THE INFLUENCE OF RELATIONAL MARKETING AND EXPERIENTIAL MARKETING ON PATIENT LOYALTY WITH PSYCHOLOGICAL FACTORS AS A MODERATION VARIABLE IN OUTPATIENTS OF BHAKTI KARTINI HOSPITAL BEKASI

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Abstract
Patient loyalty is a major challenge for hospitals, including Bhakti Kartini Hospital Bekasi, which face intense competition in the health industry. This problem arises because there will be a decrease in the number of old and new patients in 2023. This is due to the lack of strong relationships between hospitals and patients, as well as inadequate patient experience. This research aims to analyze the influence of relationship marketing and experiential marketing on patient loyalty, with psychological factors as moderating variables. The research method used is quantitative with a cross-sectional study design. Data was collected from 170 outpatient respondents through a questionnaire consisting of questions related to relationship marketing, experiential marketing, psychological factors and patient loyalty. Data analysis was carried out using SEM-PLS. The research results show that relationship marketing, experiential marketing and psychological factors have a significant influence on patient loyalty both simultaneously and partially. In addition, psychological factors are proven to moderate the relationship between these two variables, thereby increasing the impact of relationship marketing and experiential marketing on patient loyalty. The implications of these findings demonstrate the importance for hospitals to develop communication systems and marketing strategies that focus on long-term relationships with patients and creating positive experiences. In this way, Bhakti Kartini Hospital can increase patient loyalty and strengthen its position in the health industry.
Keywords: Relational Marketing, Experiential Marketing, Patient Loyalty, Psychological Factors

Abstrak
Loyalitas pasien merupakan tantangan utama bagi rumah sakit, termasuk Rumah Sakit Bhakti Kartini Bekasi, yang menghadapi persaingan yang ketat di industri kesehatan. Masalah ini muncul karena diperkirakan akan terjadi penurunan jumlah pasien lama dan baru pada tahun 2023. Hal ini disebabkan oleh kurangnya hubungan yang kuat antara rumah sakit dan pasien, serta pengalaman pasien yang kurang memadai. Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran hubungan dan pemasaran pengalaman terhadap loyalitas pasien, dengan faktor psikologis sebagai variabel moderator. Metode penelitian yang digunakan adalah kuantitatif dengan desain studi cross-sectional. Data dikumpulkan dari 170 responden rawat jalan melalui kuesioner

yang berisi pertanyaan terkait pemasaran hubungan, pemasaran pengalaman, faktor psikologis, dan loyalitas pasien. Analisis data dilakukan menggunakan SEM-PLS. Hasil penelitian menunjukkan bahwa pemasaran hubungan, pemasaran pengalaman, dan faktor psikologis memiliki pengaruh yang signifikan terhadap loyalitas pasien, baik secara simultan maupun parsial. Selain itu, faktor psikologis terbukti memoderasi hubungan antara kedua variabel tersebut, sehingga meningkatkan dampak pemasaran hubungan dan pemasaran pengalaman terhadap loyalitas pasien. Implikasi temuan ini menunjukkan pentingnya bagi rumah sakit untuk mengembangkan sistem komunikasi dan strategi pemasaran yang berfokus pada hubungan jangka panjang dengan pasien dan menciptakan pengalaman positif. Dengan demikian, Rumah Sakit Bhakti Kartini dapat meningkatkan loyalitas pasien dan memperkuat posisinya di industri kesehatan.
Kata Kunci: *Pemasaran Relasional, Pemasaran Pengalaman, Loyalitas Pasien, Faktor Psikologis*

INTRODUCTION

Maintaining customer loyalty requires special attention and strategies from marketers, therefore the "Theory of Planned Behavior (TPB)" seeks to investigate the components that can influence individual behavior. This theory was put forward by Ajzen, this theory states that individual behavior is shaped by attitudes, subjective norms, and behavioral control, which influence individual behavioral intentions and in turn lead to individual behavior. An interesting object to study regarding the issue of customer loyalty is Bhakti Kartini Bekasi Hospital, which is a type C hospital in Bekasi which has a bed capacity of 106, and runs outpatient services. Based on initial observations made on March 18 2024 to the hospital service quality department, secondary data was provided in the form of a comparison of the number of old and new outpatients in the Non-BPJS category for 2022 - 2033, with the following data:

TAHUN						
	2022			**2023**		
Bulan	**Lama**	**Baru**	**Total**	**Lama**	**Baru**	**Total**
Januari	1050	450	**1500**	614	205	**819**
Februari	950	320	**1270**	316	172	**488**
Maret	696	412	**1108**	533	442	**975**
April	985	350	**1335**	666	190	**856**
Mei	875	365	**1240**	488	196	**684**
Juni	609	115	**724**	685	249	**934**
Juli	987	275	**1262**	643	103	**746**
Agustus	897	369	**1266**	732	505	1237
September	988	598	**1586**	489	481	**970**
Oktober	798	369	**1167**	547	182	**729**
November	745	459	**1204**	789	481	**1270**
Desember	879	125	**1004**	600	320	**920**
Total	**10459**	**4207**	**14666**	**7102**	**3526**	**10628**
Fluktuasi				**-3357**	**-681**	**-4038**
Persentase Fluktuasi				**32%**	**16,19%**	**27,53%**

