

# Experiential Marketing Strategy to Increase Patient Visits at the General Dental Poly of Bunda Medika Pratama Clinic Tulungagung

Meidya Sri Wulandari<sup>1\*</sup>, Indasah<sup>2</sup>, Agusta Dian Ellina<sup>3</sup>

<sup>1,2,3</sup> Department of Public Health, Institut Ilmu Kesehatan STRADA Indonesia, Kediri, Indonesia

\*Corresponding Author: [meidya\\_drg05@yahoo.co.id](mailto:meidya_drg05@yahoo.co.id)

## ABSTRACT

The trend of patient visits at the Bunda Medika Clinic in 2018-2022 has decreased. This problem can be identified by knowing the causes of low dental poly services using an experiential marketing concept approach. The aim of this research is to analyze the influence of internal dental poly factors (human resources, medical and non-medical facilities, service rates) and patient expectations (customer expectations) on the patient experience (customer experience). Research with an observational analytical approach, using a cross sectional design. The research sample was general dental poly patients at the Bunda Medika Clinic in Tulungagung who had received treatment and met the inclusion criteria using a simple random sampling technique. In accordance with the Slovin formula calculation, this research used a sample of 128 respondents. The research results show that there is a significant influence between internal factors and customer experience, namely human resources with a value of 0.00 (p<0.05), medical and non-medical facilities with a value of 0.008 (p<0.05), service rates with a value 0.031 (p<0.05). There is a significant influence between think customer expectation and think customer experience with a value of 0.011 (p<0.05) and sense customer expectation with relate customer experience with a value of 0.046 (p<0.05). Based on the research results, the Management of Bunda Medika Tulungagung Clinic needs to carry out evaluations and improvements to increase the positive experience for patients so that they can increase the number of patient visits.

**Keywords:** clinic, customer expectation, customer experience, internal factors

Received March 5, 2024; Revised April 10, 2024; Accepted May 10, 2024



STRADA : Jurnal Ilmiah Kesehatan, its website, and the articles published there in are licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

Copyright © 2024 Institut Ilmu Kesehatan STRADA Indonesia

## BACKGROUND

The trend of patient visits at the Bunda Medika Clinic in 2018-2022 has decreased. During the COVID-19 pandemic, the dental poly of Bunda Medika Clinic continues to open limited services by implementing strict health protocols before, during and after dental treatment. However, the number of patient visits continued to decline and there were even zero visits for several months. This even continue until 2022 when the COVID-19 outbreak has decreased drastically. One effort that can be made to increase patient visits is to create a consumer-oriented marketing strategy by touching the emotional side of consumers, through the concept of experiential marketing.

One marketing concept that can be used to influence consumer emotions is through experiential marketing. Experiential marketing is a form of marketing that tries to analyze consumers by using psychological models in analyzing consumer behavior. In this approach, marketers create products or services by touching consumers' five senses, hearts and minds. Products that can positively touch consumers' emotional values can create a memorable experience between the company and consumers. This has a very good effect on the company because satisfied consumers usually tell other people about their experiences using a company's products or services.

With experiential marketing, customers will be able to differentiate one product and service from another because they can feel and gain direct experience. Experiential marketing includes five dimensions, namely sense, feel, think, act, and relate. Sense denotes experience through the five senses; feel shows the experience of positive feelings and emotions that arise; think shows intellectual experience with the aim of creating awareness (cognitive), experience to solve problems that involve consumers in it; act shows physical experiences, lifestyles, and interactions; and relate shows the experience of consumer social relationships.

Based on the problem information previously presented, it shows that the utilization of general dental poly services at the Bunda Medika Clinic is still low, and there has even been a decline in patient visits in the last four years. This problem can be identified by knowing the causes of low dental poly services. Based on previous literature and research, the factors causing the decrease in the number of patient visits at the general dental poly of Bunda Medika Clinic can be identified, namely internal dental poly factors, external dental poly factors, patient characteristic factors and patient expectation factors. So the research objective in this study is to analyze the influence of internal factors in the dental poly (human resources, medical and non-medical facilities, service rates) and patient expectations (customer expectation) on the patient experience (customer experience).

### Hypothesis

The hypothesis in this research is there is an influence of internal dental poly factors (human resources, medical and non-medical facilities, service rates) on the customer experience of general dental poly patients at Bunda Medika Clinic Tulungagung and there is an influence of customer expectation factors on the customer experience of general dental poly patients at Bunda Medika Clinic Tulungagung.

