

DAFTAR PUSTAKA

- Aditama, R.R.A. and Haryono, T. (2022) 'THE EFFECT OF EXPERIENTIAL MARKETING ON REPURCHASE INTENTION WITH CUSTOMER SATISFACTION MEDIATION AND REPUTABLE BRAND AT SELF COOKING RESTAURANT', *International Journal of Economics, Business and Accounting Research (IJEBAR)* [Preprint], (Vol 6, No 1 (2022): IJEBAR). Available at: <https://jurnal.stie-aas.ac.id/index.php/IJEBAR/article/view/4784/2109>.
- Aeni, H.F. and Sunaryo, Y. (2020) 'FAKTOR-FAKTOR YANG BERHUBUNGAN DENGAN KEPUTUSAN PASIEN DALAM MEMILIH PELAYANAN RAWAT INAP', *Jurnal Kesehatan*, 5(1), pp. 449–463. Available at: <https://doi.org/10.38165/jk.v5i1.158>.
- Afrashtehfar, K.I., Assery, M.K.A. and Bryant, S.R. (2020) 'Patient Satisfaction in Medicine and Dentistry', *International Journal of Dentistry*. Edited by G. Isola, 2020, pp. 1–10. Available at: <https://doi.org/10.1155/2020/6621848>.
- Agarwala, R., Mishra, P. and Singh, R. (2019) 'Religiosity and consumer behavior: a summarizing review', *Journal of Management, Spirituality & Religion*, 16(1), pp. 32–54. Available at: <https://doi.org/10.1080/14766086.2018.1495098>.
- Al-Azzam, D.A.F.M. (2014) 'EVALUATING EFFECT OF SOCIAL FACTORS AFFECTING CONSUMER BEHAVIOR IN PURCHASING HOME FURNISHING PRODUCTS IN JORDAN', in. Available at: <https://api.semanticscholar.org/CorpusID:212603401>.
- Albatati, B. *et al.* (2016) 'The Role of Feelings in the Consumption of Massively Multiplayer Online Role-Playing Games', in. Available at: <https://api.semanticscholar.org/CorpusID:67170203>.
- Al-Mamun, A., Rahman, M. and Robel, S.D. (2014) 'A Critical Review of Consumers' Sensitivity to Price: Managerial and Theoretical Issues', *Journal of International Business and Economics*, 2, pp. 1–9.
- Al-Refaie, A. (2013) 'A structural model to investigate factors affect patient satisfaction and revisit intention in Jordanian hospitals', in *Investigations into Living Systems, Artificial Life, and Real-World Solutions*. IGI Global, pp. 136–147.
- Amor, N., Talbi, D. and Almubrad, A. (2018) 'Impact of Health Service Quality on Patient Loyalty at King Khalid University Hospital in Riyadh, Saudi Arabia', *Asian Journal of Economics, Business and Accounting*, 6(2), pp. 1–11. Available at: <https://doi.org/10.9734/AJEBA/2018/39993>.

- Andaleeb, S.S. (2001) 'Service quality perceptions and patient satisfaction: a study of hospitals in a developing country', *Social Science & Medicine*, 52(9), pp. 1359–1370. Available at: <https://EconPapers.repec.org/RePEc:eee:socmed:v:52:y:2001:i:9:p:1359-1370>.
- Anggraini, N.P.N., Jodi, I.W.G.A.S. and Putra, D.P. (2020) 'The Influence of Experiential Marketing and E-Service Quality on E-Satisfaction and Repurchase Intention', *Journal of International Conference Proceedings*, 3(2), pp. 50–58. Available at: <https://doi.org/10.32535/jicp.v0i0.904>.
- APA Dictionary of Psychology*. (2007). Washington, DC, US: American Psychological Association (APA Dictionary of Psychology.), pp. xvi, 1024.
- Aragón-Correa, J.A., García-Morales, V.J. and Cordon-Pozo, E. (2007) 'Leadership and organizational learning's role on innovation and performance: Lessons from Spain', *Industrial Marketing Management*, 36(3), pp. 349–359. Available at: <https://doi.org/10.1016/j.indmarman.2005.09.006>.
- Aronne, C.V. and Vasconcelos, M.C.R.L. de (2009) 'The Impact of Experiential Marketing on the Customer 's Perception of a Brand 's Essence', in. Available at: <https://api.semanticscholar.org/CorpusID:35970967>.
- Arpey, N.C., Gaglioti, A.H. and Rosenbaum, M.E. (2017) 'How Socioeconomic Status Affects Patient Perceptions of Health Care: A Qualitative Study', *Journal of Primary Care & Community Health*, 8(3), pp. 169–175. Available at: <https://doi.org/10.1177/2150131917697439>.
- Asamrew, N., Endris, A.A. and Tadesse, M. (2020) 'Level of Patient Satisfaction with Inpatient Services and Its Determinants: A Study of a Specialized Hospital in Ethiopia', *Journal of Environmental and Public Health*, 2020, p. 2473469. Available at: <https://doi.org/10.1155/2020/2473469>.
- Ayinaddis, S.G. (2022) 'The Relationship Between Service Innovation, Customer Satisfaction, and Loyalty Intention in Emerging Economies: An Evidence from Ethio Telecom', *Journal of the Knowledge Economy* [Preprint]. Available at: <https://doi.org/10.1007/s13132-022-01025-7>.
- Batbaatar, E. *et al.* (2017) 'Determinants of patient satisfaction: a systematic review', *Perspectives in Public Health*, 137(2), pp. 89–101. Available at: <https://doi.org/10.1177/1757913916634136>.
- Bela, Y.R., Sutrisno, J. and Rusmawati, A. (2020) 'The Effect of Home Care Service Innovations in Increasing Patient Loyalty and Satisfaction', *Open Access Health Scientific Journal*, 1(1), pp. 22–26. Available at: <https://doi.org/10.55700/oahsj.v1i1.5>.

- Berry, L.L. and Bendapudi, N. (2007) 'Health Care: A Fertile Field for Service Research', *Journal of Service Research*, 10(2), pp. 111–122. Available at: <https://doi.org/10.1177/1094670507306682>.
- Bhattacharjee, A. (2001) 'Understanding Information Systems Continuance: An Expectation-Confirmation Model', *MIS Quarterly*, 25(3), p. 351. Available at: <https://doi.org/10.2307/3250921>.
- Bhuanaputra, K.W. and Giantari, I.G.A.K. (2020) 'THE EFFECT OF PERCEIVED BRAND LEADERSHIP TOWARDS CONSUMER SATISFACTION AND REPURCHASE INTENTION ON E-COMMERCE WEBSITE', *Russian Journal of Agricultural and Socio-Economic Sciences*, 97(1), pp. 66–73. Available at: <https://doi.org/10.18551/rjoas.2020-01.08>.
- Binkheder, S. *et al.* (2023) 'The relationships between patient safety culture and sentinel events among hospitals in Saudi Arabia: a national descriptive study', *BMC Health Services Research*, 23(1), p. 270. Available at: <https://doi.org/10.1186/s12913-023-09205-0>.
- Bjertnaes, O.A., Sjetne, I.S. and Iversen, H.H. (2012) 'Overall patient satisfaction with hospitals: effects of patient-reported experiences and fulfilment of expectations', *BMJ Quality & Safety*, 21(1), pp. 39–46. Available at: <https://doi.org/10.1136/bmjqs-2011-000137>.
- Bowling, A. *et al.* (2012) 'The measurement of patients' expectations for health care: a review and psychometric testing of a measure of patients' expectations', *Health Technology Assessment (Winchester, England)*, 16(30), pp. i–xii, 1–509. Available at: <https://doi.org/10.3310/hta16300>.
- Brakus, J.J., Schmitt, B.H. and Zarantonello, L. (2009) 'Brand Experience: What is It? How is it Measured? Does it Affect Loyalty?', *Journal of Marketing*, 73(3), pp. 52–68. Available at: <https://doi.org/10.1509/jmkg.73.3.052>.
- Bupalan, K. *et al.* (2019) 'Consumers' Repurchase Intention towards Counterfeit Products', 8, pp. 973–981.
- Cakici, A.C. and Tekeli, S. (2022) 'The mediating effect of consumers' price level perception and emotions towards supermarkets', *European Journal of Management and Business Economics*, 31(1), pp. 57–76. Available at: <https://doi.org/10.1108/EJMBE-12-2020-0344>.
- Cetină, I., Munthiu, M.-C. and Rădulescu, V. (2012) 'Psychological and Social Factors that Influence Online Consumer Behavior', *Procedia - Social and Behavioral Sciences*, 62, pp. 184–188. Available at: <https://doi.org/10.1016/j.sbspro.2012.09.029>.

- Chandan, A.L. (2019) 'FACTORS AFFECTING CONSUMER BUYING BEHAVIOUR.', *International Journal of Advanced Research* [Preprint]. Available at: <https://api.semanticscholar.org/CorpusID:126665072>.
- Chang, C.-S., Chen, S.-Y. and Lan, Y.-T. (2013) 'Service quality, trust, and patient satisfaction in interpersonal-based medical service encounters', *BMC health services research*, 13, p. 22. Available at: <https://doi.org/10.1186/1472-6963-13-22>.
- Chang, W.-J. *et al.* (2020) 'Service quality, experiential value and repurchase intention for medical cosmetology clinic: moderating effect of Generation', *Total Quality Management & Business Excellence*, 31(9–10), pp. 1077–1097. Available at: <https://doi.org/10.1080/14783363.2018.1463156>.
- Chatzoglou, P. *et al.* (2022) 'Factors affecting repurchase intentions in retail shopping: An empirical study', *Heliyon*, 8(9), p. e10619. Available at: <https://doi.org/10.1016/j.heliyon.2022.e10619>.
- Chen, H., Wang, Y. and Li, N. (2022) 'Research on the Relationship of Consumption Emotion, Experiential Marketing, and Revisit Intention in Cultural Tourism Cities: A Case Study', *Frontiers in Psychology*, 13, p. 894376. Available at: <https://doi.org/10.3389/fpsyg.2022.894376>.
- Chia, J.-Y. *et al.* (2016) 'UNDERSTANDING FACTORS THAT INFLUENCE HOUSE PURCHASE INTENTION AMONG CONSUMERS IN KOTA KINABALU: AN APPLICATION OF BUYER BEHAVIOR MODEL THEORY', in. Available at: <https://api.semanticscholar.org/CorpusID:54646867>.
- Chipidza, F.E., Wallwork, R.S. and Stern, T.A. (2015) 'Impact of the Doctor-Patient Relationship', *The Primary Care Companion For CNS Disorders* [Preprint]. Available at: <https://doi.org/10.4088/PCC.15f01840>.
- Chuang, S.-H. and Lin, H.-N. (2017) 'Performance implications of information-value offering in e-service systems: Examining the resource-based perspective and innovation strategy', *The Journal of Strategic Information Systems*, 26(1), pp. 22–38. Available at: <https://doi.org/10.1016/j.jsis.2016.09.001>.
- Chung, K. *et al.* (2020) 'Medical Help-Seeking Strategies for Perinatal Women With Obstetric and Mental Health Problems and Changes in Medical Decision Making Based on Online Health Information: Path Analysis', *Journal of Medical Internet Research*, 22(3), p. e14095. Available at: <https://doi.org/10.2196/14095>.
- Coşgel, M.M. and Minkler, L. (2004) 'Religious Identity and Consumption', *Review of Social Economy*, 62(3), pp. 339–350. Available at: <https://doi.org/10.1080/0034676042000253945>.

