

ABSTRACT

**EXPERIENTIAL MARKETING STRATEGY TO INCREASE OLD
PATIENT VISIT IN DENTAL CLINIC OF NGAGEL REJO
PRIMARY HEALTH CARE SURABAYA**

The average decrease of patient visit in dental clinic of Ngagel Rejo Primary Health Care (PHC) was 6% in since 2013 until 2015. This leads to the need for composing a recommendation of experiential marketing strategy in dental clinic of Ngagel Rejo's PHC Surabaya. The main objective of this research is to compose an experiential marketing strategy to increase old patient visits in dental clinic of Ngagel Rejo PHC in Surabaya. This is an observational analytic research with cross sectional design. Sample of this research were 89 respondents. Independent variable in this research were customer experience including sense, feel, think, act and relate. The dependent variable was customer loyalty.

The result of this research showed that mostly the patient in dental clinic of Ngagel Rejo PHC aged >45-64 years old, female, had high education level and mostly were housewives. They live ≤ 5 km from Ngagel Rejo PHC, had middle to low economy status and often come to Ngagel Rejo PHC. They chose a health care because of it was near their residence and they went to the health service by their private vehicle. The patient mostly paid with BPJS insurance.

Generally, customer experience were good but still has not reached the maximum criteria in order to achieve customer loyalty. Customer experience were not maximized in patient assessment of sense, the level of patient's confidence (think) and the level of patient's satisfaction (act). Customer loyalty in generally were at the level of "loyalty". The results also showed that there was an asymmetrical relationship among sense to feel, think, act and relate. Sense, feel, think and act had indirect effect to customer loyalty trough relate ($b= 0,069$). Sense had significant effect to feel with significant value ($p= 0,000$), sense had significant effect to think with significant value ($p= 0,000$), sense had significant effect to act with significant value ($p= 0,000$). Sense of patients to facilities could affect relate trough feel, think and act with beta value which getting smaller. Relate had signifikan and positif effect to customer loyalty ($p= 0,0008$), the higher the relate the higher the customer loyalty. There was sequentially influence between customer experience (sense, feel, think, act and relate) to customer loyalty.

Based on the result of this research, recommendation to apply the experiential marketing strategy developed in order to increase the visit of old patient to dental clinic of Ngagel Rejo PHC Surabaya by implementating experiential providers.

Keywords: Customer experience, customer loyalty, Primary Health Care

ABSTRAK**STRATEGI EXPERIENTIAL MARKETING UNTUK PENINGKATAN
KUNJUNGAN LAMA PASIEN POLI GIGI
DI PUSKESMAS NGAGEL REJO SURABAYA**

Jumlah kunjungan pasien lama di Poli Gigi Puskesmas Ngagel Rejo Surabaya mengalami rerata penurunan sebesar 6% pada periode tahun 2013-2015. Hal ini menyebabkan perlunya rekomendasi strategi experiential marketing di Poli Gigi Puskesmas Ngagel Rejo Surabaya. Tujuan umum penelitian adalah menyusun strategi experiential marketing untuk peningkatan kunjungan lama pasien Poli Gigi Puskesmas Ngagel Rejo Surabaya. Jenis penelitian adalah observasional analitik dengan rancang bangun penelitian cross sectional. Penelitian dilakukan pada sampel sebanyak 89 responden. Variabel bebas adalah pengalaman pasien (customer experience) meliputi sense, feel, think, act dan relate, variabel terikat adalah loyalitas pasien (customer loyalty).

Hasil penelitian menunjukkan mayoritas pasien berusia antara >45-64 tahun, jenis kelamin perempuan, tingkat pendidikan tinggi, berprofesi sebagai ibu rumah tangga, jarak tempat tinggal dengan Puskesmas ≤ 5 km, tingkat ekonomi menengah ke bawah dengan frekuensi kunjungan sering, alasan memilih tempat berobat karena dekat dengan tempat tinggal, menggunakan kendaraan pribadi serta status pembayaran BPJS.

Gambaran pengalaman pasien (customer experience) secara umum baik, namun masih belum berada pada kriteria maksimum dalam rangka mencapai loyalitas pasien (customer loyalty). Pengalaman pasien (customer experience) belum mencapai kriteria maksimal pada pengalaman yang didapat pasien melalui panca indera (sense), tingkat kepercayaan pasien (think) dan tingkat kepuasan (act) pasien. Loyalitas pasien (customer loyalty) secara umum berada pada kategori loyal.

Hasil penelitian juga menunjukkan bahwa terdapat pengaruh antara pengalaman yang didapat pasien melalui panca indera (sense) terhadap tingkat kenyamanan (feel) pasien, berpengaruh terhadap tingkat kepercayaan (think) pasien, berpengaruh pula terhadap tingkat kepuasan (act) pasien serta berpengaruh terhadap tingkat kesediaan (relate) pasien untuk kembali dan merekomendasikan kepada orang lain. Sense, feel, think dan act mempunyai pengaruh tidak langsung terhadap loyalitas pasien (customer loyalty) melalui relate ($b=0,069$). Sense berpengaruh signifikan pada feel, think dan act dengan nilai signifikansi $p=0,000$. Sense pasien dapat berpengaruh terhadap relate melalui feel, think dan act dengan nilai beta yang semakin mengecil. Relate berpengaruh positif dan signifikan terhadap loyalitas pasien (customer loyalty), semakin tinggi tingkat kesediaan (relate) pasien untuk kembali dan merekomendasikan kepada orang lain, semakin tinggi pula loyalitas pasien (customer loyalty). Terdapat pengaruh secara sekuensial antara pengalaman pasien (customer experience) meliputi sense, feel, think, act dan relate terhadap loyalitas pasien (customer loyalty).

Berdasarkan analisis tersebut disusun rekomendasi strategi experiential marketing dalam rangka meningkatkan kunjungan lama pasien Poli Gigi Puskesmas Ngagel Rejo Surabaya dengan mengimplementasikan experiential providers.

Kata kunci: Customer experience, customer loyalty, Puskesmas