Table 1. Non-BPJS Patient Visits for the Period 2022 – 2023
Source: Secondary data

Based on this data, it can be seen that old patients in 2023 decreased by 3,357 (32%), new patients decreased by 681 (16.19%) and in total in 2023, patients in the Non-BPJS category decreased by 4,038 (27.53%) patient. It can be seen that the decline in the number of patients in 2023 illustrates a problem with patient loyalty. Regarding this

problem, preliminary interviews were conducted on March 25 2024 with 10 old non-BPJS patients who had visited more than once at Bhakti Kartini Hospital Bekasi, by asking "Has the Bhakti Kartini Hospital Bekasi provided discounts or special prices so far?" for all of you who have visited this hospital before"?. The answer we got was, "So far there have been no special prices or special treatment or even discounts for those of us who make repeat visits to Bhakti Kartini Hospital Bekasi." The next question was asked, "Do patients who make repeat visits receive special treatment at this hospital"? The answer we got was "We never get special treatment, even the queues are combined with BPJS patients, the hospital should differentiate our queues from BPJS patients as a form of special treatment."

To dig deeper into the problems that occurred, a preliminary survey was conducted at the same time on 10 old and new non-BPJS outpatients, which referred to aspects of repeat purchases, brand loyalty and making references, with the survey results concluded as follows; There are 7 out of 10 patients (70%) who have problems with the re-purchase aspect, where they will not re-visit this hospital when re-examining, when they need other health services, and will not re-visit for consultation on health problems. There are 6 out of 10 patients (60%) who have problems with brand loyalty, where they will not revisit this hospital if one offers more affordable prices, if there is a hospital nearby, and if there is a more well-known hospital. There are 5 out of 10 patients (50%) who have problems with making referrals, where they will not refer this hospital to the local community because they are not satisfied, because the facilities are incomplete and because they are not well served.

Referring to research that proves the influence of relationship marketing on customer loyalty (Yıldırım et al., 2022), a survey was conducted on 10 patients at the same time to find out their responses related to relationship marketing, with the results concluding that there were 6 out of 10 patients (60%) have problems with trust, where patients lack trust in the doctor's honesty when providing alternative treatment options, and the doctor's efforts when thinking about the best way to treat the patient. There are 7 out of 10 patients (70%) who have problems with the bonding aspect, where the patient lacks trust in the doctor's efforts to use all his competence when serving, and lacks trust in the doctor's overall performance. There are 6 out of 10 patients (60%) who have problems with the communication aspect, where patients lack confidence in the doctor's clarity in answering each patient's questions in detail, and in providing detailed information about the patient's medical condition. There are 8 out of 10 patients (80%) who have problems with aspects of shared values, where patients lack trust in doctors' efforts to prioritize cultural background when dealing with patients, and when seeking medical information before carrying out examinations. There are 6 out of 10 patients (60%) who have problems with the empathy aspect, where patients lack trust in the friendliness of health workers when serving them, and the health workers' efforts to maintain privacy. There are 5 out of 10 patients (50%) who have problems with the reciprocity aspect, where the patient does not feel the doctor's concern in recommending alternative treatment options, and does not feel the doctor's concern in thinking about the best way to treat the patient.

Referring to research results which prove that experiential marketing has an effect on loyalty (Andalas & Kartika, 2021), a survey was conducted related to experiential marketing which refers to aspects of sensory experience, feeling experience, thought experience, acting experience and telling experience (Schmitt, 2011), with conclusion as follows; There are 7 out of 10 patients (70%) who have problems with the sensory experience aspect, where they do not agree to visit this hospital because they do not believe the positive comments of other patients on social media, and do not feel comfortable when being served. There are 8 out of 10 patients (80%) who have problems with the experience aspect, where they do not agree to visit this hospital because they do not feel the doctor's professionalism in providing services, and they do not feel the doctor's seriousness in handling complaints. There are 7 out of 10 patients (70%) who have problems with the mental aspect of the experience, where they do not agree to visit this hospital because it is not a reputable hospital, and the service facilities provided are incomplete. There are 8 out of 10 patients (80%) who have problems with the experience aspect, where they do not agree to visit this hospital because they are not familiar with the services, and do not feel the hospital cares enough to inform them about health developments. There are 5 out of 10 patients (50%) who have problems with the aspect of telling about their experiences, where they do not agree to visit this hospital because many patients are not satisfied and do not believe in the competence of doctors in providing services.