- Crow, R. *et al.* (2002) 'The measurement of satisfaction with healthcare: implications for practice from a systematic review of the literature', *Health Technology Assessment (Winchester, England)*, 6(32), pp. 1–244. Available at: <https://doi.org/10.3310/hta6320>.
- Curtis, T. (2011) 'Customer satisfaction, loyalty, and repurchase: Meta-analytical review, and theoretical and empirical evidence of loyalty and repurchase differences.', in. Available at: <https://api.semanticscholar.org/CorpusID:168150968>.
- Daga, R. and Andi Jenni Indriakati (2022) 'Religiosity, Social and Psychological Factors on Purchase Decisions and Consumer Loyalty', *Jurnal Manajemen*, 26(3), pp. 469–491. Available at: <https://doi.org/10.24912/jm.v26i3.941>.
- Danurdara, A.B. (2021) 'Can the Customer Satisfaction Mediate the Relationship between Service Innovation on Revisit Intention?: A Study on Hotel Industry', in. Available at: <https://api.semanticscholar.org/CorpusID:238721602>.
- DeLone, W. and McLean, E. (2003) 'The DeLone and McLean Model of Information Systems Success: A Ten-Year Update', *Journal of Management Information Systems*, 19(4), pp. 9–30. Available at: <https://doi.org/10.1080/07421222.2003.11045748>.
- Dhillon, R., Agarwal, B. and Rajput, N. (2021) 'Determining the impact of experiential marketing on consumer satisfaction: A case of India's luxury cosmetic industry', *Innovative Marketing*, 17(4), pp. 62–74. Available at: [https://doi.org/10.21511/im.17\(4\).2021.06](https://doi.org/10.21511/im.17(4).2021.06).
- Dinas Komunikasi Informatika, Statistik dan Persandian Provinsi Sulawesi Selatan (2022) 'KOTA MAKASSAR'. Available at: https://sulselprov.go.id/pages/des_kab/22#:~:text=Masyarakat%20Kota%20Makassar%20terdiri%20dari%20beberapa%20etnis%20yang,Bugis%2C%20Toraja%2C%20Mandar%2C%20Buton%2C%20Tionghoa%2C%20Jawa%20dan%20sebagainya. (Accessed: 12 April 2023).
- Djeri, L. *et al.* (2014) 'Consumer behaviour: influence of place of residence on the decision-making process when choosing a tourist destination', *Economic Research-Ekonomika Istraživanja*, 27(1), pp. 267–279. Available at: <https://doi.org/10.1080/1331677X.2014.952108>.
- Donabedian, A. (1988) 'The quality of care. How can it be assessed?', *JAMA*, 260(12), pp. 1743–1748. Available at: <https://doi.org/10.1001/jama.260.12.1743>.
- Dr. Veto Datta (2017) 'A Conceptual Study On Experiential Marketing: Importance, Strategic Issues And Its Impact'. Available at: <https://doi.org/10.5281/ZENODO.826667>.

- Dulewicz, V. and Van Den Assem, B. (2013) 'The GP-patient relationship and patient satisfaction', *British Journal of Healthcare Management*, 19(12), pp. 596–600. Available at: <https://doi.org/10.12968/bjhc.2013.19.12.596>.
- Durmaz, Y. and Gündüz, G. (2021) 'A THEORETICAL APPROACH TO SOCIAL FACTORS INFLUENCING CONSUMER BEHAVIOR', *International Journal of Research -GRANTHAALAYAH*, 9(11), pp. 252–257. Available at: <https://doi.org/10.29121/granthaalayah.v9.i11.2021.4390>.
- Durst, S., Mention, A.-L. and Poutanen, P. (2015) 'Service innovation and its impact: What do we know about?', *Investigaciones Europeas de Dirección y Economía de la Empresa*, 21(2), pp. 65–72. Available at: <https://doi.org/10.1016/j.iedee.2014.07.003>.
- Eka Putra, R. (2021) 'INFLUENCE OF MARKETING STRATEGY ON REPURCHASE INTENTION (STUDY AT MARASOE)', *Journal of Business Studies and Mangement Review*, 5(1), pp. 124–131. Available at: <https://doi.org/10.22437/jbsmr.v5i1.16079>.
- Ellitan, L. (2022) 'INCREASING REPURCHASE INTENTION THROUGH EXPERIENTIAL MARKETING AND CUSTOMER SATISFACTION', *International Journal of Research*, 9, pp. 15–21.
- Ellwood, P., Grimshaw, P. and Pandza, K. (2017) 'Accelerating the Innovation Process: A Systematic Review and Realist Synthesis of the Research Literature: Accelerating the Innovation Process', *International Journal of Management Reviews*, 19(4), pp. 510–530. Available at: <https://doi.org/10.1111/ijmr.12108>.
- Engel, J.F., Blackwell, R.D. and Miniard, P.W. (1986) *Consumer behavior*. 5th ed. Chicago: Dryden Press.
- Fahmi, A. *et al.* (2020) 'Effect of Service Quality and Service Innovation of Patient Satisfaction and Loyalty'.
- Filieri, R. and Lin, Z. (2017) 'The role of aesthetic, cultural, utilitarian and branding factors in young Chinese consumers' repurchase intention of smartphone brands', *Computers in Human Behavior*, 67, pp. 139–150. Available at: <https://doi.org/10.1016/j.chb.2016.09.057>.
- Fitzpatrick, R. and Hopkins, A. (1983) 'Problems in the conceptual framework of patient satisfaction research: an empirical exploration', *Sociology of Health & Illness*, 5(3), pp. 297–311. Available at: <https://doi.org/10.1111/1467-9566.ep10491836>.
- Fleischmann, F. and Op De Weegh, A. (2021) 'Majority acceptance vs. rejection of "being both" facilitates immigrants' bicultural identity blendedness and positive affect',

- Self and Identity*, pp. 1–21. Available at: <https://doi.org/10.1080/15298868.2021.1929437>.
- Gallouj, F. (2002) 'Innovation in services and the attendant old and new myths', *The Journal of Socio-Economics*, 31(2), pp. 137–154. Available at: [https://doi.org/10.1016/S1053-5357\(01\)00126-3](https://doi.org/10.1016/S1053-5357(01)00126-3).
- Gomes, A.R., Faria, S. and Lopes, H. (2016) 'Stress and Psychological Health: Testing the Mediating Role of Cognitive Appraisal', *Western Journal of Nursing Research*, 38(11), pp. 1448–1468. Available at: <https://doi.org/10.1177/0193945916654666>.
- Govender, K. *et al.* (2021) 'Primary healthcare seeking behaviour of low-income patients across the public and private health sectors in South Africa', *BMC Public Health*, 21(1), p. 1649. Available at: <https://doi.org/10.1186/s12889-021-11678-9>.
- Guerola-Navarro, V. *et al.* (2021) 'Customer relationship management and its impact on innovation: A literature review', *Journal of Business Research*, 129, pp. 83–87. Available at: <https://doi.org/10.1016/j.jbusres.2021.02.050>.
- Gunawan, A. *et al.* (2023) 'The Influence of Customer Experience, Information Quality, and Service Innovation on Trust that Mediated by Repurchase Intentions on Conventional Taxis in Jakarta', *JOURNAL OF ECONOMICS, FINANCE AND MANAGEMENT STUDIES*, 06(01). Available at: <https://doi.org/10.47191/jefms/v6-i1-10>.
- Guspianto, G., Hubaybah, H. and Ningsih, V.R. (2022) 'Quality of Service and its Effect on Patient Value, Patient Satisfaction, and Revisit Intention: Investigation of the Public Health Center in Jambi Province', *Open Access Macedonian Journal of Medical Sciences*, 10(E), pp. 1865–1873. Available at: <https://doi.org/10.3889/oamjms.2022.8666>.
- Handayani, M., Muis, M. and Toaha, M. (2022) *Pengaruh Inovasi Layanan dan Pengalaman Pelanggan terhadap Niat Beli Kembali (Survei Pada Pelanggan Mcdonald's Hertasning Makassar)*. Universitas Hasanuddin. Available at: <http://repository.unhas.ac.id/id/eprint/18851/#:~:text=Penelitian%20ini%20bertujuan%20untuk%20mengetahui%20pengaruh%20inovasi%20layanan,kuantitatif.%20Dengan%20total%20jumlah%20voluntary%20partisipasi%20154%20responden>.
- Hasan, M. *et al.* (2021) 'Perilaku Konsumtif Mahasiswa dalam Membeli Produk Fashion', *Phinisi Integration Review*, 4(2). Available at: <https://doi.org/10.26858/pir.v4i2.22291>.

- Hawkins, D.I., Best, R.J. and Coney, K.A. (1998) *Consumer behavior: building marketing strategy*. 7. ed., internat. ed. Boston, Mass.: McGraw-Hill (The Irwin/McGraw-Hill series in marketing).
- Hawley, S.T. and Morris, A.M. (2017) 'Cultural challenges to engaging patients in shared decision making', *Patient Education and Counseling*, 100(1), pp. 18–24. Available at: <https://doi.org/10.1016/j.pec.2016.07.008>.
- He, J., Hu, C. and Lin, C.-C. (2022) 'Service Innovation, Inter-organizational Trust, and Performance in Hospital Platforms: Social Network and Agency Perspectives', *Frontiers in Public Health*, 10, p. 819371. Available at: <https://doi.org/10.3389/fpubh.2022.819371>.
- Hellier, P.K. *et al.* (2003) 'Customer repurchase intention: A general structural equation model', *European Journal of Marketing*, 37(11/12), pp. 1762–1800. Available at: <https://doi.org/10.1108/03090560310495456>.
- Hertog, P.D. (2000) 'KNOWLEDGE-INTENSIVE BUSINESS SERVICES AS CO-PRODUCERS OF INNOVATION', *International Journal of Innovation Management*, 04(04), pp. 491–528. Available at: <https://doi.org/10.1142/S136391960000024X>.
- Hills, R. and Kitchen, S. (2007) 'Toward a theory of patient satisfaction with physiotherapy: exploring the concept of satisfaction', *Physiotherapy Theory and Practice*, 23(5), pp. 243–254. Available at: <https://doi.org/10.1080/09593980701209394>.
- Hirschman, E.C. (1981) 'American Jewish Ethnicity: Its Relationship to Some Selected Aspects of Consumer Behavior', *Journal of Marketing*, 45(3), pp. 102–110. Available at: <https://doi.org/10.1177/002224298104500308>.
- Hosseini, S.S. *et al.* (2019) 'The Impact of Knowledge Management Strategy on Service Innovation Performance in Private and Public Hospitals', *Iranian Journal of Management Studies*, 12(1). Available at: <https://doi.org/10.22059/ijms.2018.249784.672966>.
- Houhamdi, Z. and Athamena, B. (2019) 'Impacts of information quality on decision-making', *Global Business and Economics Review*, 21(1), p. 26. Available at: <https://doi.org/10.1504/GBER.2019.096854>.
- Huang, J.-A. *et al.* (2004) 'Determining factors of patient satisfaction for frequent users of emergency services in a medical center', *Journal of the Chinese Medical Association: JCMA*, 67(8), pp. 403–410.

