

Experiential Marketing Analysis in Shaping Patient Revisits: A Qualitative Study at Asa Medika Kademangan Clinic

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Abstract

This study aims to analyze how *Experiential Marketing* elements shape patient revisits at Asa Medika Clinic, South Tangerang. With almost 98.3% of Indonesia's population covered by BPJS Kesehatan, patients now have greater freedom in choosing first-tier health facilities. The overall patient experience is an important factor in shaping revisits. This study uses an exploratory descriptive qualitative approach with *thematic analysis* following *the framework*. Data were collected through in-depth interviews with 15 informants, observations. The results of the study identified 7 main themes that show that the five dimensions of *Experiential Marketing* (*Sense, Feel, Think, Act, Relate*) play a significant role in shaping repeat visits. Dimension *Sense* creates a positive first impression through the cleanliness and comfort of the facility which is rated very well by all informants. Dimension *Feel* is the main value driver with the friendliness and empathy of the staff that builds strong emotional bonds. Dimension *Think* promotes trust through clear medical communication and comprehensive health education. Dimension *Relate* shows good service efficiency with responsive digital services, despite the challenges of waiting time during crowded conditions. Dimension *Relate* strengthens long-term relationships through a very strong personal and word-of-mouth approach. The intention of revisits reached 100% with all informants expressing their willingness to return and recommending the clinic

Keywords: *Experiential Marketing*; Patient Revisits; Health Services; Qualitative Analysis.

INTRODUCTION

In the era of healthcare competition, clinics today offer not only medical procedures but also a well-rounded service experience are increasingly becoming a concern. In the midst of competition between health facilities, patients tend to choose clinics that provide a comprehensive service experience. This phenomenon makes health services more similar to the product marketing process where patients judge health facilities as if they choose the product that best suits their needs and preferences.

In general, the healthcare industry in Indonesia has undergone a significant transformation. With almost 98.3% of Indonesia's population already covered by the BPJS (National Health Insurance) facility (Rizal Arya Mahendra, 2025), patients now have greater freedom to choose the First Level Health Facility that is most suitable and convenient for them.

So, currently the patient's experience is one of the factors that greatly affects whether patients want to come back or decide to switch to another facility. Facilities and quality of service have been proven to influence patients' interest in making repeat

visits. Good facilities increase comfort and trust, while good service quality increases patient satisfaction and loyalty (Fitri Nur Befika Aulia et al., 2025). Other research also states that service quality has a significant effect on purchase decisions (Ansi & Mas'adi, 2024). As healthcare facilities become more numerous and competitive, a good experience can be a major differentiator. The existence of elements such as staff interaction with patients, the way doctors explain, the cleanliness of clinic facilities, the speed of service, the comfort of the waiting room, are now things that are also assessed by patients before they decide to return. This is where the concept of *Experiential Marketing* becomes crucial. *Experiential Marketing* is a way to create a positive experience for patients, so that patients are not only satisfied with the medical outcome, but also feel emotionally attached to the clinic. According to (Schmitt, 2000), *Experiential Marketing* is divided into five types of strategic experiences that are the focus of this study:

1. *Sense Marketing*: Experiences that involve the five senses (visual, audio, scent, touch).
2. *Feel Marketing*: Strategies and implementations to positively impact the company and brand through experience.
3. *Think Marketing*: An intellectually stimulating experience, with the goal of creating cognitive experiences and problem-solving that creatively engage customers.
4. *Relate Marketing*: Experiences that influence lifestyle and behavior.
5. *Relate Marketing*: Experiences that create social and personal connections.

These five dimensions of *Experiential Marketing* are expected to encourage repeat visits. Marketing strategy with *Experiential Marketing* is an approach to promotional activities that can be carried out by companies, including hospital organizations, by providing introduction to consumers, not limited to information about a product but creating an experience by directly involving consumers (Fatoki & Fatoki, 2020).

This is also a concern for the Asa Medika Clinic, the first clinic located in Kademangan, South Tangerang. Asa Medika Clinic serves general patients and BPJS patients with a fairly long operational time and has an increasing number of visits over the past three years. Even though it is classified as a small and medium-scale clinic, the development of this clinic can be quite rapid.

