

# The Effect of Experiential Marketing and Satisfaction on Patient Loyalty (North Lombok Regional Hospital)

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## Abstrak

Studi ini meneliti pengaruh pemasaran pengalaman terhadap loyalitas pasien di Rumah Sakit Daerah Lombok Utara, dengan kepuasan pasien sebagai variabel mediasi. Orisinalitas penelitian ini terletak pada penerapan kerangka pemasaran pengalaman dalam pengaturan layanan kesehatan publik di wilayah berkembang, di mana studi masih terbatas. Tujuannya adalah untuk menganalisis bagaimana strategi pemasaran berbasis pengalaman memengaruhi kepuasan dan loyalitas pasien. Studi ini menggunakan desain observasional analitik kuantitatif dengan pendekatan cross-sectional, mengumpulkan data dari pasien yang dirawat di unit gawat darurat rumah sakit antara Mei dan Juli 2025. Data dianalisis menggunakan analisis regresi untuk memeriksa hubungan antar variabel. Hasil empiris menunjukkan bahwa pemasaran pengalaman memiliki pengaruh positif dan signifikan terhadap kepuasan pasien dan loyalitas pasien, dengan kepuasan sebagai faktor mediasi. Temuan ini menegaskan bahwa implementasi pemasaran pengalaman yang efektif meningkatkan kepuasan pasien dan membangun loyalitas jangka panjang, yang sangat penting untuk daya saing rumah sakit di sektor layanan kesehatan publik. Implikasi praktis dari studi ini adalah bahwa Rumah Sakit Daerah Lombok Utara harus mengembangkan dan secara konsisten menerapkan standar layanan berbasis pengalaman untuk memperkuat retensi pasien dan meningkatkan reputasi publiknya.

**Kata kunci:** Pemasaran\_Eksperiensial, Kepuasan\_Pasien, Loyalitas Pasien

## Abstract

*This study examines the effect of experiential marketing on patient loyalty at North Lombok Regional Hospital, with patient satisfaction as a mediating variable. The originality of this research lies in applying the experiential marketing framework within a public healthcare setting in a developing region, where studies are still limited. The objective is to analyze how experience-based marketing strategies influence patient satisfaction and loyalty. The study employs a quantitative analytical observational design with a cross-sectional approach, collecting data from patients treated in the hospital's emergency department between May and July 2025. Data were analyzed using regression analysis to examine the relationships among variables. The empirical results reveal that experiential marketing has a positive and significant effect on both patient satisfaction and patient loyalty, with satisfaction serving as a mediating factor. These findings confirm that effective implementation of experiential marketing enhances patient satisfaction and builds long-term loyalty, which are critical to hospital competitiveness in the public healthcare sector. The practical implication of this study is that North Lombok Regional Hospital should develop and consistently apply experience-based service standards to strengthen patient retention and improve its public reputation.*

**Keywords:** *Experiential\_Marketing, Patient\_Satisfaction, Patient\_Loyalty*

## INTRODUCTION

Hospitals, as complex healthcare service organizations, are required not only to deliver high-quality clinical treatment but also to ensure comprehensive patient-centered experiences that foster long-term satisfaction and loyalty. In today's increasingly competitive healthcare environment, hospitals compete not only on medical competence but also on service excellence and patient engagement. Consequently, experience-based marketing strategies, commonly referred to as *Experiential Marketing*, have become an essential strategic approach to differentiate healthcare services. Recent studies emphasize that experiential strategies in healthcare settings enhance patient perceptions of value, emotional engagement, and service distinctiveness (Rather & Hollebeek, 2019; Iglesias et al., 2019; Becker & Jaakkola, 2020). In hospital services, experiential marketing goes beyond promotional activities; it encompasses the design of sensory environments,

empathetic communication, digital touchpoints, and relational interactions that collectively shape meaningful patient experiences (Lemon & Verhoef, 2016).

Patient satisfaction remains a central indicator of healthcare service performance and sustainability. Contemporary service research defines satisfaction as a cognitive and affective evaluation arising from the comparison between expectations and perceived service performance (Ali et al., 2018; Rather, 2020). Within the hospital context, satisfaction reflects not only clinical outcomes but also waiting time efficiency, staff responsiveness, clarity of communication, facility cleanliness, digital service integration, and emotional reassurance provided by healthcare professionals (Ng et al., 2020; Shabbir et al., 2016; Sondhi & Dalal, 2025). Empirical evidence indicates that positive service experiences significantly influence patient satisfaction, particularly when hospitals successfully integrate emotional and relational dimensions into service delivery (Khan et al., 2020; Wu et al., 2018).