- Hudani, A. (2020) 'Pengaruh faktor budaya, faktor social, dan faktor pribadi terhadap keputusan pembelian', *Entrepreneurship Bisnis Manajemen Akuntansi (E-BISMA)*, pp. 99–107. Available at: <https://doi.org/10.37631/e-bisma.v1i2.195>.
- Indrayani, T. *et al.* (2023) 'The Influence of Experiential Marketing and Service Innovation against Positive Word of Mouth with Patient Satisfaction as a Mediating Variable at Ntb Provincial Hospital', *JOURNAL OF ECONOMICS, FINANCE AND MANAGEMENT STUDIES*, 06(06). Available at: <https://doi.org/10.47191/jefms/v6-i6-24>.
- Irasusanti, S., Nugroho, M.N. and Hilmy, R. (2023) 'Effect of Product Innovation and Corporate Image on Patient Visit Intentions with Perceived Value as Intervening Variables in medical check-up Services at RSUD Dr. Dradjat Prawinegara Serang', *European Journal of Business and Management Research*, 8(5), pp. 48–54. Available at: <https://doi.org/10.24018/ejbmr.2023.8.5.1894>.
- James, D. *et al.* (eds) (2018) *High-Risk Pregnancy: Management Options*. 5th edn. Cambridge University Press. Available at: <https://doi.org/10.1017/9781108349185>.
- Jayachandran, S. (2004) *Marketing Management*. Excel Books. Available at: <https://books.google.co.id/books?id=FVKRX9fy9r0C>.
- Jeon, Hyunjin (2013) 'The Effect of Experiential Marketing on Customer Satisfaction and Revisit Intention of Beauty Salon Franchise Stores', *Journal of Fashion business*, 17(3), pp. 109–121. Available at: <https://doi.org/10.12940/JFB.2013.17.3.109>.
- Jisana, T.K. (2014) 'CONSUMER BEHAVIOUR MODELS: AN OVERVIEW', *Sai Om Journal of Commerce & Management: A Peer Reviewed National Journal*, 1, pp. 34–43. Available at: <https://api.semanticscholar.org/CorpusID:166699072>.
- Jones, T. and Taylor, S.F. (2007) 'The conceptual domain of service loyalty: how many dimensions?', *Journal of Services Marketing*, 21(1), pp. 36–51. Available at: <https://doi.org/10.1108/08876040710726284>.
- Kementerian Kesehatan (2012) *PERATURAN MENTERI KESEHATAN REPUBLIK INDONESIA NOMOR 001 TAHUN 2012 TENTANG SISTEM RUJUKAN PELAYANAN KESEHATAN PERORANGAN*.
- Kementerian Kesehatan (2021) *PERATURAN PEMERINTAH REPUBLIK INDONESIA NOMOR 47 TAHUN 2021 TENTANG PENYELENGGARAAN BIDANG PERUMAHSAKITAN*. Available at: <https://peraturan.bpk.go.id/Details/161982/pp-no-47-tahun-2021>.
- khadivzadeh, T., Shojaeian, Z. and Sahebi, A. (2023) 'High Risk-pregnant Women's Experiences of Risk Management: A Qualitative Study', *International Journal of*

- Community Based Nursing and Midwifery*, 11(1). Available at: <https://doi.org/10.30476/ijcbnm.2022.96781.2148>.
- Khan, M.J., Chelliah, S. and Ahmed, S. (2019) 'Intention to visit India among potential travellers: Role of travel motivation, perceived travel risks, and travel constraints', *Tourism and Hospitality Research*, 19(3), pp. 351–367. Available at: <https://doi.org/10.1177/1467358417751025>.
- Khoirunnisa, A. and Astini, R. (2021) 'The Effects of Experiential Marketing and Social Media Marketing on Repurchase Intention with Brand Trust as Variable Mediation for Wearing Klamby Hijab Fashion Products', *European Journal of Business and Management Research*, 6(6), pp. 35–41. Available at: <https://doi.org/10.24018/ejbmr.2021.6.6.1145>.
- Khoo, K.L. (2022) 'A study of service quality, corporate image, customer satisfaction, revisit intention and word-of-mouth: evidence from the KTV industry', *PSU Research Review*, 6(2), pp. 105–119. Available at: <https://doi.org/10.1108/PRR-08-2019-0029>.
- Kiboro, G.W., Omwenga, Dr.J. and Iravo, Prof.M. (2017) 'INFLUENCE OF PERSONAL FACTORS ON CONSUMER BUYING BEHAVIOR IN CHAIN SUPERMARKETS IN KENYA', *International Journal of Marketing Strategies*, 2(1), pp. 1–16. Available at: <https://doi.org/10.47672/ijms.311>.
- Kitapci, O., Akdogan, C. and Dortyol, İ.T. (2014) 'The Impact of Service Quality Dimensions on Patient Satisfaction, Repurchase Intentions and Word-of-Mouth Communication in the Public Healthcare Industry', *Procedia - Social and Behavioral Sciences*, 148, pp. 161–169. Available at: <https://doi.org/10.1016/j.sbspro.2014.07.030>.
- Kiumarsi, S. *et al.* (2020) 'The effect of service innovation on service loyalty in post offices', *International Journal of Business Innovation and Research*, 21(1), p. 108. Available at: <https://doi.org/10.1504/IJBIR.2020.104035>.
- Klaus, P. 'Phil' and Maklan, S. (2013) 'Towards a Better Measure of Customer Experience', *International Journal of Market Research*, 55(2), pp. 227–246. Available at: <https://doi.org/10.2501/IJMR-2013-021>.
- Knapp, C. *et al.* (2014) 'Does Decisional Conflict Differ Across Race and Ethnicity Groups? A Study of Parents Whose Children Have a Life-Threatening Illness', *Journal of Palliative Medicine*, 17(5), pp. 559–567. Available at: <https://doi.org/10.1089/jpm.2013.0604>.
- Knox, A.J. *et al.* (1993) 'An obstetric scoring system: its development and application in obstetric management', *Obstetrics and Gynecology*, 81(2), pp. 195–199.

- Konlan, K.D. and Shin, J. (2022) 'The status and the factors that influence patient safety in health care institutions in Africa: A systematic review', *PLOS Global Public Health*. Edited by M. Salama, 2(12), p. e0001085. Available at: <https://doi.org/10.1371/journal.pgph.0001085>.
- Korsch, B.M. and Negrete, V.F. (1972) 'Doctor-Patient Communication', *Scientific American*, 227(2), pp. 66–74. Available at: <https://doi.org/10.1038/scientificamerican0872-66>.
- Kotler, P. and Armstrong, G. (2018) *Principles of marketing*. 17e, global edition edn. Harlow, England London New York Boston San Francisco Toronto Sydney Dubai Singapore Hong Kong Tokyo Seoul Taipei New Delhi Cape Town Sao Paulo Mexico City Madrid Amsterdam Munich Paris Milan: Pearson.
- Kotler, P. and Keller, K.L. (2016) *Marketing management*. 15th, global edition edn. Boston Columbus Indianapolis New York San Francisco Amsterdam Cape Town Dubai London Madrid Milan Munich Paris Montréal Toronto Delhi Mexico City São Paulo Sydney Hong Kong Seoul Singapore Taipei Tokyo: Pearson (Always learning).
- Kumar, R. (2014) 'Impact of Demographic Factors on Consumer Behaviour - A Consumer Behaviour Survey in Himachal Pradesh', *Global Journal of Enterprise Information System*, 6(2), p. 35. Available at: <https://doi.org/10.15595/gjeis/2014/v6i2/51844>.
- Kumar, R.P. and Megharaj, Dr.B.R. (2020) 'IMPACT OF SOCIAL FACTORS ON CONSUMER BUYING BEHAVIOUR(With reference to Small cars in Rayalaseema Region, Andhra Pradesh)', *EPRA International Journal of Economic and Business Review*, pp. 8–15. Available at: <https://doi.org/10.36713/epra3004>.
- Lakin, K. and Kane, S. (2022) 'Peoples' expectations of healthcare: A conceptual review and proposed analytical framework', *Social Science & Medicine*, 292, p. 114636. Available at: <https://doi.org/10.1016/j.socscimed.2021.114636>.
- Lee, S., Ayers, S. and Holden, D. (2016) 'Decision-making regarding place of birth in high-risk pregnancy: a qualitative study', *Journal of Psychosomatic Obstetrics & Gynecology*, 37(2), pp. 44–50. Available at: <https://doi.org/10.3109/0167482X.2016.1151413>.
- Lee, S. and Kim, E.-K. (2017) 'The Effects of Korean Medical Service Quality and Satisfaction on Revisit Intention of the United Arab Emirates Government Sponsored Patients', *Asian Nursing Research*, 11(2), pp. 142–149. Available at: <https://doi.org/10.1016/j.anr.2017.05.008>.

- Lennon, S.L. (2016) 'Risk perception in pregnancy: a concept analysis', *Journal of Advanced Nursing*, 72(9), pp. 2016–2029. Available at: <https://doi.org/10.1111/jan.13007>.
- Lin, J.C. and Liang, H. (2011) 'The influence of service environments on customer emotion and service outcomes', *Managing Service Quality: An International Journal*. Edited by R.P. Fisk, 21(4), pp. 350–372. Available at: <https://doi.org/10.1108/09604521111146243>.
- Lin, L. (2013) 'The impact of service innovation on firm performance', *The Service Industries Journal*, 33(15–16), pp. 1599–1632. Available at: <https://doi.org/10.1080/02642069.2011.638712>.
- Louis Marcellino, Lena Ellitan, and Ninuk Muljani (2021) 'Pengaruh Experiential Marketing Terhadap Repurchase Intention Dimediasi Oleh Customer Satisfaction Pada Restoran X Surabaya', *Jurnal Ilmiah Mahasiswa Manajemen Widya Mandala*, 10(1). Available at: <https://doi.org/10.33508/jumma.v10i1.3254>.
- MacAllister, L., Zimring, C. and Ryherd, E. (2016) 'Environmental Variables That Influence Patient Satisfaction: A Review of the Literature', *HERD*, 10(1), pp. 155–169. Available at: <https://doi.org/10.1177/1937586716660825>.
- Madahi, A. and Sukati, I. (2012) 'The Effect of External Factors on Purchase Intention amongst Young Generation in Malaysia', *International Business Research*, 5(8), p. p153. Available at: <https://doi.org/10.5539/ibr.v5n8p153>.
- Madhavan, M. and Kaliyaperumal, D.C. (2015) 'Consumer Buying Behavior-An Overview Of Theory and Models', *Journal of Humanities and Social Sciences*, 1(1), pp. 74–112. Available at: <https://api.semanticscholar.org/CorpusID:56427728>.
- Mahmoud, A.B. *et al.* (2019) 'Assessing Patients' Perception of Health Care Service Quality Offered by COHSASA-Accredited Hospitals in Nigeria', *SAGE Open*, 9(2), p. 215824401985248. Available at: <https://doi.org/10.1177/2158244019852480>.
- Mahon, P.Y. (1996) 'An analysis of the concept "patient satisfaction" as it relates to contemporary nursing care', *Journal of Advanced Nursing*, 24(6), pp. 1241–1248. Available at: <https://doi.org/10.1111/j.1365-2648.1996.tb01031.x>.
- Majella, M.G. *et al.* (2019) 'A longitudinal study on high risk pregnancy and its outcome among antenatal women attending rural primary health centre in Puducherry, South India', *Journal of Education and Health Promotion*, 8, p. 12. Available at: https://doi.org/10.4103/jehp.jehp_144_18.
- Mani, A. *et al.* (2013) 'Poverty Impedes Cognitive Function', *Science*, 341(6149), pp. 976–980. Available at: <https://doi.org/10.1126/science.1238041>.