Table 1: Asa Medika Clinic Patient Visit Data (2023-2025)

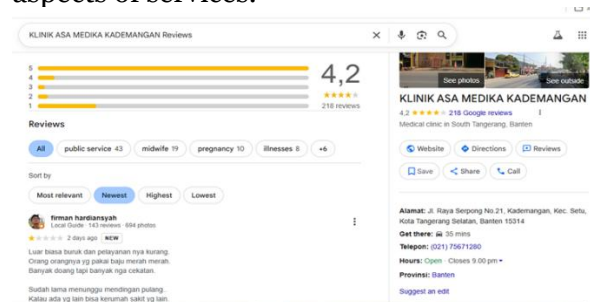
Year	JKN-BPJS	General	Total
2023	14.655	7.843	22.498
2024	22.695	8.125	30.820
2025	23.946	7.206	31.152

Source: Asa Medika Clinic Patient Visit Data, 2025.

From the data in the table, it can be seen that JKN-BPJS visits are increasing steadily, general patient visits that are free to choose the desired health facility show a slight decrease in 2025. This shows the need for a better understanding of the factors that drive patient revisits. In response to this, the management of Asa Medika Clinic has invested by creating Standard Operating Procedures (SOP) for services for frontline staff. This effort aims to ensure that every

interaction with patients results in a positive experience and creates patients who are loyal to the medical profession.

However, in the initial observations made by the author, the increase in the number of patients does not always coincide with positive reviews or experiences felt by patients, looking at the assessment of the clinic through *Google Rating*, Asa Medika Clinic has a rating of 4.2, indicating that most patients have a positive experience, but there is still room for improvement. Some of the best reviews highlighted the clinic's facilitation, staff-friendliness and cleanliness, while the worst reviews were related to wait times and poor communication in the onboarding section to patients. This suggests that the patient experience is complex and affects many aspects of services.



Source:

<https://share.google/kXC7bfUHKmapjIIa>

Figure 1: Google Rating Reviews of Asa Medika Clinic

This image shows the latest reviews regarding patient complaints due to too long waiting times and gives a one-star rating on google reviews of medical clinics, This is also found during direct observation where there are patients waiting by standing at the registration section, because at that time the patient's condition was quite crowded.





Source: Documentation during observation

Figure 2: Patients queuing at the registration and pharmacy section

Patient queues that accumulate in the registration section, and there are also inconsistencies with the existing SOPs for the registration staff section, namely serving patients with *smiling voices* is not done consistently, then patient queues are also seen in the pharmacy section or medicine collection places, it can be seen that some patients appear to be standing waiting for the queue for medicines. However, it only happens if the clinic is crowded, on other days or when it is not crowded, the patient queue is not there, all patients can sit in the waiting room of the queue that has been provided.

From the digital side, the clinic also uses Instagram which actively uploads content of at least 10-15 contents per month, the Asa Medika clinic has 7,945 followers on its Instagram account, this Instagram is used to provide health education, announcements of the clinic's monthly health programs, or just a meme for entertainment. In addition, the Asa Medika clinic has a very responsive clinic WhatsApp hotline, to help patients find out the schedule of the doctor who is practicing at that time, or just a consultation regarding referral letters or health complaints that the patient is experiencing while at home, at the hotline facility is answered directly by the admin staff who are on duty at that hour not in the form of autoreply messages, thus making this interaction personal and building a good impression of the clinic staff with patients. This digital media is part of the patient's experience in interacting with the clinic, especially for the younger generation who prioritize speed and ease of communication.

<https://internationaljournal.lap4bangsa.org/index.php/ijqmr>



Source : Observation Documentation

Figure 3: Clinic's Instagram and Whatsapp social media accounts

On the internal side, Asa Medika Clinic in 2025 has just provided two trainings to set service SOPs to staff as an effort to improve service operational standards. The clinic felt very helped by this study because they wanted to find out if the patient's experience reflected the quality of service they targeted.

To understand the patient experience in more depth, this study will use a qualitative approach with interview methods to collect data from patients. The interview will be designed to measure consumer perception of *Experiential Marketing* indicators, as well as patients to make repeat visits. The data obtained will be analyzed to determine the influence of *Experiential Marketing* on repeat visits. These findings will be analyzed thematically so as to form a major theme, thematic analysis that the researcher conducts using an approach (Moira Maguire & Brid Delahunt, 2017).

Therefore, this study was conducted to analyze how *Experiential Marketing elements (Sense, feeling, think, act, related)* are formed in the services of Asa Medika Clinic and how the experience of the visit affects patients to return. This approach is important not only for academic interests, but also for the clinic's direct contribution to improving the quality of its services.