Referring to research which concluded that psychological factors are one that can influence customer loyalty (Kim & Hyun, 2022), a preliminary survey was conducted regarding aspects of psychological factors consisting of perception, knowledge, motivation and attitude, with the following results; There are 8 out of 10 patients (80%) who have problems with the perception aspect, where they lack confidence in the accuracy of the examination and accuracy in treatment. There are 8 out of 10 patients (80%) who have problems with the knowledge aspect, where they do not believe that services are carried out through a planned clinical flow, and are carried out based on the principles of nursing ethics. There are 7 out of 10 patients (70%) who have problems with the motivation aspect, where they lack confidence in prescribing medicines that suit the patient's needs, and the hospital's concern for prioritizing safe services. There are 7 out of 10 patients (70%) who have problems with the attitude aspect, where they lack trust in the doctor's sincerity when providing services, and the doctor's integrity in serving patients.

Based on the problems explained previously, there are many factors that cause a decrease in long-patient outpatient visits for the non-BPJS patient category in 2023, but according to several relevant studies, it is concluded that patient loyalty is influenced by relationship marketing (Yıldırım et al., 2022), experiential marketing (Andalas & Kartika, 2021), and psychological factors (Kim & Hyun, 2022), but it appears that there is no relevant research that fully combines the variables of relationship marketing, experiential marketing, and psychological factors that can influence patient loyalty, so research This has the novelty of uniting these variables in one complete research, and further research needs to be carried out, by setting the title "The Influence of Relational Marketing and

Experiential Marketing on Patient Loyalty with Psychological Factors as Moderation in Outpatients at Bhakti Kartini Hospital Bekasi".
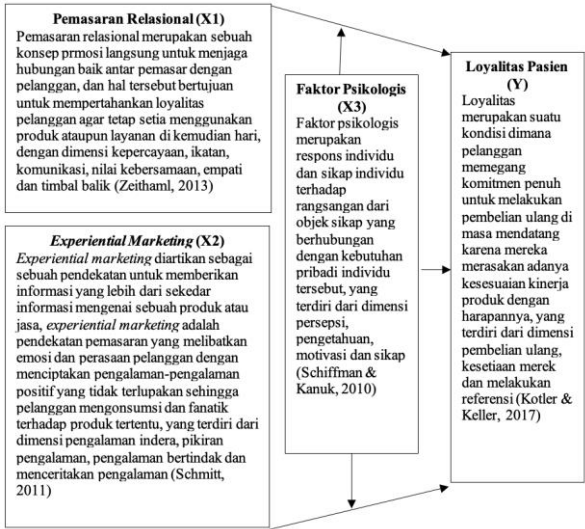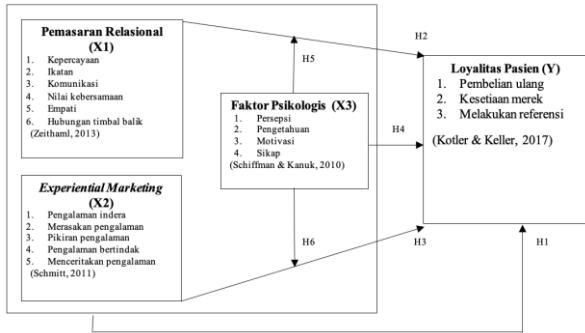

Figure 1. Theoretical Framework

Figure 2. Conceptual Framework

METHOD

This type of research is included in quantitative research with a cross sectional study design which functions to describe the relationship between risk-causing variables and the resulting effects. This research consists of 2 independent variables, namely relationship marketing (X1) and experiential marketing (X2), which will measure their influence on the dependent variable, namely patient loyalty (Y) and also the existence of a moderating variable, namely psychological factors (X3). Below is a research constellation that describes the research flow:
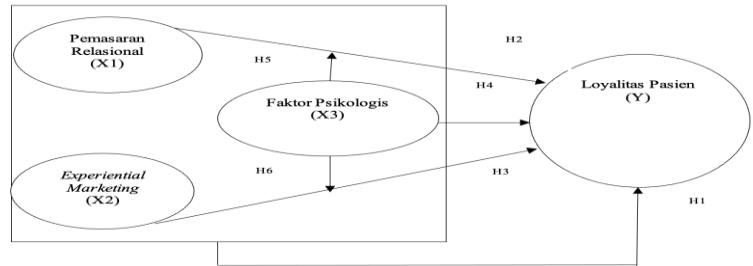

Figure 3. Research Constellation

Population is a generalized area consisting of research objects and subjects and has certain qualities and characteristics determined by researchers to be studied and conclusions drawn (Sugiyono, 2016). The population in this study were outpatients at Bhakti Kartini Hospital, Bekasi. The sample is part of the population (Sugiyono, 2016). The sampling technique was carried out using a non-probability sampling technique where the population does not have the same chance of being sampled. Determination of sample size refers to Hair et al. (2014) said that sample size guidelines depend on the number of indicators and can be multiplied by 5 to 10, so that the minimum number of respondents required is 34 items x 5 = 170 respondents.