- Mansharamani, V. (2005) 'Towards a theory of service innovation: an inductive case study approach to evaluating the uniqueness of services', in. Available at: <https://api.semanticscholar.org/CorpusID:152308933>.
- Manuhutu, E.H.M. *et al.* (2021) 'The Effect of Product Innovation on Repurchase Intentions Mediated by Consumer Satisfaction of Oppo Smartphone Users', *Jurnal Ekonomi*, 21(2), pp. 58–64. Available at: <https://doi.org/10.29138/je.v21i2.146>.
- Maria Ugolini, M., Rossato, C. and Baccarani, C. (2014) 'A five-senses perspective to quality in hospitals', *The TQM Journal*. Edited by P. Claudio Baccarani And Dr Jacques Martin, 26(3), pp. 284–299. Available at: <https://doi.org/10.1108/TQM-01-2014-0010>.
- Marie, A.L. *et al.* (2021) 'The Role of Service Innovation to Increase Purchase Intention Through Customer Satisfaction And Corporate Reputation, Moderated By Chse (Cleanliness, Health, Safety & Environmental Sustainability) On 5 Star Hotels In Jakartaduring Covid-19 Pandemic', *International Journal of Business and Management Invention (IJBMI)*, 10(7), pp. 23–31. Available at: <https://doi.org/10.35629/8028>.
- Maslow, A.H. (1943) 'A theory of human motivation.', *Psychological Review*, 50(4), pp. 370–396. Available at: <https://doi.org/10.1037/h0054346>.
- Mathras, D. *et al.* (2016) 'The effects of religion on consumer behavior: A conceptual framework and research agenda', *Journal of Consumer Psychology*, 26(2), pp. 298–311. Available at: <https://doi.org/10.1016/j.jcps.2015.08.001>.
- Mathwick, C., Malhotra, N. and Rigdon, E. (2001) 'Experiential value: conceptualization, measurement and application in the catalog and Internet shopping environment☆11☆This article is based upon the first author's doctoral dissertation completed while at Georgia Institute of Technology.', *Journal of Retailing*, 77(1), pp. 39–56. Available at: [https://doi.org/10.1016/S0022-4359\(00\)00045-2](https://doi.org/10.1016/S0022-4359(00)00045-2).
- Meywati, N., Handaru, A.W. and Wiralaga, H.K. (2021) 'The Influence of Innovation Strategies and Services Quality on Customer's Satisfaction and Loyalty during Covid-19 Pandemic'. Available at: <https://doi.org/10.5281/ZENODO.5149721>.
- Mirzaei, H. and Ruzdar, M. (2011) 'The impact of social factors affecting consumer behaviour on selecting characteristics of purchased cars', in. Available at: <https://api.semanticscholar.org/CorpusID:460759>.
- Mohammed Esmail Al-Ekam, J. *et al.* (2012) 'The Influence of Trust, Advertising, Family on Intention and Actual Purchase of Local Brand in Yemen', *American Journal*

- of *Economics*, 2(4), pp. 64–68. Available at: <https://doi.org/10.5923/j.economics.20120001.15>.
- Moorman, C., Deshpandé, R. and Zaltman, G. (1993) 'Factors Affecting Trust in Market Research Relationships', *Journal of Marketing*, 57(1), pp. 81–101. Available at: <https://doi.org/10.1177/002224299305700106>.
- Muchsam, Y. and Mareta, F. (2019) 'Analisis Pengaruh Kepahaman Sistem Rujukan Online Peserta BPJS Terhadap Kepuasan Pelayanan BPJS', in. *Seminar Nasional Informatika Medis 2019*, Universitas Islam Indonesia, pp. 34–39.
- Nasermoadeli, A., Ling, K.C. and Maghnati, F. (2013) 'Evaluating the Impacts of Customer Experience on Purchase Intention', *International Journal of Business and Management*, 8(6), p. p128. Available at: <https://doi.org/10.5539/ijbm.v8n6p128>.
- Nayeem, T. (2012) 'Cultural Influences on Consumer Behaviour', *International Journal of Business and Management*, 7(21), p. p78. Available at: <https://doi.org/10.5539/ijbm.v7n21p78>.
- Nguyen, T.L.H. (2021) 'Fostering Loyalty as Repurchase Intention: The Role of Relationship Marketing and Word-of-mouth', *International Journal of Health Economics and Policy*, 6(2), pp. 72–78. Available at: <http://dx.doi.org/10.11648/j.hep.20210602.16>.
- Nopreza, M.A.A. and Sumadi (2022) 'Determinant factors of repurchase interest of buying fashion products online in e-commerce', *Asian Management and Business Review*, pp. 162–175. Available at: <https://doi.org/10.20885/AMBR.vol2.iss2.art5>.
- Nwachukwu, C. and Vu, H.M. (2022) 'Service Innovation, Marketing Innovation and Customer Satisfaction: Moderating Role of Competitive Intensity', *SAGE Open*, 12(2), p. 215824402210821. Available at: <https://doi.org/10.1177/21582440221082146>.
- Ogden, J. (2004) "I want more time with my doctor": a quantitative study of time and the consultation', *Family Practice*, 21(5), pp. 479–483. Available at: <https://doi.org/10.1093/fampra/cmh502>.
- Oliver, R.L. (1999) 'Whence Consumer Loyalty?', *Journal of Marketing*, 63, p. 33. Available at: <https://doi.org/10.2307/1252099>.
- Ostrom, A.L. et al. (2010) 'Moving Forward and Making a Difference: Research Priorities for the Science of Service', *Journal of Service Research*, 13(1), pp. 4–36. Available at: <https://doi.org/10.1177/1094670509357611>.

- Ozawa, S. *et al.* (2022) 'Educational and economic returns to cognitive ability in low- and middle-income countries: A systematic review', *World Development*, 149, p. 105668. Available at: <https://doi.org/10.1016/j.worlddev.2021.105668>.
- Park, H.-S. and Seo, Y.-J. (2014) 'Determinants of Inpatients Satisfaction and Intent to Revisit Oriental Medical Hospitals', *Journal of Korean Medicine*, 35(4), pp. 65–73. Available at: <https://doi.org/10.13048/jkm.14044>.
- Pascoe, G.C. (1983) 'Patient satisfaction in primary health care: a literature review and analysis', *Evaluation and Program Planning*, 6(3–4), pp. 185–210. Available at: [https://doi.org/10.1016/0149-7189\(83\)90002-2](https://doi.org/10.1016/0149-7189(83)90002-2).
- Perhimpunan Rumah Sakit Seluruh Indonesia (2020) *Jumlah Rumah Sakit di Indonesia, PERSI*. Available at: https://persi.or.id/wp-content/uploads/2020/11/data_statistikrs.htm.
- Poetri, M.O. (2019) 'THE EFFECT OF EXPERIENTIAL MARKETING AND PSYCHOLOGICAL PRICING ON REPURCHASE INTENTION OF CUSTOMERS IN STORE X', *Russian Journal of Agricultural and Socio-Economic Sciences*, 92(8), pp. 214–218. Available at: <https://doi.org/10.18551/rjoas.2019-08.23>.
- Prahiawan, W. *et al.* (2021) 'The role of e-satisfaction, e-word of mouth and e-trust on repurchase intention of online shop', *International Journal of Data and Network Science*, 5(4), pp. 593–600. Available at: <https://doi.org/10.5267/j.ijdns.2021.8.008>.
- Putriana, L. *et al.* (2019) 'CONSUMER LOYALTY ANALYSIS OF COSMETIC PRODUCTS IN INDONESIA', in. Available at: <https://api.semanticscholar.org/CorpusID:233250232>.
- Rahmah, S.N. (2021) 'PENGARUH EXPERIENTIAL MARKETING TERHADAP KEPUASAN DAN LOYALITAS PASIEN', *Jurnal Ilmiah Kesehatan Media Husada*, 10(1), pp. 65–73. Available at: <https://doi.org/10.33475/jikmh.v10i1.247>.
- Rahmania, M.A. and Wahyono, W. (2022) 'Interaction of E-Service Quality, Experiential Marketing, Trust, and Satisfaction on Repurchase Intention', *Management Analysis Journal*, 11(1), pp. 71–82. Available at: <https://doi.org/10.15294/maj.v11i1.54279>.
- Rajaobelina, L. and Bergeron, J. (2009) 'Antecedents and consequences of buyer-seller relationship quality in the financial services industry', *International Journal of Bank Marketing*, 27(5), pp. 359–380. Available at: <https://doi.org/10.1108/02652320910979889>.