## METHODS

This type of research is research with an observational analytical approach using a cross sectional design. This research was carried out at the general dental poly, Bunda Medika Clinic, Tulungagung, with a population of all patients who had visited the general dental poly at Bunda Medika Clinic for dental treatment in 2019 and met the inclusion criteria, there are 189. The sample for this research was a simple technique random sampling. In accordance with calculations based on the Slovin formula, this research will use a sample of 128 respondents. This research uses two independent variables, namely the internal factor variable (X1) at the General Dental Poly of Bunda Medika Clinic Tulungagung which

includes human resources, non-medical medical facilities, service rates and the patient expectation factor variable (X2) (customer expectation). The data collected in this research includes primary data and secondary data. Primary data was obtained from distributing questionnaires related to internal factors of the dental poly, patient characteristics, patient expectations (customer expectations) and patient experience (customer experience) aimed at general dental poly patients at the Bunda Medika Clinic in Tulungagung who underwent dental treatment.

Data collection was carried out after respondents were given a PSP (explanation before consent) and signed an informed consent. Secondary data about the general dental poly which includes human resources, non-medical medical facilities and service rates at the general dental poly Bunda Medika Tulungagung Clinic using quantitative data processing techniques which include editing, coding, entry and cleaning stages. Data analysis was carried out descriptively to see the frequency distribution of each variable. The data that has been collected is then subjected to a statistical test, namely using a simple linear regression test which analyzes the dental poly's internal factor variables (human resources, medical and non-medical facilities, service rates), patient expectation factors (customer expectation) on customer experience variables which include sense, feel, think, act, relate. The results of this analysis are then used to conclude strategic results and issues that have a significant influence of  $p < 0.05$  on customer experience. This research has been approved by the health research ethics commission of the Indonesian Strada Health Sciences Institute with letter number 000248/EC/KEPK/I/06/2023.

## RESULTS

### Test the Effect of Patient Characteristics Analysis on Customer Experience

In this research, an analysis of the influence of patient characteristics on customer experience was carried out using linear regression analysis. Things that will be analyzed in patient characteristics are gender, age, education, occupation, distance from residence, income. Meanwhile, customer experience is sense, feel, think, act and relate.

Table 1. Influence of Patient Characteristics on Sense of Customer Experience

No.	Patient Characteristics	B (sense)	Sig	Information
1.	Gender	,070	,914	Not significant
2.	Age	-.905	.031	Significant
3.	Education	,508	,159	Not significant
4.	Work	,319	,150	Not significant
5.	Distance to Residence	-.254	,594	Not significant
6.	Income	,462	,289	Not significant

Based on Table 1, it can be seen that age characteristics have a significant influence on the sense of customer experience at the dental poly with a value of 0.031 ( $p < 0.05$ ) and an influence size of 90.5%.

Table 2. Influence of Patient Characteristics on Feelings in Customer Experience

No.	Patient Characteristics	B (feel)	Sig	Information
1.	Gender	-.009	,919	Not significant
2.	Age	-.020	,819	Not significant
3.	Education	,085	,331	Not significant
4.	Work	.111	,200	Not significant
5.	Distance to Residence	-.077	,397	Not significant
6.	Income	,961	,001	Significant

Based on Table 2, it can be seen that income characteristics have a significant influence on the feel of customer experience at the dental poly with a value of 0.001 ( $p < 0.05$ ) and an influence size of 96.1%.

Table 3. Influence of Patient Characteristics on Thinking on Customer Experience

No.	Patient Characteristics	B (Think)	Sig	Information
1.	Gender	,029	,739	Not significant
2.	Age	,072	,404	Not significant
3.	Education	,090	,301	Not significant
4.	Work	,146	,090	Not significant
5.	Distance to Residence	,416	,004	Significant
6.	Income	,143	,119	Not significant

Based on Table 3, it can be seen that the characteristics of distance from residence have a significant influence on customer experience at the dental poly with a value of 0.004 ( $p < 0.05$ ) and an influence size of 41.6%.

Table 4. Effect of Patient Characteristics on Act on Customer Experience

No.	Patient Characteristics	B (Act)	Sig	Information
1.	Gender	.012	,891	Not significant
2.	Age	,395	,049	Significant
3.	Education	-.018	,842	Not significant
4.	Work	-.011	,911	Not significant
5.	Distance to Residence	,043	,623	Not significant
6.	Income	,072	,420	Not significant

Based on Table 4, it can be seen that age characteristics have a significant influence on the customer experience act at the dental poly with a value of 0.049 ( $p < 0.05$ ) and a large influence of 39.5%.