Patient loyalty represents the strategic objective of healthcare marketing and quality management, as it contributes to sustainable competitive advantage and financial stability. Loyalty is commonly manifested through patients' intention to revisit the hospital, willingness to recommend services to others, and resistance to switching providers despite competitive alternatives (Han et al., 2018; Rather & Hollebeck, 2019). Recent empirical findings in healthcare services demonstrate that experiential marketing positively influences patient loyalty both directly and indirectly through satisfaction as a mediating variable (Layarda & Achmadi, 2024; Yildirim et al., 2022; Zameer et al., 2022). These studies confirm that well-designed patient experiences create emotional attachment and trust, which strengthen long-term relational bonds between patients and hospitals. Based on the contemporary literature, it can be concluded that experiential marketing plays a critical role in shaping patient satisfaction and loyalty within healthcare institutions. By strategically managing sensory, emotional, cognitive, and relational dimensions of service delivery, hospitals can transform routine medical interactions into meaningful experiences that enhance satisfaction and encourage sustainable loyalty. However, most studies on Experiential Marketing and loyalty have been conducted in retail and general service sectors, while research focusing on public healthcare services, especially in regional hospitals, remains limited (Soelasih & others, 2022; Wahyuningtyas et al., 2017).

In the context of North Lombok Regional Hospital (RSUD North Lombok), which carries both social responsibilities and competitive pressures, understanding the role of Experiential Marketing in improving patient satisfaction and loyalty is essential. This aligns with the growing public demand for higher healthcare quality and with government policies emphasizing improvements in public service standards. Based on this background, the study seeks to answer two research questions: (1) Does Experiential Marketing influence patient loyalty at North Lombok Regional Hospital? (2) Does patient satisfaction mediate the effect of Experiential Marketing on patient loyalty? This research employs a quantitative analytical observational design with a cross-sectional approach to empirically test the relationships among these variables.

The **research gap** addressed in this study lies in the scarcity of empirical investigations applying Experiential Marketing within public healthcare institutions in developing regions. The **novelty** of this research rests on integrating experiential factors into patient loyalty modeling in an emergency department context a setting often overlooked in previous marketing research. The **objective** of this study is to provide empirical evidence on the direct and indirect effects of Experiential Marketing on patient loyalty through satisfaction. From an academic perspective, this study contributes to the literature by reinforcing empirical evidence on the relevance of Experiential Marketing in the public healthcare sector, particularly within regional hospitals. Practically, the findings are expected to serve as strategic input for the management of North Lombok Regional Hospital in designing and implementing experience-based service strategies that enhance patient satisfaction and build sustainable loyalty.

## RESEARCH METHODS

### Research Design

This study employed a quantitative analytical observational design aimed at identifying the influence of experiential marketing on patient loyalty and its impact through patient satisfaction at the Emergency Department of North Lombok Regional Hospital. The research was conducted without any intervention, and the measurement used a *cross-sectional* approach. A cross-sectional study observes the correlation between risk factors and effects by collecting data simultaneously at one point in time.

### Population

A population is the entire set of observations designated for analysis and conclusion. Ferdinands (2019) defines a population as the collection of all elements events, objects, or individuals that share similar characteristics and become the focus of research. The population in this study consisted of all patients who received medical treatment in the Emergency Department of North Lombok Regional Hospital between May and July 2025, totaling 976 patients.

### Sample and Sampling Technique

A sample, according to Ferdinands (2019), is a subset of the population selected because studying the entire population is not feasible. Therefore, this study used a *non-probability purposive sampling* method. This technique involves selecting respondents based on specific characteristics or criteria known beforehand.

The **inclusion criteria** were:

- (1) patients categorized as *true emergency* (conditions clinically determined to require immediate medical attention),
- (2) patients aged 18 years or older,
- (3) patients who had undergone inpatient care at North Lombok Regional Hospital, and
- (4) patients who were conscious and able to communicate effectively.

The **exclusion criteria** included:

- (1) *false emergency* patients (those not in emergency conditions but still visiting the ED for medical treatment), and
- (2) patients who declined to fill out the questionnaire.