- Ramdhani, A.S. and Astuti, S.R.T. (2019) 'The analysis of relationship between experiential marketing, service quality, visitors' satisfaction, and revisit intention: study on tourism industry', *Diponegoro International Journal of Business*, 2(2), p. 107. Available at: <https://doi.org/10.14710/dijb.2.2.2019.107-111>.
- Ramya, N. and Ali, S.M. (2016) 'Factors affecting consumer buying behavior', *International journal of applied research*, 2, pp. 76–80. Available at: <https://api.semanticscholar.org/CorpusID:55866000>.
- Randhawa, K. and Scerri, M. (2015) 'Service Innovation: A Review of the Literature', in R. Agarwal et al. (eds) *The Handbook of Service Innovation*. London: Springer London, pp. 27–51. Available at: https://doi.org/10.1007/978-1-4471-6590-3_2.
- Ratcliffe, P. (2014) 'Ethnic group', *Sociopedia* [Preprint]. Available at: <https://doi.org/10.1177/205684601421>.
- Rauf, A. (2022) 'FAKTOR – FAKTOR YANG MEMPENGARUHI PERILAKU KONSUMEN DALAM KEPUTUSAN MENGGUNAKAN JASA TRANSPORTASI PADA PT. SUMBER JAYA TRANS', *Dynamic Management Journal*, 6(2), p. 102. Available at: <https://doi.org/10.31000/dmj.v6i2.6756>.
- Ravangard, R., Khodadad, A. and Bastani, P. (2020) 'How marketing mix (7Ps) affect the patients' selection of a hospital: experience of a low-income country', *The Journal of the Egyptian Public Health Association*, 95(1), p. 25. Available at: <https://doi.org/10.1186/s42506-020-00052-z>.
- Reni, R. and Haeruddin, M.I.W. (2022) 'ANALISIS KELOMPOK REFERENSI , KELUARGA, PERAN DAN STATUS YANG MEMPENGARUHI PERILAKU KONSUMEN TERHADAP PEMBELIAN DI MINI MARKET/ MINIMALIS DI KABUPATEN SINJAI', *Jurnal Manajemen*, 1(2), p. 82. Available at: <https://doi.org/10.26858/jm.v1i2.27791>.
- Rezeki, S.F., Pasinringi, S.A. and Saleh, L.M. (2020) 'Factors Affecting Hospital Service Innovation: Literature Review', *Journal of Asian Multicultural Research for Medical and Health Science Study*, 1(2), pp. 57–73. Available at: <https://doi.org/10.47616/jamrmhss.v1i2.50>.
- Riskiyah, Hariyanti, T. and Juhariah, S. (2018) 'Is Experiential Marketing Important for the Hospital?', *KnE Life Sciences*, 4(9), p. 274. Available at: <https://doi.org/10.18502/cls.v4i9.3578>.
- Roder-DeWan, S. et al. (2019) 'Expectations of healthcare quality: A cross-sectional study of internet users in 12 low- and middle-income countries', *PLOS Medicine*. Edited by K. Chu, 16(8), p. e1002879. Available at: <https://doi.org/10.1371/journal.pmed.1002879>.

- Rook, D.W. (1985) 'The Ritual Dimension of Consumer Behavior', *Journal of Consumer Research*, 12(3), p. 251. Available at: <https://doi.org/10.1086/208514>.
- Rossanty, Y. et al. (2019) 'Impact of Experiential Marketing on Customers Repurchase Intention in Gempita Cafe', in *Proceedings of the Proceedings of The 2nd International Conference On Advance And Scientific Innovation, ICASI 2019, 18 July, Banda Aceh, Indonesia. Proceedings of The 2nd International Conference On Advance And Scientific Innovation, ICASI 2019, 18 July, Banda Aceh, Indonesia*, Banda Aceh, Indonesia: EAI. Available at: <https://doi.org/10.4108/eai.18-7-2019.2288572>.
- Rostami, M. et al. (2019) 'The effect of patient satisfaction with academic hospitals on their loyalty', *The International Journal of Health Planning and Management*, 34(1). Available at: <https://doi.org/10.1002/hpm.2685>.
- Roy, P. (2022) 'Theory and Models of Consumer Buying Behaviour: A Descriptive Study', *SSRN Electronic Journal* [Preprint]. Available at: <https://doi.org/10.2139/ssrn.4205489>.
- S Minchekar, V. (2022) 'Effect of Psychological and Cultural Factors on Consumer Behaviour', *Current Research in Psychology and Behavioral Science (CRPBS)*, 3(1), pp. 1–4. Available at: <https://doi.org/10.54026/CRPBS/1039>.
- Saleem, M.A., Zahra, S. and Yaseen, A. (2017) 'Impact of service quality and trust on repurchase intentions – the case of Pakistan airline industry', *Asia Pacific Journal of Marketing and Logistics*, 29(5), pp. 1136–1159. Available at: <https://doi.org/10.1108/APJML-10-2016-0192>.
- Salomão, M.T. and Santos, M.A. (2022) 'The impact of experiential marketing on the intention to revisit the brand: comparing large and small fast-food restaurant chains', *ReMark - Revista Brasileira de Marketing*, 21(3), pp. 730–783. Available at: <https://doi.org/10.5585/remark.v21i3.21331>.
- Santosa, R. (2021) 'The Influence of Cultural Factors, Social Factors, and Personal Factors against Customer Purchase Decisions in Using Wedding Services Organizer in Surabaya', *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(2), pp. 77–90. Available at: <https://doi.org/10.37715/rmbe.v1i2.2415>.
- Saroglou, V. (2002) 'Religion and the five factors of personality: a meta-analytic review', *Personality and Individual Differences*, 32(1), pp. 15–25. Available at: [https://doi.org/10.1016/S0191-8869\(00\)00233-6](https://doi.org/10.1016/S0191-8869(00)00233-6).
- Schiffman, L.G. and Kanuk, L.L. (1997) *Consumer behavior*. 6. ed., [internat. ed.]. Upper Saddle River, NJ: Prentice Hall.

- Schmitt, B. (1999) 'Experiential Marketing', *Journal of Marketing Management*, 15(1–3), pp. 53–67. Available at: <https://doi.org/10.1362/026725799784870496>.
- Schmitt, B. and Zarantonello, L. (2013) 'Consumer Experience and Experiential Marketing: A Critical Review', in N.K. Malhotra (ed.) *Review of Marketing Research*. Emerald Group Publishing Limited, pp. 25–61. Available at: [https://doi.org/10.1108/S1548-6435\(2013\)0000010006](https://doi.org/10.1108/S1548-6435(2013)0000010006).
- Schrijvers, G., Oudendijk, N. and de Vries, P. (2003) 'In search of the quickest way to disseminate health care innovations', *International Journal of Integrated Care*, 3, p. e19.
- Scotti, D.J. (2005) 'Satisfaction with medical care among elderly patients: a review of research findings with implications for management practice and future inquiry', *Journal of Hospital Marketing & Public Relations*, 15(2), pp. 3–32. Available at: https://doi.org/10.1300/J375v15n02_02.
- Sharma, K., Kodhati, P. and Sukhavasi, S. (2023) 'EMOTIONAL MARKETING ON CONSUMER BEHAVIOUR - PERCEPTION STUDY', 10, pp. 01–08.
- Sheehy-Skeffington, J. (2020) 'The effects of low socioeconomic status on decision-making processes', *Current Opinion in Psychology*, 33, pp. 183–188. Available at: <https://doi.org/10.1016/j.copsyc.2019.07.043>.
- Siripipatthanakul, S. (2021) 'Service Quality, Patient Satisfaction, Word-Of-Mouth, and Revisit Intention in A Dental Clinic, Thailand of the Creative Commons Attribution License (CC BY 4.0)', 5, pp. 832–841.
- Sitzia, J. and Wood, N. (1997) 'Patient satisfaction: A review of issues and concepts', *Social Science & Medicine*, 45(12), pp. 1829–1843. Available at: [https://doi.org/10.1016/S0277-9536\(97\)00128-7](https://doi.org/10.1016/S0277-9536(97)00128-7).
- Sixma, H.J. *et al.* (1998) 'Quality of care from the patients' perspective: from theoretical concept to a new measuring instrument', *Health Expectations: An International Journal of Public Participation in Health Care and Health Policy*, 1(2), pp. 82–95. Available at: <https://doi.org/10.1046/j.1369-6513.1998.00004.x>.
- Sliburytė, L. and Le Ny, J. (2017) 'The Influence of Sensory Marketing: a Study of Atmospheric Factors and Consumer Response', in *Proceedings of 5th International Scientific Conference Contemporary Issues in Business, Management and Education '2017. Contemporary Issues in Business, Management and Education*, Vilnius Gediminas Technical University: Vilnius Gediminas Technical University. Available at: <https://doi.org/10.3846/cbme.2017.109>.

- Song, L.Z., Song, M. and Di Benedetto, C.A. (2009) 'A Staged Service Innovation Model', *Decision Sciences*, 40(3), pp. 571–599. Available at: <https://doi.org/10.1111/j.1540-5915.2009.00240.x>.
- Srivastava, K. and Sharma, N.K. (2013) 'Service Quality, Corporate Brand Image, and Switching Behavior: The Mediating Role of Customer Satisfaction and Repurchase Intention', *Services Marketing Quarterly*, 34(4), pp. 274–291. Available at: <https://doi.org/10.1080/15332969.2013.827020>.
- Suhaily, L. and Soelasih, Y. (2017) 'What Effects Repurchase Intention of Online Shopping', *International Business Research*, 10(12), p. 113. Available at: <https://doi.org/10.5539/ibr.v10n12p113>.
- Taghipourian, M. (2015) 'Loyalty: From Single-Stage Loyalty to Four-Stage Loyalty', *International Journal of New Technology and Research*, 1, pp. 48–51.
- Tayyari Dehbaraz, N. et al. (2018) 'Pregnant women's choice of birthing hospital: A qualitative study on individuals' preferences', *Women and Birth: Journal of the Australian College of Midwives*, 31(6), pp. e389–e394. Available at: <https://doi.org/10.1016/j.wombi.2017.11.006>.
- Thayaparan, A.J. and Mahdi, E. (2013) 'The Patient Satisfaction Questionnaire Short Form (PSQ-18) as an adaptable, reliable, and validated tool for use in various settings', *Medical Education Online*, 18, p. 21747. Available at: <https://doi.org/10.3402/meo.v18i0.21747>.
- Then, F.S. et al. (2017) 'IMPACT OF EDUCATION AND INCOME ON COGNITIVE FUNCTIONING IN LOW- AND MIDDLE-INCOME COUNTRIES', *Innovation in Aging*, 1(suppl_1), pp. 417–417. Available at: <https://doi.org/10.1093/geroni/igx004.1501>.
- Tong, M. (2022) 'Customers' craft beer repurchase intention: the mediating role of customer satisfaction', *International Journal of Food Properties*, 25(1), pp. 845–856. Available at: <https://doi.org/10.1080/10942912.2022.2066122>.
- Tosun, C., Dedeoğlu, B.B. and Fyall, A. (2015) 'Destination service quality, affective image and revisit intention: The moderating role of past experience', *Journal of Destination Marketing & Management*, 4(4), pp. 222–234. Available at: <https://doi.org/10.1016/j.jdmm.2015.08.002>.
- Ugbomhe, O.U. et al. (2021) 'Effects of Demographic Factors on Impulse Buying Behaviour of Consumers in Auchi, Edo State, Nigeria', *Journal of Economics and Business*, 4(2). Available at: <https://doi.org/10.31014/aior.1992.04.02.350>.
- Uslu, A. and Huseynli, B. (2018) 'IMPACT OF PRICE SENSITIVITY ON REPURCHASE INTENTION IN TERMS OF PERSONALITY FEATURES', *Uluslararası İktisadi*