A test that tries to ascertain how well the measuring instrument is able to measure what it wants to measure (Ghozali, 2018). The validity test was carried out on 30 respondents outside the research respondents using the product moment correlation technique. The rtable value for N=30 with a significance level of 5% = 0.361. The assumption for decision making is that if the rcount value > rtable (0.361) then the instrument is said to be valid, and if the rcount value < rtable (0.361) then the instrument is said to be invalid (Ghozali, 2018). This test aims to measure the reliability of each indicator in the questionnaire. As for the decision making assumption, if the Cronbach's alpha value is > 0.60, then the instrument is considered reliable (Ghozali, 2018).

To test the data, descriptive statistical analysis describes the data as it has been collected, without trying to draw universally recognized conclusions or generalizations (Sugiyono, 2016). In this research, descriptive statistical analysis used three box method analysis which refers to the opinion of Ferdinand (2014). The answer index per variable which attempts to obtain a descriptive picture of the responses to the respondents' statement items was analyzed using a three box approach. The assessment method used has a maximum score of 4 and a minimum score of 1, and the formula used to calculate the respondent's answer index is as follows: Index value: {(F1x1)+(F2x2)+(F3x3)+(F4x4}/4.

PLS-SEM

This research uses a data analysis method using SmartPLS software. The PLS or Partial Least Square test is a variance-based structural equation approach. The test sequence includes:

Outer model analysis

The measurement model in the PLS test is carried out to test internal validity and reliability. This outer model analysis will specify the relationship between the latent variables and the indicators, or it could be said that the outer model defines how each indicator is related to the latent variable. The tests carried out on this outer model are as follows:

a. Convergent validity is a measurement of the validity of reflexive indicators as variable measurements by looking at the outer loading value of each variable indicator. Validity and reliability testing can be done by designing an outer model or measurement model. An indicator is declared valid if it has a loading factor value > 0.70 (Hair et al., 2014).

b. Composite reliability. In the construct reliability test analysis of research variables using the internal consistency method. The results of the reliability test are used to determine whether the indicators of all the research variables used are good constructs or not in forming a latent variable. In this section it refers to the value of Cronbach's alpha and composite reliability, if Cronbach's alpha and composite reliability are shared by all variables. research > 0.7 then it is declared to meet the requirements (Hair et al., 2014).

c. Test the suitability of the structural model. This stage was carried out to test whether the hypothesized model is a good model to represent the research results, with the assumption that if the SRMR value is <0.1 then the model is said to be Fit (Hair et al., 2014).

d. Multicollinearity Test. This test was carried out to determine whether in the research model there were symptoms of multicollinearity or high correlation between independent variables. A good result is that there are no symptoms of high correlation between independent variables (Hair et al., 2014). The assumption for decision making is that if the VIF value is < 10 then there are no symptoms of multicollinearity, if the VIF value is > 10 then there are symptoms of multicollinearity (Hair et al., 2014).

Inner Model Analysis

The inner model is a structural model used to predict causal relationships between latent variables or variables that cannot be measured directly.

1) R2. Used to assess how big the contribution of the independent variable is in explaining the dependent variable, the reference values used are ≥0.67 (strong), ≥0.33 (moderate) and ≥0.19 (weak) (Hair et al., 2014).

2) The coefficient value of direct influence and indirect influence as a form of prediction of the value of the relationship between variables (Hair et al., 2014).

Hypothesis Testing

Test the hypothesis with an error rate of 5% so that the ttable value is set at 1.96, if the tcount > ttable then the hypothesis is accepted and if the tcount <ttable then the hypothesis is rejected (Hair et al., 2014).

Statistical Hypothesis

H1: $\rho \neq 0$ means that there is a significant simultaneous influence of relationship marketing (X1), experiential marketing (X2) and psychological factors (X3) on patient loyalty (Y).

H2: $\rho \neq 0$ means there is a significant influence of relationship marketing (X1) on patient loyalty (Y).

H3: $\rho \neq 0$ means that there is a significant influence of experiential marketing (X2) on patient loyalty (Y).

H4: $\rho \neq 0$ means that there is a significant influence of psychological factors (X3) on patient loyalty (Y).

H5: $\rho \neq 0$ means that psychological factors (X3) significantly moderate the influence of relationship marketing (X1) on patient loyalty (Y).

H6: $\rho \neq 0$ means that psychological factors (X3) significantly moderate the influence of experiential marketing (X2) on patient loyalty (Y).

RESULTS AND DISCUSSION

Data Description

No.	Demographics	Category	Frequency	Percentage (%)
1	Age	>17 - 30 years	61	35,9
		31 − 40 years	79	46,5
		41 − 50 years	15	8,8
		> 50 years	15	8,8
	Total		**170**	**100**
2	Gender	Male	78	45,9
		Female	92	54,1
	Total		**170**	**100**
3	Education	High School / Equivalent	81	47,6
		Diploma	29	17,1
		Bachelor	52	30,6
		Masters	8	4,7
	Total		**170**	**100**
4	Visit Intensity	2 − 3 Times	111	65,3
		4 − 6 Times	38	22,4
		7 - 9 Times	17	10,0
		> 9 Times	4	2,4
	Total		**170**	**100**
5	Payment Facilities	General Payments	121	71,2
		Non-JKN Insurance	49	28,8
	Total		**170**	**100**

Table 2. Distribution of Respondent Characteristics

Source: Primary Data, 2024

Table 2. Explains the demographic data from 170 respondents showing that respondents are dominated by young to middle-aged adults, with the majority being women, and have varying educational backgrounds, as well as showing an active level of visits with a preference for general payments.