Following Ferdinand's (2018) guideline for multivariate analysis, the ideal sample size should be five to ten times the number of indicators used in the study. With three variables and ten indicators, this study determined a total sample of 100 respondents.

### Variables and Measurement

This research consisted of three main variables:

- **Independent Variable ( $X_1$ ): Experiential Marketing**, defined as an approach that provides more than just service information by creating memorable patient experiences. It was measured using Schmitt's five dimensions: *sense, feel, think, act, and relate*. These indicators reflect sensory impressions, emotional responses, cognitive stimulation, behavioral engagement, and social connection during treatment.
- **Mediating Variable ( $X_2$ ): Patient Satisfaction**, defined as the emotional response of pleasure or disappointment after comparing expectations with the actual hospital service. It

was measured using two indicators: satisfaction with service quality and satisfaction with the perceived benefits (Dimiyati et al., 2018).

- **Dependent Variable (Y): Patient Loyalty**, defined as consistent behavioral commitment expressed through continued service use, positive word-of-mouth, and recommendation to others (Dimiyati et al., 2018).

All variables were measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The items included aspects such as emergency room cleanliness, lighting, noise level, staff friendliness, communication clarity, service accuracy, and patient willingness to return or recommend the hospital to others.

### Data Analysis

The data were analyzed using multiple regression analysis to examine the effect of independent variables on the dependent variable. Each indicator was scored based on the Likert scale and classified into five interval categories. Hypothesis testing was conducted using the *t-test* with a 5% significance level ( $\alpha = 0.05$ ). The alternative hypothesis ( $H_a$ ) was accepted if  $t > 1.96$  or  $p < 0.05$ . This analytical method was selected because it allows simultaneous testing of direct and indirect effects between experiential marketing, patient satisfaction, and patient loyalty. All analyses were performed using statistical software to ensure accuracy, reliability, and validity of the results.

## RESULTS AND DISCUSSION

### RESULTS

The primary findings of this study indicate that **Experiential Marketing** and **Patient Satisfaction** have a significant positive effect on **Patient Loyalty** at North Lombok Regional Hospital. The regression analysis results revealed that both **Experiential Marketing (X<sub>1</sub>)** and **Patient Satisfaction (X<sub>2</sub>)** significantly influence **Patient Loyalty (Y)**. Specifically, the regression model showed that an increase of one unit in Experiential Marketing (X<sub>1</sub>) led to a 0.940-point increase in Patient Loyalty, and an increase of one unit in Patient Satisfaction (X<sub>2</sub>) resulted in a 0.476-point increase in Patient Loyalty, assuming other variables remain constant.

### Linearity Test

**Table 1. Linearity Test**

Linearity Test	Statistik F	P value
Deviation from Linearity	1,503	0,079

Source: data processed by researchers

The linearity test results in Table 1 show an F-statistic of 1.503 with a p-value of 0.079, which is greater than 0.05. This suggests that there is a significant linear relationship between Experiential Marketing, Patient Satisfaction, and Patient Loyalty, thus confirming the assumption of linearity.

### Normality Test

**Table 2. Normality Test**

Uji Normalitas	Kolmogorov-Smirnov		Shapiro-Wilk	
	Statistik	P value	Statistik	P value
Deviation from Linearity	0,014	0,073	0,573	0,138

Source: data processed by researchers

Based on the normality test results in Table 2, both the Kolmogorov-Smirnov test (p-value = 0.073) and the Shapiro-Wilk test (p-value = 0.138) yield p-values greater than 0.05. This indicates that the data meet the assumption of normality.

### Multicollinearity Test

**Table 3.** Multicollinearity Test

Variable	VIF
X1	1,244
X2	1,244

Source: data processed by researchers

Table 3 indicates that the Variance Inflation Factor (VIF) for both Experiential Marketing ( $X_1$ ) and Patient Satisfaction ( $X_2$ ) is 1.244, which is well below the threshold of 10, suggesting that there is no multicollinearity between the independent variables.

### Homoscedasticity Test

**Table 4.** Homoscedasticity Test

Koefisien	Statistik t	P value
$\alpha$	4,924	0,000
X1	-2,780	0,008
X2	-2,207	0,010

Source: data processed by researchers

The homoscedasticity test results in Table 4 show that the p-values for both Experiential Marketing ( $X_1$ ) and Patient Satisfaction ( $X_2$ ) are less than 0.05, indicating that there is no heteroscedasticity in the regression model.

