

ABSTRACT**Improving Loyalty Of Inpatient Customer Of Community Health Center In Pasrepan In Pasuruan District Based On Experiential Marketing**

Community health center in Pasrepan in Pasuruan District had low BOR (*Bed Occupancy Rate*) in the last three years, 33.00% (2009), 31.75% (2010) and 41.10% (2011). The objectives of this study is developing recommendations to improve loyalty of inpatient customer of Community health center in Pasrepan in Pasuruan based on experiential marketing which consists of sense, feel, think, act and relate. This was a survey and observational research. The sample in this study was 35 patients who were going home after the process of inpatient care in community health center in Pasrepan in Pasuruan. The results showed that there were several factors based on the observation that health centers did not reach the standards. And based on the analysis of the patient experience about sense, feel, think, and act, there were several indicators of access and service processes in community health center in Pasrepans that provided bad experience to the patient such as parking lot shelter, walls painting, bathroom cleanliness and completeness of non-medical facilities. Based on the analysis of sense, feel, think, and act likely to affect the patient relate in terms of reutilizing inpatient care and advocacy to others who need in patient care. The conclusion of this study is that the concept of experiential marketing which consists of sense, feel, think, act affected customer loyalty. Increasing customer loyalty can be done by improving the sense, feel, think, and act. This will improve patient relate, so the customer loyalty towards inpatient care of community health center in Pasrepan in Pasuruan District.

Keywords: Experiential marketing, loyalty, *Relate*, inpatient public health center