Method

This type of research uses a qualitative approach with an exploratory descriptive



research type. This approach was chosen because the focus of the research is not to measure variables statistically, but to explore patient experiences, perceptions, and assessments related to the service experience (*Experiential Marketing*) they receive when visiting Asa Medika Clinic. The qualitative approach provides space for researchers to understand the reality of services in the clinic more deeply through direct interaction with informants, especially because this research is also expected to be an input for the clinic management to disseminate the quality of service after the implementation of service standards in 2025. Therefore, this research is inductive so that the findings will develop from field data. Data collection uses research instruments, namely interviews with predetermined sources and observations. The data analysis carried out includes: validity check by triangulation, member check, observational resistance, reference, peer debriefing and trial audit.

RESULTS OF RESEARCH AND DISCUSSION

1. Informants

In this study, 15 informants were involved with the following stratification:

- Key Informant (1 person). Mr. Aris, Director of Asa Medika Clinic, was chosen as a key informant because he has organizational strategic knowledge, full access to clinic data and policies, and a position to validate the findings of other informants.
- Supporting Internal Informants (2 people): Hajrah - Nurse Station Nurse, Mba Caca - Registration Admin.
- Supporting External Formats (12 people). This stratification allows researchers to obtain comprehensive data from strategic perspectives (key informant), operational (staff), and actual experience (patients).

Table 2: Informant Data

Ye s	Name	Age	Jobs	Status	Frequency of Visits
1	Adeliana	20	Female Student	BPJS	Lama (repeat)
2	Azizah	31	Mrs. RT	BPJS	Lama (moved health facilities)
3	Squirt	28	Mrs. RT	General	Old
4	Shandrio Putra	21	Students	General	New (1x)
5	Reda Utomo	53	Private Employees	BPJS	Old (4x)
6	Pearl of Wulandari	39	Mrs. RT	BPJS	Old
7	Riyati	32	Mrs. RT	BPJS	Old
8	Isfi Iswari N	32	Mrs. RT	BPJS	Very Long
9	Sunandi Bancik	52	Private Employees	BPJS	New (move)
10	Arif Putra Kirana	24	Mechanics	BPJS	New (1x)
11	Wanda Febrietiningtyas	33	Mrs. RT	BPJS	Old
12	Branch	46	Mrs. RT	BPJS	Very Long (child from childhood)

Experiential Marketing Research Results.

1. Sensory Experience Dimension

Dimension *Sense* focuses on sensory experiences that involve the patient's five senses against the physical environment of the clinic. The results of the analysis showed that the patient's sensory experience at Asa Medika Clinic was very positive, as evidenced by all patient informants giving a good assessment of the cleanliness, comfort, and aesthetics of the clinic.

Dimension *Sense Resume:*

The sensory experience of patients at Asa Medika Clinic is very positive and consistent in all aspects: cleanliness, comfort, facilities, and location. The management's commitment to cleanliness with professionals and a structured picket system is reflected in the perception of patients. The renovations carried out significantly improve the sensory experience. Improvement suggestions focus on increasing capacity (seats) and optimizing air conditioning during crowded conditions, suggesting that clinics need to anticipate the growth in the number of patients.

2. Feel Dimension (*Affective Experience*)

The *Feel dimension* is concerned with the emotional and affective experiences that patients feel during interactions with staff and doctors. The results of the analysis showed that the patient's emotional experience was very positive, especially related to friendliness, empathy, and personal communication.

Resume Dimension *Feel:*

The emotional experience of patients at Asa Medika Clinic is very positive, supported by a strong internal

family culture and translated into friendly and empathetic service. The friendliness of the doctors and core staff (nurses) is very consistent and appreciated. A personal approach by recognizing the patient's name and the doctor's empathy in listening are the main strengths. Investment in HR training demonstrates a sustainable commitment. However, there is a gap in the consistency of services in the registration and pharmacy areas during crowded conditions that need to be improved.

3. Think Dimension (Cognitive Experience)

The *Think* dimension deals with cognitive experiences that stimulate patients' thinking, understanding, and learning about their health conditions.

Dimension Think Resume:

The patient's cognitive experience is very positive, especially when it comes to clarity of medical communication. The doctor is able to explain the diagnosis and procedure in easy-to-understand language. Some doctors (such as Dr. Setiadi) provide very comprehensive health education, not only explaining the disease but also its causes and prevention. Pharmacy staff provide detailed and transparent instructions for the use of the drug. The management's investment in staff services and structured SOPs demonstrates a commitment to improving the quality of continuous communication.