### Autocorrelation Test

**Table 5.** Autocorrelation Test

Uji Autokorelasi	Durbin-Watson	dL	4-dU
	1,986	1,6337	4 – 1,7152 = 2,2848

Source: data processed by researchers

The value obtained in the Summary Model for the Durbin Watson regression is 1.986. Then, the dL and dU values were calculated using the criteria of a sample size of 100 and two independent variables, k. The obtained dL value was 1.6337 and dU value was 1.7152. The non-autocorrelation criterion is that the Durbin Watson value is between the dL and 4-dU values. Since the Durbin Watson value (1.986) is between the dL (1.6337) and 4-dU (2.2848), there is no autocorrelation in the regression, and this assumption is met.

### Regression Analysis

**Table 6.** Regression Analysis Results

Hipotesis 3	Koefisien	$\beta$	Statistik t	P value
The Influence of Experiential Marketing on Patient Satisfaction and Its Impact on Patient Loyalty	$\alpha$	5,818	6,880	0,000
	X1	0,940	5,543	0,000
	X2	0,476	3,971	0,000

Source: data processed by researchers

The regression results presented in Table 6 reveal that both Experiential Marketing ( $X_1$ ) and Patient Satisfaction ( $X_2$ ) have positive and significant effects on Patient Loyalty (Y), with respective t-values of 5.543 ( $p < 0.05$ ) and 3.971 ( $p < 0.05$ ). This indicates that the regression model is statistically significant. The regression equation is as follows:

$$Y = 5.818 + 0.940X_1 + 0.476X_2 + \epsilon$$

This equation shows that Experiential Marketing and Patient Satisfaction have a positive influence on Patient Loyalty, with Experiential Marketing having a stronger effect. Specifically, each one-unit increase in Experiential Marketing ( $X_1$ ) increases Patient Loyalty by 0.940 points, while each one-unit increase in Patient Satisfaction ( $X_2$ ) increases Patient Loyalty by 0.476 points, assuming other variables remain constant. The constant value of 5.818 indicates that when both  $X_1$  and  $X_2$  are zero, the baseline Patient Loyalty score is predicted to be 5.818. Based on the t-test results in Table 6, the t-statistic for Experiential Marketing ( $X_1$ ) is 5.543 with a p-value of 0.000, and for Patient Satisfaction ( $X_2$ ), it is 3.971 with a p-value of 0.000. Since both p-values are less than 0.05, we can conclude that the regression is significant. This means that both Experiential Marketing and Patient Satisfaction have a significant positive impact on Patient Loyalty at North Lombok Regional Hospital.

The regression coefficients for Experiential Marketing ( $X_1$ ) and Patient Satisfaction ( $X_2$ ) are 0.940 and 0.476, respectively. The positive coefficients indicate that higher Experiential Marketing and Patient Satisfaction both contribute to higher Patient Loyalty. The effect of Experiential Marketing is stronger, as indicated by the higher coefficient. Therefore, improving Experiential Marketing or Patient Satisfaction will lead to an increase in Patient Loyalty at North Lombok Regional Hospital.

## DISCUSSION

This study aimed to answer two research questions: (1) whether Experiential Marketing influences patient loyalty at North Lombok Regional Hospital, and (2) whether patient satisfaction mediates the effect of Experiential Marketing on patient loyalty. Based on the regression results presented in Table 6, both hypotheses are empirically supported. First, the results confirm that Experiential Marketing has a positive and significant effect on Patient Loyalty. The regression coefficient for Experiential Marketing ( $\beta = 0.940$ ;  $t = 5.543$ ;  $p < 0.05$ ) indicates that improvements in experiential aspects of hospital services significantly increase patient loyalty. This finding directly answers the first research question and supports the first hypothesis that Experiential Marketing influences patient loyalty. The magnitude of the coefficient suggests that experiential factors play a dominant role in shaping patients' intention to return, recommend the hospital, and remain committed to using its services.

In the context of the Emergency Department, experiential marketing is reflected in tangible and intangible elements such as cleanliness, lighting, noise control, staff responsiveness, communication clarity, empathy, and the overall atmosphere of care. These elements correspond to Schmitt's experiential dimensions sense, feel, think, act, and relate which collectively shape patients' holistic perceptions of service encounters. When patients perceive the emergency service not only as medically competent but also emotionally reassuring and professionally managed, they develop stronger relational bonds with the hospital. This strengthens behavioral loyalty, particularly in a high-stress healthcare setting such as an emergency department.