Table 5. Influence of Patient Characteristics on Relate to Customer Experience

No.	Patient Characteristics	B (Related)	Sig	Information
1.	Gender	-.120	,629	Not significant
2.	Age	-.099	,534	Not significant
3.	Education	.073	,595	Not significant
4.	Work	,098	,247	Not significant
5.	Distance to Residence	,097	,596	Not significant
6.	Income	.126	,448	Not significant

Based on Table 5, it can be seen that all characteristics have a value above  $p < 0.05$ , which means there is no significant influence of the characteristics on the relate customer experience at the dental poly.

### Test the Effect of Dental Poly Internal Factor Analysis on Customer Experience

In this research, an analysis of the influence of internal dental poly factors on customer experience was carried out using linear regression analysis. Things that will be analyzed in the dental poly's internal factors are human resources, medical and non-medical facilities, service rates. Meanwhile, customer experience is sense, feel, think, act, relate.

Table 6. Influence of Dental Poly Internal Factors on Sense of Customer Experience

No.	Dental Poly Internal Factors	B (sense)	Sig	Information
1.	Human Resources	,499	,000	Significant
2.	Medical and Non-Medical Facilities	.138	.124	Not significant
3.	Service Rates	,593	.031	Significant

Based on Table 6, it can be seen that there are two factors that have a significant influence on the sense of customer experience in the dental poly, namely human resources

with a value of 0.00 ( $p < 0.05$ ) with a large influence of 49.9% and service rates with a value of 0.031 ( $p < 0.05$ ) the effect size is 59.3%.

Table 7. Influence of Dental Poly Internal Factors on Feeling in Customer Experience

No.	Dental Poly Internal Factors	B (feel)	Sig	Information
1.	Human Resources	,422	,000	Significant
2.	Medical and Non-Medical Facilities	,140	,067	Not significant
3.	Service Rates	-.190	.411	Not significant

Based on Table 7, it can be seen that human resource factors have a significant influence on the feel of customer experience at the dental poly with a value of 0.00 ( $p < 0.05$ ) and a large influence of 42.2%.

Table 8. Influence of Dental Poly Internal Factors on Thinking on Customer Experience

No.	Dental Poly Internal Factors	B (think)	Sig	Information
1.	Human Resources	.173	,001	Significant
2.	Medical and Non-Medical Facilities	,055	,099	Not significant
3.	Service Rates	,020	,844	Not significant

Based on Table 8, it can be seen that human resource factors have a significant influence on customer experience in dental polys with a value of 0.01 ( $p < 0.05$ ) and a large influence of 17.3%.

Table 9. Influence of Dental Poly Internal Factors on Acts on Customer Experience

No.	Dental Poly Internal Factors	B (act)	Sig	Information
1.	Human Resources	,219	,007	Significant
2.	Medical and Non-Medical Facilities	.143	,008	Significant
3.	Service Rates	,297	,069	Not significant

Based on Table 9, it can be seen that there are two factors that have a significant influence on the customer experience act in the dental poly, namely human resources with a value of 0.007 ( $p < 0.05$ ) with a large influence of 21.9% and medical and non-medical facilities with a value of 0.008 ( $p < 0.05$ ) the effect size is 14.3%.

Table 10. Influence of Dental Poly Internal Factors on Relation to Customer Experience

No.	Dental Poly Internal Factors	B (related)	Sig	Information
1.	Human Resources	,235	,000	Significant
2.	Medical and Non-Medical Facilities	,078	,025	Significant
3.	Service Rates	-.038	,719	Not significant

Based on Table 10, it can be seen that there are two factors that have a significant influence on the relate customer experience in the dental poly, namely human resources with a value of 0.000 ( $p < 0.05$ ) with a large influence of 23.5% and medical and non-medical facilities with a value of 0.025 ( $p < 0.05$ ) the effect size is 7.8%.

### Test the Effect of Customer Expectation Analysis on Customer Experience

In this research, an analysis of the influence of customer expectation on customer experience was carried out using linear regression analysis. Things that will be analyzed in customer expectation are sense, feel, think, act, relate. In customer experience, the things that will be analyzed are sense, feel, think, act, relate.

Table 11. Influence of Customer Expectation on Sense of Customer Experience

No.	Customers Expectations	B (sense)	Sig	Information
1.	Senses	,070	,554	Not significant
2.	Feel	.012	,947	Not significant
3.	Think	-.814	,054	Not significant
4.	Act	-.009	,974	Not significant
5.	Relate	.114	,722	Not significant

Based on Table 11, it can be seen that all customer expectation attributes have a value above  $p < 0.05$ , which means there is no significant influence on the sense of customer experience at the dental poly.

