Land Force (TNI AD) continues to win the hearts of the people with the greatest degree of trust in the survey conducted in May 2021 (Pinterpolitik.Com). Other category B hospitals in Malang City include the Malang Lavalette General Hospital, Nirmala Panti General Hospital, Panti Waluya Sawahan Malang General Hospital, and Persada General Hospital. With this competition, Army Hospital Doctor Soepraoen must continue to improve its image and service performance in order to maintain public trust.

### **Analysis of the Effect of *Experiential Marketing* on *Brand Trust***

The results of this study's hypothesis testing show that the higher the level of experiential marketing, the greater the influence on increasing loyalty. The lower the level of experiential marketing, the lower the level of brand trust. The previous study has shown that positive encounters elicit a positive response from customers. This builds trust in the brand. The better the experience marketing, the more faith the buyer has in the brand (Sarastiti H, Farida N, & Ngatno N, 2015). According to Zucker (1986) in Rafiq (Rafiq M, 2008), reciprocity is the most important aspect in the creation of the process-based trust. Customers gain brand experience and then use mental processes to differentiate it from competing brands. Customers that have a thorough understanding of the brand will come to trust it.

### **Analysis of the Effect of *Experiential Marketing* on *Loyalty through Brand Trust***

The results of testing the hypothesis in this study indicate that the higher the *brand trust* caused by increased *experiential marketing*, the higher loyalty will be. The analysis of the dominating factors shows that *experiential marketing* mediated by *brand trust* has a greater influence on customer loyalty than *experiential marketing* without mediation. In the present study, loyalty has four dimensions, namely *repeat purchase*, *pay more*, *advocate*, and *retention*. In the results of this study, the highest dimension of loyalty is in *repeat purchases*, namely making repeated purchases on a regular basis. This is consistent with the majority of respondents being customers who have visited the outpatient unit for repeated services >10 times.

When building a brand in the healthcare sector, the main focus revolves around trust and familiarity (Sirisha B, & Babu MK, 2014). *Brand trust* is a feeling of comfort that arises after using the products offered so that customer desires can be fulfilled. The customer then trusts the product offering based on the promised positive expectations. Trust can be formed from the experiences that customers get. Experiences that upload positive emotions will have an impact on improving the relationship between the hospital and the customer. Hospitals are required to build good relationships with patients as customers. This can be done by creating *emotional branding* (Pradana RI, & Suryoko S, 2019).

Hauser in Dewi (2013) argues that *experiential marketing* is a more holistic approach to customer/brand relationships. The campaigns of *Experiential* are structured to appeal to the rational side and the emotional side. The emotional side corresponds to the *think* that doctors in the outpatient unit motivate patients to get well soon. On the feel dimension, the largest

average value indicates that doctors in the outpatient unit at the Army Hospital Doctor Soepraoen showed a friendly attitude toward patients.

Another finding of the present study is that *brand trust* has succeeded in increasing the effect of *experiential marketing* on customer loyalty. *Trust* is the customer's belief in the reliability and integrity of the company. This is supported by Baloglu in Utari et al (2018) who states that one of the dimensions of customer loyalty is *trust*. In the service industry, purchasing decisions will be influenced by customer trust in the brand. This is because services are not in the form of a real product but are "intangible". Before making a purchase, customers will consider which service product to choose in several ways such as based on experience, reviews, or testimonials. In the end, they will have "trust" in the brand before deciding to make a purchase. Furthermore, in line with Rafiq (Rafiq M, 2008), to create loyalty, marketers must first build customer trust in the brand.

Referring to the Q-square value (92.6%), 7.4% is another factor that was not examined in this study. There are still other factors that can affect loyalty besides *experiential marketing* and *brand trust*. According to Aker (1996), the factors that may also influence customer loyalty are customer satisfaction, habitual behavior, commitment, product preferences, and switching costs.

The significance of this research for Army Hospital Doctor Soepraoen Malang is the application of good service from doctors and hospital administrators to customers through experiential marketing training. The Army Hospital Doctor Soepraoen can re-emphasize exceptional service in compliance with its motto (Friendly Polite Skilled Cure Discipline). This is reinforced by a previous study, which reveals that good doctors and nice nurses and staff are among the many reasons why patients return to the hospital (Dhindya P, 2018). According to the findings of this study, service excellence can be increased by training that emphasizes accountability, responsiveness, certainty, and empathy (Hadjam M, 2016). Brand trust can be increased by improving the hospital's reputation through intensive communication between the hospital and the client. This activity can be marketed as education in the form of seminars, talk shows, disease information via pamphlets or email, and social media articles.

Issues that can be discussed include the introduction of superior services, such as radiation and cath labs, the provision of health information, and the advertising of services, particularly for degenerative diseases. According to Dhindya's (2018) research, the forms of the technique described above are extremely effective in influencing customer behavior (Dhindya P, 2018). This hospital may also begin boosting Instagram social media engagement in an effort

to build intense contact. According to a study conducted at the Citra Ananda Ciputat Mother and Child Hospital, there has been a considerable increase in the number of outpatient visits since actively using the Instagram social media platform (Marliani L, & Achadi A, 2019). The literature also contributes that social media has an impact on a hospital's reputation and the number of consumer visits (Arif UF, & Darmawan E, 2019). Excellent service and strong communication, according to Richard H. Cross (1992), are components of customer bonding (Gayatri P, 2012). Customer bonding is a strategy for maintaining relationships with current or prospective consumers (Meyrina N, 2010).

Regarding the limitations of this study, owing to restricted research time, the researcher only visited one location, which is the Army Hospital Doctor Soepraoen, even though Malang City has two hospitals, both of which belong to the Indonesian Army. Despite the fact that only one hospital was used as the research location, the number of samples required could be met (255 respondents). Further study can select the number of samples and expand research locations to additional army hospitals to provide broader coverage. Future researchers can also employ qualitative approaches to delve deeper into the examination of experiential marketing, brand trust, and patient loyalty in the Army Hospital Doctor Soepraoen Malang's outpatient section.

## CONCLUSION

The conclusions obtained from the results of this study are that the better the experiential marketing and the greater the brand trust, the higher the loyalty of non-insurance patients in the army hospital outpatient unit. According to the findings of this study, better experiential marketing will have an impact on enhancing general patient loyalty in the outpatient unit of Army Hospital Doctor Soepraoen Malang. The increased brand trust will have an effect on enhancing general patient loyalty in this hospital's outpatient section. Better experiential marketing will have an influence on building brand trust in outpatient patients. The higher brand trust caused by the increase in experiential marketing, the greater the loyalty of general patients in the outpatient unit of Army Hospital Doctor Soepraoen Malang. Experiential marketing training is ideal for all personnel, medical and non-medical alike. *Brand trust* can be increased by improving the hospital's reputation through intense communication between the hospital and the client. Further research on the effects of *experiential marketing*, *brand trust*, and customer bonding on patient loyalty is proposed. The use of various approaches, specifically the qualitative method, can be used to further analyze *experiential marketing*, *brand trust*, and

*patient loyalty* in the outpatient unit of Army Hospital Doctor Soepraoen Malang. Finally, by selecting a sample size and adding study locations, greater coverage can be employed for subsequent research.

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