Validity Test Results

Variable	Code	R Count	R Table	Information
	X1.1	0,667	0,361	Valid
	X1.2	0,680	0,361	Valid
	X1.3	0,647	0,361	Valid
	X1.4	0,597	0,361	Valid
	X1.5	0,658	0,361	Valid
Relationship Marketing (X1)	X1.6	0,583	0,361	Valid
	X1.7	0,616	0,361	Valid
	X1.8	0,583	0,361	Valid
	X1.9	0,636	0,361	Valid
	X1.10	0,624	0,361	Valid
	X1.11	0,665	0,361	Valid
	X1.12	0,782	0,361	Valid

Table 3. Validity Test Results of Relational Marketing Variables
Source: Primary Data, 2024

Table 3. Shows that the 12 statement items of the relationship marketing variable were calculated using Pearson's Product Moment correlation, it was obtained that r count > r table, so all statement items were declared valid.

Variable	Code	R Count	R Table	Information
	X2.1	0,667	0,361	Valid
	X2.2	0,555	0,361	Valid
	X2.3	0,586	0,361	Valid
Experiential Marketing (X2)	X2.4	0,786	0,361	Valid
	X2.5	0,647	0,361	Valid
	X2.6	0,528	0,361	Valid
	X2.7	0,466	0,361	Valid
	X2.8	0,702	0,361	Valid

Table 4. Validity Test Results for Experiential Marketing Variables
Source: Primary Data, 2024

Table 4. Shows that the Experiential Marketing variable statement items consist of 8 statements calculated using Pearson's Product Moment correlation, it is obtained that r count > r table, so all statement items are declared valid.

Variable	Code	R Count	R Table	Information
	X3.1	0,759	0,361	Valid
	X3.2	0,765	0,361	Valid
Psychological Factors (X3)	X3.3	0,619	0,361	Valid
	X3.4	0,743	0,361	Valid
	X3.5	0,750	0,361	Valid
	X3.6	0,741	0,361	Valid

Table 5. Validity Test Results for Psychological Factor Variables
Source: Primary Data, 2024

Table 5. Shows that the psychological factor variable statement items consist of 6 statements calculated using Pearson's Product Moment correlation, it is obtained that r count > r table, so all statement items are declared valid.

Variable	Code	R Count	R Table	Information
	Y1.1	0,815	0,361	Valid
	Y1.2	0,719	0,361	Valid
	Y1.3	0,651	0,361	Valid
Patient Loyalty (Y)	Y1.4	0,802	0,361	Valid
	Y1.5	0,698	0,361	Valid
	Y1.6	0,742	0,361	Valid
	Y1.7	0,670	0,361	Valid
	Y1.8	0,796	0,361	Valid

Table 6. Validity Test Results for Patient Loyalty Variables
Source: Primary Data, 2024

Table 6. Shows that the patient loyalty variable statement items consist of 8 statements calculated using Pearson's Product Moment correlation, it is obtained that r count > r table, so all the statement items are declared valid.

Reliability Test Results

Variable	Cronbach's Alpha value	Critical Value	Information
Relationship Marketing	0,869	0,60	Reliable
Experiential Marketing	0,771	0,60	Reliable
Psychological Factors	0,824	0,60	Reliable
Patient Loyalty	0,880	0,60	Reliable

Table 7. Reliability Test Results
Source: Primary Data, 2024

Table 7. Shows that overall all the variables in this study were declared reliable, because the Cronbach's Alpha value was greater than the critical value of 0.60. This shows that the measuring instrument used is reliable and provides consistent measurement results.

Index analysis of respondents' answers

Index analysis of respondents' answers using the Three-box Method. Each questionnaire item has a score according to the Likert Scale, namely the highest score is 4 (four) and the lowest score is 1 (one), so it is divided into categories according to Ferdinand (2014), namely low (42.5-85), medium (86 -127.5) and high (127.6-170).