Table 12. Influence of Customer Expectation on Feeling in Customer Experience

No.	Customers Expectations	B (feel)	Sig	Information
1.	<i>Senses</i>	-.021	,823	Not significant
2.	<i>Feel</i>	-.020	,888	Not significant
3.	<i>Think</i>	.131	,692	Not significant
4.	<i>Act</i>	-.100	,648	Not significant
5.	<i>Relate</i>	,179	,480	Not significant

Based on Table 12, it can be seen that all customer expectation attributes have a value above  $p < 0.05$ , which means there is no significant influence on the feel of the customer experience at the dental poly.

Table 13. Influence of Customer Expectation on Thinking on Customer Experience

No.	Customer Expectations	B (think)	Sig	Information
1.	<i>Senses</i>	.071	,079	Not significant
2.	<i>Feel</i>	,000	,998	Not significant
3.	<i>Think</i>	-.363	.011	Significant
4.	<i>Act</i>	.132	,159	Not significant
5.	<i>Relate</i>	-.150	,168	Not significant

Based on Table 13, it can be seen that the think customer expectation attribute has a significant influence on think customer experience with a value of 0.011 ( $p < 0.05$ ) and an influence size of 36.3%.

Table 14. Effect of Customer Expectation on Act on Customer Experience

No.	Customer Expectations	B (act)	Sig	Information
1.	<i>Senses</i>	,047	,508	Not significant
2.	<i>Feel</i>	,032	,762	Not significant
3.	<i>Think</i>	,058	,818	Not significant
4.	<i>Act</i>	-.005	,975	Not significant
5.	<i>Relate</i>	-.186	,336	Not significant

Based on Table 14, it can be seen that all customer expectation attributes have a value above  $p < 0.05$ , which means there is no significant influence on the customer experience act at the dental poly.

Table 15. Influence of Customer Expectation on Relate to Customer Experience

No.	Customer Expectations	B (related)	Sig	Information
1.	<i>Senses</i>	,090	,046	Significant
2.	<i>Feel</i>	-.011	,873	Not significant
3.	<i>Think</i>	-.266	,094	Not significant
4.	<i>Act</i>	-.079	,453	Not significant
5.	<i>Relate</i>	.125	.304	Not significant

Based on Table 15, it can be seen that the sense of customer expectation attribute has a significant influence on relate customer experience with a value of 0.046 ( $p < 0.05$ ) and an influence size of 9%.

## DISCUSSION

Internal factors at the Bunda Medika Tulungagung Dental Poly include human resources, medical and non-medical facilities, service rates. Based on the research results,

there are several things that patients perceive as very bad and not good. This is an indicator that this requires more attention from Clinic Management to improve service to patients. Perception can increase the value of a product or service, on the other hand, if the perception that arises from the patient is a bad perception, it can reduce the value of the product or service. Based on secondary data, the human resource providing services at Bunda Medika Tulungagung Dental Poly is one dentist who is assisted by a medical records officer. The Bunda Medika Tulungagung Dental Poly does not yet have medical staff, dental nurses or dental assistants to assist the dentist's work. Since opening the dental poly service in 2018, there has been no change in dentists or additional dentists. The dental poly's opening schedule is only three times a week, namely Monday, Wednesday and Friday from 16.00 to 21.00.

The final result of service is whether or not you are satisfied with the service and facilities that create comfort. Based on the patient's perception, the Management of Bunda Medika Tulungagung Clinic needs to evaluate and improve non-medical facilities, namely poly rooms regarding room size, availability of air conditioning/air conditioning and availability of air ventilation/exhaust fans to increase patient comfort. Discounts and price promotions can be used by marketers so that their products can enter the target market. Based on patient perceptions, the Management of Bunda Medika Tulungagung Clinic needs to carry out promotions by providing discounts or discounts on dental services periodically or at certain events. Apart from that, it is necessary to inform patients regarding health service rates before dental treatment is carried out as a consideration for patients to adjust to the patient's financial condition.

Regarding interior quality, there are several findings regarding visual quality. It was found that in the design of the treatment unit there are eight things that influence the mood of the patient and the patient's family, including room size, noise, light, storage, temperature, color, toilet and social space. So the color and interior materials (walls, floors and ceilings) need to be considered. There are two colors recommended for clinic interior details, namely yellow, green, white. Yellow is the lightest in value of the six primary and secondary colors. Yellow has a reputation as a happy hue. Often, yellow is known as an inspirational, warm and pleasant color, radiant, cheerful and attractive to approach. Meanwhile, green is analyzed and considered the most relaxing hue for the eyes, the reactions evoked by the color green include calm and relaxation. Many believe that the presence of green has positive physical effects on the body and includes bright colors that reflect light well.