4. Act Dimension (Act Experience)

The *Act* dimension relates to behavioral experiences that involve the patient's physical interaction with the clinical service system.

Resume Dimension Act:

The patient's behavioral experience in interacting with the clinical service system is generally positive. The registration process is considered fast and easy with various options (direct, WhatsApp, Mobile JKN). WhatsApp services are very responsive and appreciated by patients. Wait times vary depending on conditions—fast when it's not crowded, longer when it's crowded.

Modern enrollment systems are available but need guidance for patients who are less familiar with technology. The main challenge is the capacity (seats and air conditioning) during crowded conditions that need to be improved.

5. Relate Dimension (Social/Identity Experience)

The Relate dimension deals with the social experiences and relationships built between patients with clinics, staff, and other patient communities.

Resume Dimensions Relate:

The patient's relational experience is very strong, supported by a personalized approach that is emphasized by management. Long-term patient loyalty is very high, as evidenced by the number of patients who have been treated since before the renovation and the whole family has made this clinic the first health facility. Word-of-mouth is so powerful many patients come from recommendations and actively recommend to others. Online reviews (Google) have a significant influence on the decision to choose a clinic. Educational content on social media is appreciated. However, there are gaps in the automated reminder/follow-up system that patients expect to improve ongoing relationships.

Results of Patient Revisit Research

Patient revisits are the next visits of old patients (previous visits) who return to health facilities in the current year. This is an important indicator of satisfaction, loyalty, and quality of service received, where patients voluntarily decide to return to treatment because of a positive experience or a good quality of service.

The conclusion of the revisit at Asa Medika Clinic reached 100% with the same high level of willingness to recommend it. Key drivers include: (1) overall satisfaction with services from registration to pharmacy, (2) high confidence in the competence of doctors and staff, (3) comfort of facilities and clean environment, (4) strategic location and flexible operating hours that accommodate working patients, (5) ease of referral process

for BPJS patients, and (6) consistency of positive experiences that build long-term loyalty. A very strong word-of-mouth indicates that the patient's experience is not only satisfactory but exceeds expectations.

Research Results of Service Gaps That Need to Be Improved

Results of Patient Revisit Research

Based on the trend of healthcare services in Indonesia, there are several service gaps in clinics that need to be improved to improve patient satisfaction and operational efficiency. These gaps include aspects of digitalization, flow efficiency, and human interaction.

Conclusion Service Gap: Although the overall assessment is very positive, there are several areas that need improvement: (1) seating capacity and air conditioning during crowded conditions, (2) automatic control reminder system via WhatsApp, (3) consistency in the implementation of SOPs, especially in registration and pharmacies during crowded times, (4) guidelines for self-registration for patients who are less familiar with technology, and (5) the addition of specialist polyclinics (DSA, Internal Medicine) and increased dentist quota. These suggestions show that the patient has high expectations of the clinic and believes that the clinic is capable of making improvements.

Discussion of Research Results

In integrating *Experiential Marketing* in forming revisits, the results of this study show that the five dimensions of *Experiential Marketing* (*Sense, Feel, Think, Act, Relate*) proposed by (Schmitt, 2000) are proven to play a significant role in shaping patient revisits at Asa Medika Clinic, with a revisit rate of 100%.

1. Dimension Sense as a Foundation Experience

The Sense dimension serves as a basic experience that creates a positive first impression. The findings showed that the cleanliness, comfort, and aesthetics of the physical environment of the clinic were rated very positively by all informants. This is in line with research (Fitri Nur Befika Aulia et al., 2025) which found that physical facilities

have a significant effect on the interest in patient revisits.

The management's commitment to cleanliness by using professionals and a structured picket system is directly reflected in the perception of patients. The renovation performed significantly improved the sensory experience, as expressed by long-time patients who compared conditions before and after the renovation.

Strategic location and flexible operating hours (until 21:00 and open Saturday-Sunday) are significant additions to the *Sense* dimension. This answers the needs of worker patients who have limited time.

2. Feel Dimension as the Main Value Driver

The *Feel dimension* has proven to be the main value driver that differentiates Asa Medika Clinic from competitors. The friendliness, empathy, and personal communication of the doctors and staff creates a strong emotional bond with the patient.

The internal family culture emphasized by management through monthly meetings and togetherness events has been successfully translated into warm and personal service to patients. This is in line with research (Saadi & Sulistiadi, 2025) which found that *Experiential Marketing* can increase patient satisfaction through positive emotional experiences.