Relationship Marketing

No.	Statement	STS	TS	S	SS	Amount	Index	Category
	Trust						112,13	Medium
1.	The doctor carried out a thorough examination	5	48	109	8	170	115,00	Medium
		5	96	327	32	460		
2.	The doctor makes an accurate diagnosis of the disease	9	57	102	2	170	109,25	Medium
		9	114	306	8	437		
	Bond						113,25	Medium
3.	Nurses use all their competencies in serving patients	5	49	111	5	170	114,00	Medium
		5	98	333	20	456		
4.	The doctor investigates the problem before carrying out the examination	7	53	103	7	170	112,50	Medium
		7	106	309	28	450		
	Communication						113,38	Medium
5.	The doctor answers every patient question clearly	6	48	107	9	170	114,75	Medium
		6	96	321	36	459		
6.	The doctor informs the patient's medical condition in detail	8	54	100	8	170	112,00	Medium
		8	108	300	32	448		
	The value of togetherness						111,38	Medium
7.	Nurses prioritize cultural background in dealing with patients	9	51	108	2	170	110,75	Medium
		9	102	324	8	443		
8.	Doctors involve families to monitor health developments	7	53	105	5	170	112,00	Medium
		7	106	315	20	448		
	Empathy						114,75	Medium
9.	Nurses are friendly when serving patients	5	39	121	5	170	116,50	Medium
		5	78	363	20	466		
10.	Nurses understand what patients experience as normal	6	50	110	4	170	113,00	Medium
		6	100	330	16	452		
	Bilateral						113,13	Medium
11.	The doctor recommends alternative treatment options	6	42	117	5	170	115,25	Medium
		6	84	351	20	461		
12.	Doctors think about the best way to treat patients	11	48	107	4	170	111,00	Medium
		11	96	321	16	444		
	Average Relationship Marketing Index						113,00	Medium

Table 8. Distribution of Respondents Based on Relational Marketing Variables (X1)
Source: Primary Data, 2024

Table 8. Shows the average index for all statements in the "Medium" category. The statement with the highest score was "Nurses are friendly when serving patients," with an index reaching 116.50. In contrast, the statement with the lowest score was "The doctor made an accurate diagnosis of the disease," which received an index of 109.25. This reflects dissatisfaction among 38.8% of respondents who felt doubtful about the accuracy of the doctor's diagnosis.

Experiential Marketing

No.	Statement	Score				Amount	Index	Category
		STS	TS	S	SS			
	Sensory experience						**118,50**	**Medium**
1.	I felt comfortable during the examination	2	48	111	9	170	116,75	Medium
		2	96	333	36	467		
2.	I feel comfortable when communicating with doctors	5	31	122	12	170	120,25	Medium
		5	62	366	48	481		
	Feel the experience						**113,13**	**Medium**
3.	I feel the professionalism of nurses in providing services	2	50	112	6	170	115,50	Medium
		2	100	336	24	462		
4.	I feel the doctor's seriousness in handling complaints	3	65	98	4	170	110,75	Medium
		3	130	294	16	443		
	Thoughts of experience						**111,75**	**Medium**
5.	I think the doctors at this hospital have a good reputation	5	57	104	4	170	111,75	Medium
		5	114	312	16	447		
	Acting experience						**109,75**	**Medium**
6.	I felt the doctor's concern in exploring the patient's problems	4	71	87	8	170	109,75	Medium
		4	142	261	32	439		
	Telling about experiences						**119,88**	**Medium**
7.	I see many patients who are satisfied with the nursing services at this hospital	3	22	140	5	170	121,75	Medium
		3	44	420	20	487		
8.	I see many patients who give positive comments to doctors and nurses	5	33	127	5	170	118,00	Medium
		5	66	381	20	472		
	Average Experiential Marketing Index						**114,60**	**Medium**

Table 9. Distribution of Respondents Based on Experiential Marketing Variables (X2)
Source: Primary Data, 2024

Table 9. Displays the distribution of respondents based on the experiential marketing variable, with all statements in the "Medium" category. The statement with the highest index value is "I see many patients who are satisfied with the nursing services at this hospital," with an index reaching 121.75. In contrast, the lowest statement was "I felt the doctor's concern in exploring the patient's problems," which had an index of 109.75. More than 44% of respondents felt that doctors did not pay enough attention to understanding the problem.

Psychological Factors

No.	Statement	Score				Amount	Index	Category
		STS	TS	S	SS			
	Perception						**113,75**	**Medium**
1.	I feel that the diagnosis results are in accordance with the complaints I feel	7	57	93	13	170	113,00	Medium
		7	114	279	52	452		
2.	I felt the care was done meticulously	4	54	102	10	170	114,50	Medium
		4	108	306	40	458		
	Knowledge						**103,50**	**Medium**
3.	I feel the services at the hospital are very good	9	87	65	9	170	103,50	Medium
		9	174	195	36	414		
	Motivation						**114,13**	**Medium**
4.	I feel like I got the right medicine	5	53	99	13	170	115,00	Medium
		5	106	297	52	460		
5.	I feel that the hospital prioritizes safe services	5	55	102	8	170	113,25	Medium
		5	110	306	32	453		
	Attitude						**119,50**	**Medium**
6.	I felt the sincerity of the nurses in providing services	6	35	114	15	170	119,50	Medium
		6	70	342	60	478		
	Average Index of Psychological Factors						**112,72**	**Medium**

Table 10. Distribution of Respondents Based on Psychological Factor Variables (X3)
Source: Primary Data, 2024

Table 10. Depicts the distribution of respondents based on psychological factor variables, with all statements in the "Medium" category. The statement with the highest index was "I feel the sincerity of nurses in providing services," with an index reaching 119.50. On the other hand, the statement with the lowest index is "I feel the care services at the hospital are very good," which gets an index of 103.50. More than 56% of respondents felt dissatisfied with the quality of service they received.