Second, the findings also confirm that Patient Satisfaction significantly influences Patient Loyalty ( $\beta = 0.476$ ;  $t = 3.971$ ;  $p < 0.05$ ). This result supports the theoretical assumption that satisfaction acts as a critical antecedent of loyalty. When patients feel satisfied with service quality, perceived benefits, and interpersonal treatment, they are more likely to exhibit repeat-visit intentions and positive word-of-mouth behavior. Thus, patient satisfaction plays a substantial role in translating service experiences into long-term loyalty outcomes.

More importantly, the results demonstrate that the effect of Experiential Marketing on Patient Loyalty becomes stronger when Patient Satisfaction is included in the model. This indicates the presence of a mediating mechanism. Although Experiential Marketing directly affects loyalty, it also indirectly influences loyalty through the formation of satisfaction. In other words,

experiential elements first shape positive emotional and cognitive evaluations (satisfaction), which then function as a psychological bridge toward loyalty behavior. Therefore, the second hypothesis Patient Satisfaction mediates the effect of Experiential Marketing on Patient Loyalty is supported.

This mediating relationship highlights that experiential strategies alone are insufficient if they do not generate genuine satisfaction. Positive sensory impressions, empathetic communication, and responsive service must translate into perceived service value and fulfillment of expectations. When this occurs, satisfaction strengthens the consistency between experience and behavioral intention, resulting in sustainable loyalty.

The stronger coefficient of Experiential Marketing (0.940) compared to Patient Satisfaction (0.476) suggests that experiential factors serve as the primary driver of loyalty formation in this study. However, satisfaction remains a crucial explanatory variable because it clarifies how experiential encounters are cognitively and emotionally processed by patients. In the emergency department context where patients often experience anxiety, urgency, and vulnerability experiential quality significantly reduces uncertainty and builds trust, which subsequently enhances satisfaction and loyalty.

The classical assumption tests (normality, linearity, multicollinearity, homoscedasticity, and autocorrelation) confirm that the regression model meets statistical requirements. Therefore, the relationships identified are methodologically reliable and statistically valid. The absence of multicollinearity ( $VIF = 1.244$ ) indicates that Experiential Marketing and Patient Satisfaction contribute independently to loyalty, while the Durbin-Watson value (1.986) confirms no autocorrelation problem. These results strengthen the robustness of the findings.

From a practical perspective, these findings imply that North Lombok Regional Hospital should prioritize experience-based service strategies, particularly within the Emergency Department. Enhancing environmental comfort, ensuring clear and compassionate communication, improving staff responsiveness, and maintaining professional service accuracy will not only increase satisfaction but also foster long-term patient loyalty. In competitive healthcare environments, loyalty becomes a strategic asset that supports hospital sustainability, reputation, and patient retention. In conclusion, this study successfully answers both research questions. Experiential Marketing significantly influences Patient Loyalty, and Patient Satisfaction mediates this relationship. The findings contribute to the limited empirical evidence on experiential marketing within public healthcare institutions, particularly in emergency department settings in developing regions. The integration of experiential dimensions into patient loyalty modeling represents the novelty of this research and provides a valuable framework for hospital service improvement strategies.

## CONCLUSION AND SUGGESTIONS

This study demonstrates that Experiential Marketing has a positive and significant impact on Patient Loyalty at the Emergency Department of North Lombok Regional Hospital, both directly and indirectly through Patient Satisfaction. The better the experience provided by the hospital, the higher the satisfaction felt by patients, which ultimately strengthens their loyalty. These findings align with existing theories and previous studies that emphasize the importance of service experience as a strategic factor in building long-term relationships with patients. The practical implication of this study is that North Lombok Regional Hospital should consistently develop and implement experience-based service standards, with Patient Satisfaction and Patient Loyalty as key performance indicators. Experience-based marketing strategies not only enhance satisfaction and loyalty but also provide added value through a positive reputation and competitive advantage in the public healthcare sector.

Future research could further explore the relationship between Experiential Marketing and Patient Loyalty in different healthcare settings, including outpatient departments or private

hospitals. Additionally, longitudinal studies could be conducted to examine the long-term effects of Experiential Marketing on patient retention and loyalty. Future studies might also investigate the role of digital technologies and online reviews in shaping patients' experiences and loyalty.

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