Dentists are increasingly required to provide services to their patients in a holistic manner, including both physical and psychological, this requires various kinds of facilities to fulfill these desires, one of which is the availability of music facilities for patients in dental practices. Music, with its potential to influence both physiological and psychological processes, is an important facility in the practice of reducing anxiety while reducing noise. Therefore, the management of Bunda Medika Clinic needs to reorganize the interior layout design of the dental poly and play music during dental treatment to meet patient expectations regarding sense so as to increase patient comfort. Information about patient complaints can be obtained through a complaint and suggestion system, namely patient comment cards, suggestion boxes, employing special staff. The management of Bunda Medika Clinic could consider providing a suggestion box in front of the dental poly which is evaluated every week so that patient complaints can be followed up.

Currently, the Bunda Medika Clinic, Tulungagung, has improved payment methods by accepting payments in cash, with debit cards from all banks and the QRIS method. The development of various technologies has made things easier in the health sector, one of which is indirect online registration which aims to reduce the backlog of patients due to long registration times. The online registration system that can be implemented in health facilities is registration via Short Message Service (SMS), via WhatsApp, and applications owned by

health facilities. Clinic management can implement online registration for patients who will seek treatment at the dental poly along with information on the date and time the patient must arrive, so that patients do not have to wait long to queue or wait for the dentist to arrive. This is important to build an attachment with the patient so that they are willing to return for treatment or control.

The coolness of the room is related to the provision of non-medical facilities at the dental poly which must be checked and serviced regularly to ensure their function is still good. There are two waiting rooms at the Bunda Medika Clinic in Tulungagung, namely in the registration room and in front of the pharmacy. There is no special waiting room for dental poly patients due to limited space. The registration waiting room has enough chairs to sit and a television, but magazines and newspapers are not yet available, so the Clinic Management can provide newspapers and magazines both in the registration waiting room and the pharmacy waiting room as a means of entertainment for patients while waiting. Implementing behavior is the attitude of officers in providing services such as politeness of service officers, friendliness of service officers, ease of being found whenever needed, responsibility of service officers, fairness in receiving services. Staff empathy and friendliness are related to patient satisfaction. To get a positive patient experience regarding feel, health service providers at the Bunda Medika Clinic, both medical and non-medical personnel, must be friendly and provide excellent service.

Health services are services that can generate profits. In line with market dynamics and customer expectations, as a customer-oriented organization, it is appropriate for health service facilities to pay attention to various efforts to provide services that can meet patient needs and expectations both in terms of service rates and service quality so as to be able to provide better value which results in on patient satisfaction. A mismatch between expectations and the experience obtained can give rise to patient perceptions of poor service quality which leads to patient dissatisfaction. Marketing products can use social media. The choice of social media as a means to market products is because currently social media is very popular among people from school age teenagers to housewives, besides that marketing via social media is also easier to do than direct marketing. Bunda Medika Clinic Tulungagung already has an Instagram account, but according to researchers' observations it has not been used as a promotional tool to its full potential.

There are two types of social media strategy, namely content seeding and influencer marketing. Content seeding can be done by offering dental health service products or education related to dental and oral health through photos/videos on Instagram. Influencer marketing uses the services of celebgrams who have a large following, to attract consumer interest in following the products/services used by the celebgram. Clinic management needs to consider using marketing strategies via social media to reach and interact with a wider range of consumers.

A person's consumption and tastes are shaped by age. A person's needs, desires and hopes are influenced by age. Most of the patients who visit are adults aged over 25 years to 45 years. Young patients demand more things in terms of service excellence compared to older patients, so young patients do not easily feel satisfaction in their health service experience. Therefore, the Bunda Medika Tulungagung Clinic needs to pay special attention to the provision of health services to young patients. Product choice is strongly influenced by economic conditions, disposable income, savings and assets and attitudes towards spending savings. Similarly, income clearly influences the use of health products or services by providing opportunities from the wealth owned. In fact, the types of services used can vary due to this income factor.

Patients who live close to the health service they visit will feel satisfied and this sense of satisfaction is shown by reusing the closest health service when they are sick, apart from



that they often give recommendations to other people who are sick to visit the place closest to them. the health service. This is an advantage because the Bunda Medika Tulungagung Dental poly is still the main choice for local residents for treatment, as well as a challenge for the clinic to maintain the quality of its services so that local residents do not choose or move to other health facilities.