Patient Loyalty

No.	Statement	Score				Amount	Index	Category
		STS	TS	S	SS			
Repurchase							107,83	Medium
1.	I will visit this hospital again	15	67	84	4	170	104,25	Medium
		15	134	252	16	417		
2.	I will visit again for other health services	4	64	97	5	170	110,75	Medium
		4	128	291	20	443		
3.	I will visit again for consultation on health problems	8	62	98	2	170	108,50	Medium
		8	124	294	8	434		
Brand loyalty							112,38	Medium
4.	I still visit this hospital even though there are some that offer more affordable prices	13	87	62	8	170	101,25	Medium
		13	174	186	32	405		
5.	I still visit this hospital even though there is a hospital nearby	6	41	117	6	170	115,75	Medium
		6	82	351	24	463		
6.	I will still visit this hospital even though there are more well-known hospitals	8	59	102	1	170	109,00	Medium
		8	118	306	4	436		
Make references							107,75	Medium
7.	I recommend this hospital to the local community because I feel satisfied	8	63	93	6	170	109,25	Medium
		8	126	279	24	437		
8.	I recommend this hospital to the local community because the facilities are complete	15	63	84	8	170	106,25	Medium
		15	126	252	32	425		
Average Patient Loyalty Index							109,32	Medium

Table 11. Distribution of Respondents Based on Patient Loyalty Variable (Y)
Source: Primary Data, 2024

Table 11. Presents the distribution of respondents based on the patient loyalty variable, with all statements being in the "Medium" category. The statement with the highest index value was "I still visit this hospital even though there is a hospital nearby," which reached 115.75. This shows that patients are quite loyal to the hospital even though there are closer alternatives. However, the statement with the lowest index value was "I still visit this hospital even though there are those who offer more affordable prices," which only got an index of 101.25. More than 58% of respondents felt less loyal in this context, indicating that price factors may influence their decision to return. Overall, despite demonstrated loyalty, there are significant challenges related to pricing that need to be addressed to increase patient retention.

No	Variable	Score			Behavior
		Low	Medium	High	
1	Relationship Marketing		113,00		Minimalist
2	Experiential Marketing		114,60		Standard
3	Psychological Factors		112,72		Hesitant
4	Patient Loyalty		109,32		Flexible

Table 12. Three Box Method Analysis Average Matrix
Source: Data Processing Results by Researchers, 2024

Based on the Three Box Method matrix, Table 12. Provides an explanation that Relational Marketing is described as minimalist behavior. This suggests that the relationship between marketers and patients is not deep or strong enough. This reflects a lack of effort in building the trust, communication and emotional bonds that are important in relationship marketing. Patients may feel that existing interactions do not meet the need to feel cared for and appreciated. Experiential Marketing is portrayed as standard behavior, it suggests that the experience provided to patients is not interesting or unique enough. Standard experiences tend to arouse less emotion and do not leave a deep impression, so patients may not feel emotionally connected to the services provided. Psychological factors describe doubtful behavior, this shows that patients experience uncertainty in making decisions regarding the care or services they receive. These doubts can be caused by a lack of clear information or dissatisfaction with previous experiences, which undermines their confidence in choosing a service. Patient Loyalty is described as flexible behavior, this indicates that the patient does not have a strong commitment to the current service provider and tends to look for other alternatives. This may reflect a lack of positive experiences that would make them feel engaged and loyal to existing services.

Data analysis
Outer Model Test Results

Variable	AVE
Relationship Marketing	0,589
Experiential Marketing	0,562
Psychological Factors	0,636
Patient Loyalty	0,630

Table 13. Average Variance Extracted (AVE) Test Results
Source: SMARTPLS 3.0 Processed Results (2024)

Table 13 shows that the AVE value for each variable is above 0.50 so that the AVE value for the discriminant validity test meets the requirements for the next test.

Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability	Information
Relationship Marketing	0,936	0,945	Reliable
Experiential Marketing	0,888	0,911	Reliable
Psychological Factors	0,885	0,913	Reliable
Patient Loyalty	0,916	0,931	Reliable
Relationship Marketing	0,936	0,945	Reliable

Table 14. Composite Reliability Test Results
Source: SMARTPLS 3.0 Processed Results (2024)

Table 14 shows the Cronbach's Coefficient Alpha value for all variables > 0.6 or even close to 1 and the Composite reliability value > 0.7, so that all variables in this study are declared reliable.

Structural model suitability test

SRMR	NFI
0,094	0,533

Table 15. Goodness of Fit (GoF) Assessment Results
Source: SmartPLS 3.0 Processed Results (2024)

Table 15. Shows that the SRMR value of 0.094 meets the fit criteria because it is less than 0.1. The NFI value of 0.533 meets the fit criteria because it is still below 0.9. It can be concluded that overall the model has a fairly good level of model fit (GoF).