- ve *İdari İncelemeler Dergisi*, pp. 515–532. Available at: <https://doi.org/10.18092/ulikidince.434866>.
- Varshneya, G., Das, G. and Khare, A. (2017) 'Experiential value: a review and future research directions', *Marketing Intelligence & Planning*, 35(3), pp. 339–357. Available at: <https://doi.org/10.1108/MIP-05-2016-0075>.
- Villemure, C., Slotnick, B.M. and Bushnell, C.M. (2003) 'Effects of odors on pain perception: deciphering the roles of emotion and attention', *Pain*, 106(1), pp. 101–108. Available at: [https://doi.org/10.1016/S0304-3959\(03\)00297-5](https://doi.org/10.1016/S0304-3959(03)00297-5).
- Wang, C. and Hu, Q. (2020) 'Knowledge sharing in supply chain networks: Effects of collaborative innovation activities and capability on innovation performance', *Technovation*, 94–95, p. 102010. Available at: <https://doi.org/10.1016/j.technovation.2017.12.002>.
- Wang, Q. *et al.* (2015) 'Modes of service innovation: a typology', *Industrial Management & Data Systems*, 115(7), pp. 1358–1382. Available at: <https://doi.org/10.1108/IMDS-03-2015-0067>.
- Ware, J.E. *et al.* (1983) 'Defining and measuring patient satisfaction with medical care', *Evaluation and Program Planning*, 6(3–4), pp. 247–263. Available at: [https://doi.org/10.1016/0149-7189\(83\)90005-8](https://doi.org/10.1016/0149-7189(83)90005-8).
- Ware, J.E., Snyder, M.K. and Wright, W. (1976) 'Development and validation of scales to measure patient satisfaction with medical care services', *National Technical Information Service: Springfield VA* [Preprint].
- Wicks, A.M. and Chin, W.W. (2008) 'Measuring the three process segments of a customer's service experience for an out-patient surgery center', *International Journal of Health Care Quality Assurance*, 21(1), pp. 24–38. Available at: <https://doi.org/10.1108/09526860810841138>.
- Witell, L. *et al.* (2016) 'Defining service innovation: A review and synthesis', *Journal of Business Research*, 69(8), pp. 2863–2872. Available at: <https://doi.org/10.1016/j.jbusres.2015.12.055>.
- World Health Organization (2016) *WHO recommendations on antenatal care for a positive pregnancy experience*. Geneva: World Health Organization. Available at: <https://iris.who.int/handle/10665/250796> (Accessed: 15 December 2023).
- Wu, H.-C., Li, T. and Li, M.-Y. (2016) 'A Study of Behavioral Intentions, Patient Satisfaction, Perceived Value, Patient Trust and Experiential Quality for Medical Tourists', *Journal of Quality Assurance in Hospitality & Tourism*, 17(2), pp. 114–150. Available at: <https://doi.org/10.1080/1528008X.2015.1042621>.

- Wu, J.-J. *et al.* (2019) 'Impact of Emotional Support, Informational Support, and Norms of Reciprocity on Trust Toward the Medical Aesthetic Community: The Moderating Effect of Core Self-Evaluations', *Interactive Journal of Medical Research*, 8(1), p. e11750. Available at: <https://doi.org/10.2196/11750>.
- Wu, M.-Y. and Tseng, L.-H. (2014) 'Customer Satisfaction and Loyalty in an Online Shop: An Experiential Marketing Perspective', *International Journal of Business and Management*, 10(1), p. p104. Available at: <https://doi.org/10.5539/ijbm.v10n1p104>.
- Wu, P.-T. and Lee, C.-J. (2016) 'Impulse buying behaviour in cosmetics marketing activities', *Total Quality Management & Business Excellence*, 27(9–10), pp. 1091–1111. Available at: <https://doi.org/10.1080/14783363.2015.1060851>.
- Y. T. Prasetyo *et al.* (2022) 'The Impact of COVID-19 Pandemic on Airport: An Empirical Study of Service Quality, Customer Satisfaction, and Travel Intention for Sustainable Airport Operations', in *2022 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM). 2022 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM)*, pp. 1005–1009. Available at: <https://doi.org/10.1109/IEEM55944.2022.9989834>.
- Yanto, B.T. *et al.* (2020) 'EXPERIENTIAL MARKETING AND EXPERIENTIAL VALUE, HOW DOES IT IMPACT ON CONSUMER REPURCHASE INTENTIONS', *Research In Management and Accounting*, 3(1), pp. 34–42. Available at: <https://doi.org/10.33508/rima.v3i1.2746>.
- Yeh, T.-M., Chen, S.-H. and Chen, T.-F. (2019) 'The Relationships among Experiential Marketing, Service Innovation, and Customer Satisfaction—A Case Study of Tourism Factories in Taiwan', *Sustainability*, 11(4), p. 1041. Available at: <https://doi.org/10.3390/su11041041>.
- Yogiswari, N.M.M., Suryawardani, I.G.A.O. and Wiranatha, A.S. (2021) 'THE INFLUENCE OF EXPERIENTIAL MARKETING ON VISITORS' SATISFACTION AND INTENTION TO REVISIT AT BATUR CAMP BALI', *Journal of Business on Hospitality and Tourism*, 7(1). Available at: <https://doi.org/10.22334/jbhost.v7i1>.
- Yuill, C. *et al.* (2020) 'Women's experiences of decision-making and informed choice about pregnancy and birth care: a systematic review and meta-synthesis of qualitative research', *BMC Pregnancy and Childbirth*, 20(1), p. 343. Available at: <https://doi.org/10.1186/s12884-020-03023-6>.
- YuSheng, K. and Ibrahim, M. (2019) 'Service innovation, service delivery and customer satisfaction and loyalty in the banking sector of Ghana', *International Journal of Bank Marketing*, 37(5), pp. 1215–1233. Available at: <https://doi.org/10.1108/IJBM-06-2018-0142>.

- Zhou, W.-J. *et al.* (2017) 'Determinants of patient loyalty to healthcare providers: An integrative review', *International Journal for Quality in Health Care*, 29(4), pp. 442–449. Available at: <https://doi.org/10.1093/intqhc/mzx058>.
- Zineldin, M. (2006) 'The quality of health care and patient satisfaction: an exploratory investigation of the 5Qs model at some Egyptian and Jordanian medical clinics', *International Journal of Health Care Quality Assurance Incorporating Leadership in Health Services*, 19(1), pp. 60–92. Available at: <https://doi.org/10.1108/09526860610642609>.

Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN

**ANALISIS PENGARUH PERILAKU KONSUMEN MELALUI FAKTOR
SOSIAL DAN BUDAYA, EXPERIENTIAL MARKETING, SERVICE
INNOVATION, DAN KEPUASAN PASIEN TERHADAP REPURCHASE
INTENTION DI RUMAH SAKIT KHUSUS DAERAH IBU DAN ANAK SITI
FATIMAH MAKASSAR**

KUESIONER

WIDYATMA ADINDA JUBHARI

K022211029



PRODI MAGISTER ADMINSTRASI RUMAH SAKIT

FAKULTAS KESEHATAN MASYARAKAT

UNIVERSITAS HASANUDDIN

MAKASSAR

2023

PERMOHONAN MENJADI RESPONDEN

Kepada Yth.
Bapak/Ibu.....
Di
Tempat

Dengan Hormat,

Saya yang bertanda tangan dibawah ini adalah Mahasiswa dari Program Studi Magister Adminstrasi Rumah Sakit, Fakultas Kesehatan Masyarakat Universitas Hasanuddin Makassar, akan mengadakan penelitian dengan judul **“ANALISIS PENGARUH PERILAKU KONSUMEN MELALUI FAKTOR SOSIAL DAN BUDAYA, EXPERIENTIAL MARKETING, SERVICE INNOVATION, DAN KEPUASAN PASIEN TERHADAP REPURCHASE INTENTION DI RUMAH SAKIT KHUSUS DAERAH IBU DAN ANAK SITI FATIMAH MAKASSAR”**.

Tidak ada risiko fisik yang akan terjadi dalam penelitian ini. Risiko yang mungkin didapat adalah waktu yang tersita dari responden sekalian untuk menjawab pertanyaan ini sekitar 15-30 menit. Keuntungannya, informasi yang di berikan dapat menjadi masukan bagi manajemen RSKDIA Siti Fatimah terkait bidang ilmu Manajemen Pemasaran di Rumah sakit. Selain itu, RSKDIA Siti Fatimah Makasssar akan mendapat informasi tentang strategi dalam meningkatkan meningkatkan jumlah kunjungan berulang melalui ilmu perilaku konsumen, *experiential marketing*, dan *service innovation*.

Penelitian ini tidak akan menimbulkan kerugian bagi Bapak/ Ibu sebagai responden. Kerahasiaan semua informasi yang diberikan akan dijaga dan hanya digunakan untuk kepentingan penelitian. Apabila Bapak/ Ibu menyetujui, mohon untuk kesediannya menandatangani lembar persetujuan dan menjawab pertanyaan yang saya lampirkan pada surat ini dan akan mendapatkan kompensasi berupa barang.

Atas perhatiannya dan kesediaan Bapak/ Ibu sebagai responden saya ucapkan terima kasih.

Makassar, Juni 2023

Peneliti

dr. Widyatma Adinda Jubhari

(No. Hp: 081242361597)

FORMULIR PERSETUJUAN

Saya yang bertanda tangan dibawah ini:

Nama :

Usia :

Alamat :

Setelah mendengar/ membaca penjelasan yang diberikan, maka saya bersedia menjadi informan pada penelitian yang dilakukan oleh Widyatma Adinda Jubhari. Saya mengerti bahwa pada penelitian ini akan ada beberapa pernyataan yang harus saya jawab. Sebagai seorang responden, saya akan menjawab pernyataan yang diajukan dengan jujur.

Saya menjadi responden bukan karena adanya paksaan dari pihak lain, namun karena keinginan saya sendiri, dan tidak ada biaya yang akan ditanggungkan kepada saya sesuai dengan penjelasan yang sudah dijelaskan oleh peneliti.

Hasil yang diperoleh dari saya sebagai responden dapat dipublikasikan sebagai hasil dari penelitian dan akan diseminarkan pada ujian hasil dengan tidak mencantumkan nama kecuali nomor responden.

Nama

Tanda Tangan

Tgl/Bln/Thn

Responden:

Penanggung Jawab Penelitian:

Nama : Widyatma Adinda Jubhari

Telpon : 081242361597

Email : widyajubhari@gmail.com

PETUNJUK PENGISIAN:

- a. Jawablah pertanyaan di bawah ini dengan menuliskan jawaban singkat pada tempat yang disediakan atau dengan memberi tanda (√) pada salah satu jawaban menurut saudara benar.
- b. Jawaban anda akan kami jaga dan jamin kerahasiaannya dan tidak mempengaruhi pengkat/ karir dan penilaian kerja anda.