Waiting time for health services is closely related to patient satisfaction with a health facility. The standard waiting time for patients in outpatient clinics is  $\leq 60$  minutes. This is closely related to the dentist's discipline as a service provider. Discipline is a condition for correcting or punishing employees who violate the provisions or procedures established by the organization. Discipline is a form of control so that the implementation of employee work is always within the corridors of applicable laws and regulations. Discipline is one of the main elements in efforts to achieve quality or management success in addition to the elements of understanding (understanding) and commitment (seriousness). The results of the research show that the management of Bunda Medika Tulungagung Clinic needs to make improvements and implement employee discipline to improve health services in order to provide a good experience for patients.

Medical and non-medical facility factors have a significant influence on act customer experience (interaction experience) and relate customer experience (experience that is attempted to be repeated) at the dental poly of Bunda Medika Clinic, Tulungagung. Facilities are anything that makes it easier for patients to obtain benefits from the services provided by health facilities. This means that the increase in patient satisfaction levels can increase along with improved facilities. The management of Bunda Medika Tulungagung Clinic needs to consider expanding the dental poly room according to applicable standards, namely to an area of 20 to 30 square meters taking into account the space for staff, patients and equipment to move around. Apart from that, Clinic Management needs to improve non-medical facilities, namely air conditioning/air conditioning and providing air ventilation/exhaust fans for patient comfort.

Service rates have a significant influence on the sense of customer experience (experience felt by the five senses) at the dental poly of Bunda Medika Clinic, Tulungagung. Promotion is very much needed in a business, both in the services and goods sectors. Promotion has several objectives such as disseminating information about a product to potential consumers, getting new consumers and maintaining consumer loyalty, and increasing sales and profits. The management of Bunda Medika Tulungagung Clinic needs to carry out promotions by giving discounts to patients periodically or at certain events, for example on the clinic's anniversary, Independence Day, discounts on patients' birthdays, free dental health screenings to attract patient visits, and so on. Apart from that, dentists need to provide information regarding service rates to patients before dental treatment is provided, so that patients can consider and adjust to their financial conditions.

There is a gap between the think dimension of patient expectations and the patient's perceived experience. Patients really hope that dental and oral health problems can be handled when they seek treatment at the dental poly of Bunda Medika Clinic Tulungagung, meaning that the patient's hope after receiving treatment is to get healing without any further complaints. This is very important because positive thinking will create positive actions and relationships. If the patient's hopes of getting a good health service experience are not fulfilled, it means that the thoughts that arise regarding health service activities at the Bunda Medika Clinic Tulungagung General Dental poly are negative. This can cause patients to be reluctant to return for treatment and even form thoughts and decisions to move to another health facility, resulting in a decrease in the number of patient visits at the Bunda Medika Tulungagung Dental Polyclinic.

Treatment to minimize pain needs to be carried out by the dentist in order to meet patient expectations. The coolness of the dental poly room, related to the comfort felt by the patient, is a very important thing to strive for. Bunda Medika Clinic Tulungagung has not provided personal touch or optimal use of social/digital media for patients. Social media is a very powerful marketing tool or instrument for marketing products in the digital era like today. Personal touch marketing through social media allows for two-way interaction between companies and their customers. Through personalized social media, companies can also create a strong customer service base. Social media allows for an immediate response to any problem a customer may have. Even if there are no problems, it is a way for companies to communicate with customers instantly.

The management of Bunda Medika Tulungagung Clinic needs to carry out personal touch with patients via digital media and social media such as SMS/short messages or Whatsapp. This activity can be carried out as a reminder to patients to regain control of their dental health as a way to implement relate marketing so that patients visit again. Apart from that, as a promotional media by sending mass messages/WA blasts containing new types of services or special discount/promo information to attract patient visits.

## CONCLUSION

Dental poly internal factors (human resources, medical and non-medical facilities, service rates) have a significant effect on the customer experience of dental poly patients at Bunda Medika Clinic Tulungagung. Human resources have a significant influence on all dimensions of customer experience (sense, feel, think, act, relate), medical and non-medical facilities have a significant influence on act customer experience (interaction experience) and relate customer experience (experience that is sought to be repeated), service rates have a significant influence on the sense of customer experience (experience felt by the five senses) at the dental poly of Bunda Medika Clinic Tulungagung and customer expectations have a significant influence on the customer experience of patients at the dental poly of Bunda Medika Tulungagung, namely the think customer expectation dimension has a significant influence Think customer experience and sense of customer expectation have a significant effect on relate customer experience.