Multicollinearity Test

Independent Variable	VIF
Relationship Marketing (X1)	2,305
Experiential Marketing (X2)	2,973
Psychological Factors (X3)	2,667

Table 16. Collinearity Statistics (VIF) Test Results
Source: SmartPLS 3.0 Processed Results (2024)

Based on Table 16, it shows that all independent variables have a VIF value < 10, so there are no symptoms of multicollinearity.

Hypothesis Test Results

Ha	Hypothesis	Original Sample (O)	F/T Statistics	P-Values	Information
H2	The influence of relationship marketing (X1) on patient loyalty (Y).	0,352	5,590	0,000	Supported
H3	The influence of experiential marketing (X2) on patient loyalty (Y)	0,413	6,154	0,000	Supported
H4	The influence of psychological factors (X3) on patient loyalty (Y)	0,151	2,463	0,014	Supported
H5	Psychological factors (X3) moderate the influence of relationship marketing (X1) on patient loyalty (Y)	0,144	2,001	0,046	Moderate
H6	Psychological factors (X3) moderate the influence of experiential marketing (X2) on patient loyalty (Y)	0,164	2,774	0,006	Moderate

Table 17. Results of partial and moderate hypothesis testing

The simultaneous influence of relationship marketing, experiential marketing, and psychological factors on patient loyalty

The statistical f test results of the influence of relationship marketing (X1), experiential marketing (X2) and psychological factors (X3) on patient loyalty (Y) obtained Fcount 155.05 > Ftable 2.66, which means the variables relationship marketing (X1), experiential marketing (X2) and psychological factors (X3) simultaneously influence and contribute to patient loyalty (Y), so that H1 is accepted.

The influence of relationship marketing on patient loyalty

The obtained value of tcount (5.590) > tTable (1.96) and p-value is 0.000 (significant), thus Ha is accepted (p < 0.05) and H0 is rejected, so it is concluded that there is a significant influence of relationship marketing (X1) , on patient loyalty (Y), so that H2 is accepted.

The influence of experiential marketing on patient loyalty

The obtained value of tcount (6.154) > tTable (1.96) and p-value is 0.000 (significant), thus Ha is accepted (p < 0.05) and H0 is rejected, so it is concluded that there is a significant influence of experiential marketing (X2) on patient loyalty (Y), so H3 is accepted.

The influence of psychological factors on patient loyalty

The obtained value of tcount (2.463) > tTable (1.96) and p-value of 0.014 (significant), thus Ha is accepted (p < 0.05) and H0 is rejected, so it is concluded that there is a significant influence of psychological factors (X3) on patient loyalty (Y), so that H4 is accepted.

Psychological factors moderate the influence of relationship marketing on patient loyalty

The results of the moderation test obtained a value of tcount (2.001) > ttable (1.96) and a p-value of 0.046 (significant), thus Ha was accepted (p < 0.05) and H0 was rejected, so it was concluded that the psychological factor (X3) significantly moderates the influence of relationship marketing (X1) on patient loyalty (Y), so that H5 is accepted.

Psychological factors moderate the influence of experiential marketing on patient loyalty

The results of the moderation test obtained a value of tcount (2.774) > ttable (1.96) and a p-value of 0.006 (significant), thus Ha was accepted (p < 0.05) and H0 was rejected, so it was concluded that the psychological factor (X3) significantly moderates the influence of experiential marketing (X2) on patient loyalty (Y), so that H6 is accepted.

CONCLUSION

This study shows that relationship marketing, experiential marketing, and psychological factors simultaneously influence patient loyalty at Bhakti Kartini Hospital in Bekasi. To increase patient loyalty, the hospital needs to strengthen all three aspects simultaneously. Relationship marketing has been proven to have a significant influence on patient loyalty. This indicates that efforts to build and maintain good relationships with patients, such as through effective communication, attention to patient needs, and personalized service, can increase the tendency of patients to remain loyal to the hospital and not switch to other healthcare services. Additionally, experiential marketing also has a positive influence on patient loyalty. When patients have a pleasant experience while receiving healthcare services, such as comfortable facilities, friendly medical staff, and efficient services, they are more likely to return to the hospital and recommend it to others. Positive experiences create lasting impressions that contribute to the formation of long-term

relationships between patients and the hospital. Psychological factors also play a crucial role in influencing patient loyalty. When patients have trust and confidence in the quality of services provided, they are more likely to exhibit loyal behavior. Interestingly, this study also found that psychological factors act as moderators that strengthen the relationship between relationship marketing and experiential marketing on patient loyalty. This means that the higher the level of trust and confidence patients have, the stronger the positive impact of relationship marketing and experiential marketing on loyalty. Therefore, enhancing psychological factors such as safety, trust, and emotional satisfaction are key to optimizing hospital marketing strategies to sustain patient loyalty over time.

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