A. Identitas Responden	
No. Responden	: (Diisi oleh peneliti)
Nama Responden	:
Umur	: Tahun
Jenis Kelamin	: <input type="checkbox"/> Laki-Laki <input type="checkbox"/> perempuan
Pekerjaan	: <input type="checkbox"/> PNS/TNI/POLRI <input type="checkbox"/> Wiraswasta <input type="checkbox"/> Pegawai Swasta <input type="checkbox"/> Profesi <input type="checkbox"/> Pelajar/ Mahasiswa <input type="checkbox"/> Ibu Rumah Tangga <input type="checkbox"/> Lainnya
Tingkat Pendidikan Terakhir	: <input type="checkbox"/> SD/ Sederajat <input type="checkbox"/> SLTP/ Sederajat <input type="checkbox"/> SLTA/ SPK/ Sederajat <input type="checkbox"/> D3/ Sederajat <input type="checkbox"/> D4/ S1/ Sederajat <input type="checkbox"/> S2 <input type="checkbox"/> S3
Suku	: <input type="checkbox"/> Makassar <input type="checkbox"/> Bugis <input type="checkbox"/> Toraja <input type="checkbox"/> Mandar <input type="checkbox"/> Lainnya,.....
Agama	: <input type="checkbox"/> Islam <input type="checkbox"/> Katolik <input type="checkbox"/> Kristen <input type="checkbox"/> Hindu <input type="checkbox"/> Buddha <input type="checkbox"/> Kong Hu Cu

Jumlah Pendapatan Per Bulan	: <input type="checkbox"/> < Rp. 1.500.000 <input type="checkbox"/> Rp. 1.500.000-Rp. 2.500.000 <input type="checkbox"/> Rp. 2.500.000-Rp. 3.500.000 <input type="checkbox"/> > Rp. 3.500.000
Jumlah Pendapatan Keluarga Per Bulan	: <input type="checkbox"/> <Rp. 1.800.000 <input type="checkbox"/> Rp. 1.800.000-3.000.000 <input type="checkbox"/> Rp. 3.000.000-Rp. 4.800.000 <input type="checkbox"/> Rp. 4.800.000-7.200.000 <input type="checkbox"/> > Rp. 7.200.000

B. Pertanyaan Skrining	
Saya mengunjungi RSKDIA Siti Fatimah karena keinginan saya sendiri, baik tanpa rujukan maupun memilih RSKDIA Siti Fatimah saat pembuatan rujukan di klinik/ puskesmas.	<input type="checkbox"/> Ya, lanjut ke pertanyaan berikutnya <input type="checkbox"/> Tidak, Anda boleh berhenti di sini. Terima kasih.
Saya memeriksakan kehamilan saya di RSKDIA Siti Fatimah untuk kali	<input type="checkbox"/> Pertama, Anda boleh berhenti di sini. Terima kasih <input type="checkbox"/> Kedua, ketiga, dst, lanjut ke pertanyaan berikutnya.

PETUNJUK PENGISIAN:

Jawablah pernyataan-pernyataan berikut ini dengan memberi tanda *checklist* (√) pada pilihan yang telah disediakan sesuai dengan penilaian Bapak/ Ibu

Daftar Pertanyaan Berdasarkan Variabel Penelitian						
KODE	A. Faktor Sosial	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
TE 1	Saya berkunjung ke RSKDIA Siti Fatimah karena mendapat rekomendasi dari teman-teman saya					
TE 2	Saya berkunjung ke RSKDIA Siti Fatimah karena melihat pengalaman teman-teman saya					
KE 1	Saya berkunjung ke RSKDIA Siti Fatimah karena mendapatkan rekomendasi dari keluarga saya					
KE 2	Saya berkunjung ke RSKDIA Siti Fatimah karena melihat pengalaman keluarga saya.					
PS 1	Saya berkunjung ke RSKDIA Siti Fatimah karena pengaruh peran dan status sosial keluarga saya di lingkungan					
PS 2	Saya berkunjung ke RSKDIA Siti Fatimah karena pengaruh pekerjaan keluarga saya.					

KODE	B. Faktor Budaya	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
KM 1	Saya berkunjung ke RSKDIA Siti Fatimah karena mayoritas orang juga menggunakannya					
KM 2	Saya berkunjung ke RSKDIA Siti Fatimah karena merupakan kebiasaan mayoritas orang.					

AG 1	Saya berkunjung ke RSKDIA Siti Fatimah karena tetangga saya juga menggunakannya					
AG 2	Saya berkunjung ke RSKDIA Siti Fatimah karena berada di sekitar area tempat tinggal saya.					
ET 1	Saya berkunjung ke RSKDIA Siti Fatimah karena grup etnis saya juga menggunakannya					
ET 2	Saya berkunjung ke RSKDIA Siti Fatimah karena mempertimbangkan kelompok etnis saya.					

KODE	<i>C. Experiential Marketing</i>	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
FE 1	Suasana di RSKDIA Siti Fatimah membuat saya dapat melupakan penyakit/kondisi saya					
FE 2	Suasana di RSKDIA Siti Fatimah membuat saya merasa gembira.					
FE 3	Suasana di RSKDIA Siti Fatimah dan lingkungan membuat saya merasa nyaman.					
SN 1	Saya merasa bahwa staf di RSKDIA Siti Fatimah ramah.					
SN 2	Saya merasa bahwa staf di RSKDIA Siti Fatimah sopan					
SN 3	Saya merasa bahwa staf di RSKDIA Siti Fatimah memperhitungkan setiap keinginan yang saya miliki.					
SN 4	Saya merasa bahwa staf di RSKDIA Siti Fatimah siap untuk mendengarkan saya.					
SN 5	Saya merasa bahwa staf di RSKDIA Siti Fatimah sudah dipersiapkan dengan baik.					

KODE	<i>C. Experiential Marketing</i>	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
SN 6	Saya merasa staf di RSKDIA Siti Fatimah itu profesional karena saya diberi penjelasan mengenai langkah selanjutnya yang harus saya ambil dalam proses pemulihan.					
SN 7	Saya merasa bahwa staf di rumah sakit memberikan pelayanan dalam waktu yang dijanjikan					
AC 1	Menurut saya arsitektur dan desain seluruh bangunan RSKDIA Siti Fatimah sangat indah.					
AC 2	Desain interior ruang tunggu dan ruang konsultasi sangat bagus.					
AC 3	Saya pikir interior dan eksterior rumah sakit memiliki desain yang bagus.					
AC 4	Menurut saya ruang tunggunya bersih dan nyaman.					
AC 5	Toilet dibersihkan dengan baik.					
RE 1	Saya dapat lebih memahami kondisi dan keadaan pasien lain selama mengunjungi RSKDIA Siti Fatimah					
RE 2	Dengan pergi ke RSKDIA Siti Fatimah, memberikan kesempatan untuk berbagi pendapat dan pengalaman dengan pasien lain yang menderita penyakit yang sama dengan saya.					
RE 3	Pergi ke RSKDIA Siti Fatimah, membuat saya lebih dekat dengan pasien lain.					

KODE	C. Experiential Marketing	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
TH 1	Pengalaman di RSKDIA Siti Fatimah membuat saya berpikir tentang gaya hidup saya.					
TH 2	Pengalaman di RSKDIA Siti Fatimah membuat saya mengubah gaya hidup.					

KODE	D. Service Innovation	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
IS 1	Menurut saya, rumah sakit telah memberikan layanan yang baru/ bersifat baru di RSKDIA Siti Fatimah.					
IS 2	Menurut saya, rumah sakit telah memberikan layanan yang sebelumnya tidak tersedia di rumah sakit lain.					
MSI 1	Menurut saya, rumah sakit telah membuat layanan baru menarik bagi para pasien.					
MSI 2	Menurut saya, rumah sakit telah membuat layanan baru yang dapat membawa perubahan.					
DNP 1	Menurut saya, rumah sakit telah mengembangkan sistem atau prosedur baru.					
DNP 2	Menurut saya, rumah sakit telah mengembangkan sistem atau prosedur yang sebelumnya tidak tersedia di rumah sakit lain.					

KODE	E. Kepuasan Pasien	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
------	---------------------------	---------------------	--------------	--------	--------	---------------

GS 1	Pelayanan medis yang saya dapatkan di RSKDIA Siti Fatimah sempurna					
GS 2	Saya merasa tidak puas dengan beberapa hal tentang pelayanan medis yang saya dapatkan di RSKDIA Siti Fatimah					
TQ 1	Menurut saya, ruangan dokter di RSKDIA Siti Fatimah memiliki semua yang dibutuhkan untuk pelayanan yang lengkap					
TQ 2	Terkadang saya meragukan ketepatan diagnosis dokter di RSKDIA Siti Fatimah					
TQ 3	Semua staf di RSKDIA Siti Fatimah sangat berhati-hati dalam memperlakukan dan memeriksa saya					
TQ 4	Saya meragukan kemampuan dokter yang menangani saya di RSKDIA Siti Fatimah					
IM 1	Dokter di RSKDIA Siti Fatimah bertingkah terlalu sibuk dan tidak memahami saya					
IM 2	Dokter di RSKDIA Siti Fatimah memperlakukan saya dengan sangat bersahabat dan dengan tata krama yang sangat baik					
CO 1	Dokter di RSKDIA Siti Fatimah sangat baik dalam menjelaskan alasan dilakukannya pemeriksaan medis					
CO 2	Dokter di RSKDIA Siti Fatimah terkadang mengabaikan yang saya sampaikan					
FA 1	Saya percaya bahwa saya dapat memperoleh					

	penanganan medis di RSKDIA Siti Fatimah tanpa mengganggu kondisi finansial saya					
FA 2	Saya harus membayar lebih/ tambahan biaya untuk pelayanan medis di RSKDIA Siti Fatimah					
TSD 1	Mereka yang memberikan saya pelayanan medis di RSKDIA Siti Fatimah terkadang terburu-buru dalam melayani saya					
TSD 2	Dokter di RSKDIA Siti Fatimah sering memberikan waktu yang cukup bersama saya					
ACC 1	Saya mudah mengakses spesialis yang saya inginkan di RSKDIA Siti Fatimah					
ACC 2	Orang-orang harus menunggu lama untuk mendapatkan penanganan di Unit Gawat Darurat RSKDIA Siti Fatimah					
ACC 3	Saya sulit membuat janji temu untuk layanan medis di RSKDIA Siti Fatimah					
ACC 4	Saya dapat memperoleh pelayanan medis di RSKDIA Siti Fatimah kapan saja saya membutuhkannya					

KODE	<i>F. Repurchase Intention</i>	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
MP 1	Saya akan mempertimbangkan RSKDIA Siti Fatimah sebagai alternatif saat membutuhkan kunjungan kembali.					
MP 2	Saya akan mempertimbangkan					

KODE	<i>F. Repurchase Intention</i>	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
	RSKDIA Siti Fatimah untuk kunjungan pelayanan yang lain (contoh: pelayanan kesehatan anak)					
AS 1	Saya akan selalu mengunjungi RSKDIA Siti Fatimah.					
AS 2	Saya akan selalu mengunjungi RSKDIA Siti Fatimah untuk kunjungan pelayanan yang lain (contoh: pelayanan kesehatan anak)					
MG 1	Saya tetap mengunjungi RSKDIA Siti Fatimah walaupun fasilitas rumah sakit lain lebih lengkap.					
MG 2	Saya tetap mengunjungi RSKDIA Siti Fatimah walaupun pelayanan di rumah sakit lain lebih baik.					