So the management of Bunda Medika Tulungagung Clinic needs to evaluate and improve the internal factors of the dental poly, including the discipline of human resources, especially dentists, non-medical facilities, namely related to the size of the dental poly room, the coolness of the room and the availability of ventilation/exhaust fans, service rates related to Providing discounts/promo prices, so that the Bunda Medika Clinic Tulungagung dental health services have not been able to meet patient expectations in terms of providing a good experience, overcoming patient dental and oral health problems, painless dental care, cool poly rooms, sending messages (SMS/WA) as a reminder to return control. So, improvement efforts are needed in meeting and exceeding patient expectations to achieve a positive customer experience in order to increase the number of patient visits at the dental poly of Bunda Medika Tulungagung Clinic.

## REFERENCES

- Abbas, F. (2015). Pengaruh Marketing Mix Terhadap Kepuasan Konsumen (Pada Home Industry Moshimoshi Cake Samarinda). *eJournal Administrasi Bisnis*.
- Abdillah, Wily, & Jogiyanto Hartono. (2015). Partial Least Square(PLS) – Alternatif structural equation model (SEM) dalam penelitian bisnis. Yogyakarta: C.V Andi Offset.
- Anderson, D. (2008). Palliative Care Unit Design: Patient and Family Preferences, Design &

- Health Scientific Review, World Health Design. Source: <http://www.designandhealth.com/uploaded/documents/Publications/Papers/diana-andersson-whd-april08>.
- Anggraini, R. dan Andreas, P. (2015). Kesehatan Gigi Mulut dan Pemanfaatan Pelayanan Kesehatan Gigi Mulut pada Ibu Hamil (Studi Pendahuluan di Wilayah Puskesmas Serpong, Tangerang Selatan). *Magister Ilmu Kedokteran Gigi Komunitas dan Pencegahan, Fakultas Kedokteran Gigi, Universitas Indonesia*. 1(2). 193-200.
- Alamsyah, D. (2011). *Manajemen Pelayanan Kesehatan*. Yogyakarta: Nuha Medika.
- Arifin, Syamsul dkk. (2019). Hubungan Usia, Tingkat Pendidikan, Fasilitas Kesehatan Dengan Kepuasan Pasien Di Puskesmas Muara Laung. *Jurnal Publikasi Kesehatan Masyarakat Indonesia*, Vol. 6 No. 2.
- Badan Penelitian dan Pengembangan Kesehatan Kementerian RI. (2018). *Riset Kesehatan Dasar*. Jakarta.
- Buccoliero, L. and Bellio, E. (2017). *Experiential Marketing In Healthcare : How To Improve Through Patient's Eyes*. CERMES (Centre for Resource Management and Environmental Studies) and Marketing Department Bocconi University, Milano, Italy.
- Endradita, G. (2017). *Persyaratan Bangunan Praktek Dokter dan Dokter Gigi*. Diakses 16 jan 2024 <https://galihendradita.wordpress.com>.
- Gheorghe, I.R, Purcarea, V.L and Schmitzer, A.G. (2021). Enhancing The Principles of Experiential Marketing In Ophthalmology Services. *Romanian Journal of Ophthalmology* 65(4): 371–378.
- Hasan, Ali. (2014). *Manajemen Pemasaran dan Marketing*. Bandung: CV. Alfabeta.
- Hermanses, B. (2023). Optimalisasi Strategi Promosi Digital di Era Digitalisasi: Sebuah Kajian Komprehensif pada PT Glamourix AFA Indonesia Skincare 2022-2023. *Journal of Emerging Business Management and Entrepreneurship Studies*, Vol 3 (2), 2023, Hal 119-134.
- Hoyer, W.D., MachlInnis, D.J., & Pieters, R. (2013). *Consumer behavior* (6th ed). South-Western: Cengage Learning.
- Hutabarat, Jusniar. (2018). Analisis Hubungan Antara Tarif Pelayanan Dan Kualitas Layanan Serta Pengaruhnya Terhadap Tingkat Kepuasan Kelompok Pasien Umum Di Klinik An-Nur Bandung. *Jurnal Universitas Komputer Indonesia*.
- Indriani, Farida. (2006). Experiential Marketing Sebagai Suatu Strategi Dalam Menciptakan Customer Satisfaction Dan Repeat Buying Untuk Meningkatkan Kinerja Pemasaran. *Jurnal Studi Manajemen dan Organisasi* 3(1).
- Jiang, Y. et al. (2020). 'COVID-19 affected patients' utilization of dental care service', *Oral Diseases*, pp. 0–3.
- Kementerian Kesehatan R.I. (2012). *Pedoman Paket Dasar Kesehatan Gigi Dan Mulut di Puskesmas*. Jakarta: Kementerian Kesehatan RI.
- Kiswaluyo. (2013). Pelayanan kesehatan Gigi Puskesmas (Studi Kasus di Puskesmas Sumber Sari) Bagian Ilmu Kesehatan Gigi Masyarakat Fakultas Kedokteran Gigi Universitas Jember. vol 1.12-16.
- Kotler, Phillip dan Kevin Lane Keller. (2016). *Manajemen Pemasaran edisi 12 Jilid 1 & 2*. Jakarta: PT. Indeks.
- Kotler dan Gary Armstrong. (2016). *Dasar-dasar Pemasaran Jilid 1, Edisi Kesembilan*. Jakarta: Erlangga. p125.
- Mamik. (2013). *Organisasi dan Manajemen Pelayanan Kesehatan dan Kebidanan*. Surabaya: Prins Media Publishing.