A personalized approach by recognizing the name of patients, especially regular patients, creates a sense of appreciation and attention. The doctor's empathy in listening to complaints and providing comprehensive education (not only explaining the disease but also the causes and prevention) is highly appreciated by patients.

The management's investment in the implementation of service SOPs demonstrates a continuous commitment to improving the quality of emotional interaction with patients.

3. The Think Dimension of Building Cognitive Trust

The *Think dimension* plays an important role in building patients' cognitive

trust in clinical competence. The ability of doctors to explain diagnoses and procedures in easy-to-understand language improves patient understanding and reduces anxiety.

Some doctors, especially Dr. Setiadi, provide very comprehensive health education, in line with the philosophy of "patients must understand the cause, not just know the pain". This educational approach increases the perceived value of the service and builds long-term trust.

Pharmacy staff who provide detailed and transparent instructions on the use of drugs (including additional cost information for BPJS patients) demonstrate a commitment to information transparency. Structured SOPs and ongoing training demonstrate a systematic approach in ensuring consistent quality of medical communication.

4. Relate Dimension Determines Service Efficiency

Dimension *Relate* is related to the ease and speed of the service process. The findings show that the registration process is assessed as fast with various options (direct, WhatsApp, Mobile JKN, self-registration engine).

The highly responsive WhatsApp service is a significant plus, allowing patients to easily get information about their doctor's schedule and initial consultation. This responsiveness creates a perception of efficiency and attention.

Waiting times vary depending on fast conditions when it is not crowded, longer when it is crowded. This is a challenge that needs to be anticipated with increasing capacity (seating and air conditioning) and optimizing management

5. Consistency as a Determinant of *Relate and Relate*

Consistency in motivating patients (*Act*) and generating recommendations (*Relate*) indicates the clinic's success in turning service experiences into behaviors. Recommendations (*Relate*) are very important because they are tangible evidence that the patient's experience is above their expectations rather than just satisfaction. This is in line with previous research that states that *successful Experiential*

Marketing will result in influencing customer decisions.

Overall, Asa Medika Clinic has successfully integrated the *Experiential Marketing* dimension into their operational standards of service quality, which directly results in high return visits and willingness to recommend

Conclusion

Based on an in-depth analysis of the patient's experience at Asa Medika Clinic, this study produced several main conclusions that answered the research focus that the five dimensions of experiential marketing (*Sense, Feel, Think, Act, Relate*) were applied and positively felt by patients at Asa Medika Clinic:

1. SENSE (*Sensory Experience*) Dimension: The patient's sensory experience is very positive and consistent. The cleanliness, comfort, and facilities of the clinic were considered very good by all informants. The management's commitment to cleanliness with professionals and a structured picket system is reflected in the perception of patients. The renovations carried out significantly improve the sensory experience. Strategic location and flexible operating hours are important added points.
2. FEEL Dimension (*Emotional Experience*): The patient's emotional experience is very positive, supported by a strong internal family culture. The friendliness of the doctors and core staff (nurses) is very consistent and appreciated. A personal approach by recognizing the patient's name and the doctor's empathy in listening are the main strengths. Investment in HR training demonstrates a sustainable commitment. However, there is a gap in the consistency of services in the registration and pharmacy areas when conditions are crowded.
3. THINK Dimension (*Cognitive Experience*): The patient's cognitive experience is very positive, especially in the clarity of medical communication. The doctor is able to explain the diagnosis and procedure in easy-to-understand

- language. Some doctors provide very comprehensive health education, not only explaining diseases but also their causes and prevention. Pharmacy staff provide detailed and transparent instructions for the use of the drug.
4. ACT Dimension (Behavioral Experience): The patient's behavioral experience in interacting with the service system is generally positive. The registration process is considered fast and easy with various options (direct, WhatsApp, Mobile JKN). WhatsApp services are very responsive and appreciated by patients. Wait times vary depending on conditions—fast when it's not crowded, longer when it's crowded. The main challenge is the capacity (seats and air conditioning) during crowded conditions that need to be improved.
 5. RELATE Dimension : The patient's relational experience is very strong, supported by a personalized approach that is emphasized by management. Long-term patient loyalty is very high, as evidenced by the number of patients who have been treated since before the renovation. *Word-of-mouth* is so powerful many patients come from recommendations and actively recommend to others. *Online* reviews (*Google*) have a significant influence on the decision to choose a clinic. Educational content on social media is appreciated. However, there are gaps in *the automatic reminder/follow-up* system that patients expect.
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