- McDonald, Malcomm H.B. dan Warren J. Keegan. (1999). *Marketing Plans That Work: Kiat Mencapai Pertumbuhan dan Profitabilitas Melalui Perencanaan Pemasaran yang Efektif*. Jakarta : Erlangga.
- Menkes RI. Peraturan Menteri Kesehatan RI Nomor 13 Tahun 2022 tentang Perubahan Atas Peraturan Menteri Kesehatan Nomor 21 Tahun 2020 Tentang Rencana Strategis Kementerian Kesehatan Tahun 2020-2024. 2022.
- Mununjaya, A.A. (2015). *Manajemen Mutu Pelayanan Kesehatan*. Jakarta: EGC.
- Naidu, A. (2009). Factors affecting patient satisfaction and healthcare quality. *International Journal of Health Care Quality Assurance*, 22(4).
- Peraturan Menteri Kesehatan Republik Indonesia Nomor 9 Tahun 2014 Tentang Klinik.
- Peter, J. Paul, Olson, J.C. (2014). *Perilaku Konsumen Dan Strategi Pemasaran Edisi 9*. Jakarta : Salemba Empat.
- Putri, Yuwandha A., & Astuti, Rahayu T. (2010). Analisis Pengaruh Experiential Marketing terhadap Loyalitas Pelanggan Hotel X Semarang. *Jurnal Ilmu Ekonomi Aset*, 12(2), 191-195.
- Rizal A, Jalpi A. (2018). Analisis Faktor Internal Penentu Kepuasan Pasien Puskesmas Kota Banjarmasin. *Jurnal Fakultas Kesehatan Masyarakat Universitas Islam Kalimantan Muhammad Arsyad Al Banjari Banjarmasin, Al Ulum Sains dan Teknologi* Vol. 4 No. 1.
- Schmitt, Bernd. (2010). *Customer Experience Management*. Canada : John Wiley & Sons inc.
- Schmitt, Bernd H. (2011). *Experiential Marketing: How To Get Customers To Sense, Feel, Think, Act and Relate To Your Company and Brands*. New York : The Free Press.
- Sedarmayanti. (2014). *Manajemen Sumber Daya Manusia*. Bandung: Mandar.
- Smilansky, Shaz. (2017). *Experiential Marketing: A Practical Guide to Interactive Brand Experiences*. Kogan Page.
- Solihah, AA. (2018). Keefektifan Sistem Pendaftaran Online Pasien Rawat Jalan RSUP dr. Soeradji Tirtonegoro Klaten. *Jurnal Manajemen Informasi Kesehatan Indonesia* Vol. 6 No.1.
- Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta.
- Supriyanto, S. (2010). *Pemasaran Industri Jasa Kesehatan*. Jogjakarta : Andi Offset.
- Sudaryanto. (2014). *Manajemen Sumber Daya Manusia*. Bandung: Mandar.
- Thejasukmana, V.A, Sugiharto, S. (2014). Analisis Pengaruh Experiential Marketing Terhadap Pembelian Ulang Konsumen The Vinnette Surabaya. *Jurnal Manajemen Pemasaran Petra* Vol.2, No.1, 1-14.
- Tjiptono, Fandy. (2016). *Service Management : Mewujudkan Layanan Prima Edisi 4*. Yogyakarta : Andi Offset.
- Trihono. *Manajemen Puskesmas Berbasis Paradigma Sehat*. Jakarta: CV Sagung Seto; (2005).