--- TERIMA KASIH ATAS PARTISIPASI ANDA ---

Lampiran 2. Dokumen Rekomendasi Persetujuan Etik Penelitian



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN
RISET, DAN TEKNOLOGI
UNIVERSITAS HASANUDDIN
FAKULTAS KESEHATAN MASYARAKAT
Jl. Perintis Kemerdekaan Km. 10 Makassar 90245, Telp. (0411) 585658,
E-mail : fk.m.unhas@gmail.com, website: <https://fk.m.unhas.ac.id/>

REKOMENDASI PERSETUJUAN ETIK

Nomor : 3961/UN4.14.1/TP.01.02/2023

Tanggal : 09 Juni 2023

Dengan ini Menyatakan bahwa Protokol dan Dokumen yang Berhubungan dengan Protokol berikut ini telah mendapatkan Persetujuan Etik :

No. Protokol	30523051148	No. Sponsor Protokol	
Peneliti Utama	Widyatna Adinda Jubhari	Sponsor	Pribadi
Judul Peneliti	Analisis Pengaruh Perilaku Konsumen Melalui Faktor Sosial dan Budaya, Experiential Marketing, Service Innovation, dan Kepuasan Pasien Terhadap Repurchase Intention di Rumah Sakit Khusus Daerah Ibu dan Anak Siti Fatimah Makassar		
No. Versi Protokol	1	Tanggal Versi	30 Mei 2023
No. Versi PSP	1	Tanggal Versi	30 Mei 2023
Tempat Penelitian	Rumah Sakit Khusus Daerah Ibu dan Anak Siti Fatimah Makassar		
Judul Review	<input checked="" type="checkbox"/> Exempted <input type="checkbox"/> Expedited <input type="checkbox"/> Fullboard	Masa Berlaku 09 Juni 2023 Sampai 29 Mei 2024	Frekuensi review lanjutan
Ketua Komisi Etik Penelitian	Nama : Prof.dr. Veni Hadju, M.Sc, Ph.D	Tanda tangan	Tanggal 09 Juni 2023
Sekretaris komisi Etik Penelitian	Nama : Dr. Wahiduddin, SKM., M.Kes	Tanda tangan	Tanggal 09 Juni 2023

Kewajiban Peneliti Utama :

1. Menyerahkan Amandemen Protokol untuk persetujuan sebelum di implementasikan
2. Menyerahkan Laporan SAE ke Komisi Etik dalam 24 Jam dan dilengkapi dalam 7 hari dan Laporan SUSAR dalam 72 Jam setelah Peneliti Utama menerima laporan
3. Menyerahkan Laporan Kemajuan (progress report) setiap 6 bulan untuk penelitian resiko tinggi dan setiap setahun untuk penelitian resiko rendah
4. Menyerahkan laporan akhir setelah Penelitian berakhir
5. Melaporkan penyimpangan dari protocol yang disetujui (protocol deviation/violation)
6. Mematuhi semua peraturan yang ditentukan



Lampiran 3. Surat Izin Penelitian dari Fakultas



KEMENTERIAN PENDIDIKAN KEBUDAYAAN,
RISET DAN TEKNOLOGI
UNIVERSITAS HASANUDDIN
FAKULTAS KESEHATAN MASYARAKAT
Jl. Perintis Kemerdekaan Km.10 Makassar 90245, Telp.(0411) 585658,
e-mail : fkm.unhas@gmail.com, website: https://fkm.unhas.ac.id/

Nomor : 21855/UN4.14.1/PT.01.04/2023 22 Mei 2023
Lampiran : -
Hal : Permohonan Izin Penelitian an Widyatma Adinda Jubhari

Yth :
Gubernur Provinsi Sulawesi Selatan
Cq. Kepala UPT P2T, BKPMMD
Provinsi Sulawesi Selatan
Makassar

Dengan hormat kami sampaikan bahwa mahasiswa Program Studi Magister Administrasi Rumah Sakit Fakultas Kesehatan Masyarakat Universitas Hasanuddin yang dibawah ini:

Nama : Widyatma Adinda Jubhari
NIM : K022211029
Program Pendidikan : Magister (S2)
Program Studi : Administrasi Rumah Sakit

Bermaksud melakukan penelitian dalam rangka persiapan penulisan tesis dengan judul
"ANALISIS PENGARUH PERILAKU KONSUMEN, EXPERIENTIAL MARKETING, DAN SERVICE INNOVATION TERHADAP REPURCHASE INTENTION DI RSKDIA SITI FATIMAH MAKASSAR"

Pembimbing : 1. Dr. Syahrir A. Pasinringi, MS
: 2. Dr. Irwandy, SKM, M.Sc.PH, M.Kes
Lokasi Penelitian : RSKDIA Siti Fatimah Makassar
Waktu Penelitian : Mei 2023 - Juli 2023

Sehubungan dengan hal tersebut kami mohon kebijaksanaan Bapak/Ibu kiranya berkenan memberi izin kepada yang bersangkutan.

Atas perkenan dan kerjasamanya diucapkan terima kasih.

Wakil Dekan Bidang Akademik dan
Kemahasiswaan,



Dr. Wahiduddin, SKM.,M.Kes.
NIP. 197604072005011004

Tembusan :

1. Dekan FKM Unhas (Sebagai laporan)
2. Ketua Program Studi Administrasi Rumah Sakit FKM-UNHAS
3. Kasubag Akademik dan Kemahasiswaan
4. Widyatma Adinda Jubhari
5. Peringgal



Cetakan :

1. UU ITE No. 11 Tahun 2008 Pasal 5 Ayat 1 "Informasi Elektronik dan/atau Dokumen Elektronik dan/atau hasil cetaknya merupakan alat bukti yang sah."
2. Dokumen ini telah dipublikasikan secara elektronik menggunakan sertifikat elektronik yang diterbitkan oleh SSE.



Lampiran 4. Surat Izin Penelitian dari DPMPSTP



PEMERINTAH PROVINSI SULAWESI SELATAN
DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU

Jl. Bougenville No.5 Telp. (0411) 441077 Fax. (0411) 448936
 Website : <http://simap-new.sulselprov.go.id> Email : ptsp@sulselprov.go.id
 Makassar 90231

Nomor	: 17525/S.01/PTSP/2023	Kepada Yth.
Lampiran	: -	Direktur RSKDIA Siti Fatimah
Perihal	: <u>Izin penelitian</u>	Makassar

di-
Tempat

Berdasarkan surat Wakil Dekan Bidang Akademik dan Kemahasiswaan Fak. Kesehatan Masyarakat Univ. Hasanuddin Makassar Nomor : 21855/UN4.14.1/PT.01.04/2023 tanggal 22 Mei 2023 perihal tersebut diatas, mahasiswa/peneliti dibawah ini:

N a m a	: WIDYATMA ADINDA JUBHARI
Nomor Pokok	: K022211029
Program Studi	: Administrasi Rumah Sakit
Pekerjaan/Lembaga	: Mahasiswa (S2)
Alamat	: Jl. P. Kemerdekaan Km 10, Makassar

PROVINSI SULAWESI SELATAN

Bermaksud untuk melakukan penelitian di daerah/kantor saudara dalam rangka menyusun Tesis, dengan judul :

" ANALISIS PENGARUH PERILAKU KONSUMEN, EXPERIENTIAL MARKETING, DAN SERVICE INNOVATION TERHADAP REPURCHASE INTENTION DI RSKDIA SITI FATIMAH MAKASSAR "

Yang akan dilaksanakan dari : Tgl. **25 Mei s/d 25 Juli 2023**

Sehubungan dengan hal tersebut diatas, pada prinsipnya kami *menyetujui* kegiatan dimaksud dengan ketentuan yang tertera di belakang surat izin penelitian.

Demikian Surat Keterangan ini diberikan agar dipergunakan sebagaimana mestinya.

Diterbitkan di Makassar
 Pada Tanggal 25 Mei 2023

A.n. GUBERNUR SULAWESI SELATAN
 PLT. KEPALA DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU
 SATU PINTU PROVINSI SULAWESI SELATAN



Drs. MUH SALEH, M.Si.
 Pangkat : PEMBINA UTAMA MUDA
 Nip : 19690717 199112 1002

Tembusan Yth

1. Wakil Dekan Bidang Akademik dan Kemahasiswaan Fak. Kesehatan Masyarakat Univ. Hasanuddin Makassar di Makassar;
2. *Pertinggal.*

Lampiran 5. Hasil Uji Validitas dan Reliabilitas Variabel Penelitian

No	Item-Rest Correlation	R Table	Validitas	Nilai Cronbach Alpha	Standar	Reliabilitas
Faktor Sosial						
TE 1	0.816	0.3061	Valid	0.879	0.60	Reliabel
TE 2	0.753	0.3061	Valid	0.889	0.60	Reliabel
KE 1	0.819	0.3061	Valid	0.880	0.60	Reliabel
KE 2	0.819	0.3061	Valid	0.881	0.60	Reliabel
PS 1	0.909	0.3061	Valid	0.885	0.60	Reliabel
PS 2	0.487	0.3061	Valid	0.922	0.60	Reliabel
Faktor Budaya						
KM 1	0.840	0.3061	Valid	0.875	0.60	Reliabel
KM 2	0.758	0.3061	Valid	0.889	0.60	Reliabel
AG 1	0.783	0.3061	Valid	0.884	0.60	Reliabel
AG 2	0.513	0.3061	Valid	0.921	0.60	Reliabel
ET 1	0.782	0.3061	Valid	0.884	0.60	Reliabel
ET 2	0.793	0.3061	Valid	0.883	0.60	Reliabel
Experiential Marketing						
FE 1	0.481	0.3061	Valid	0.897	0.60	Reliabel
FE 2	0.597	0.3061	Valid	0.893	0.60	Reliabel
FE 3	0.630	0.3061	Valid	0.893	0.60	Reliabel
SN 1	0.521	0.3061	Valid	0.895	0.60	Reliabel
SN 2	0.487	0.3061	Valid	0.896	0.60	Reliabel
SN 3	0.563	0.3061	Valid	0.894	0.60	Reliabel
SN 4	0.632	0.3061	Valid	0.894	0.60	Reliabel
SN 5	0.692	0.3061	Valid	0.893	0.60	Reliabel
SN 6	0.484	0.3061	Valid	0.897	0.60	Reliabel
SN 7	0.571	0.3061	Valid	0.895	0.60	Reliabel
AC 1	0.692	0.3061	Valid	0.891	0.60	Reliabel
AC 2	0.730	0.3061	Valid	0.890	0.60	Reliabel
AC 3	0.661	0.3061	Valid	0.892	0.60	Reliabel
AC 4	0.835	0.3061	Valid	0.889	0.60	Reliabel
AC 5	0.416	0.3061	Valid	0.898	0.60	Reliabel
AC 6	0.235	0.3061	Tidak Valid	0.901	0.60	Reliabel
RE 1	0.130	0.3061	Tidak Valid	0.903	0.60	Reliabel
RE 2	0.644	0.3061	Valid	0.892	0.60	Reliabel
RE 3	0.427	0.3061	Valid	0.898	0.60	Reliabel
TH 1	0.421	0.3061	Valid	0.903	0.60	Reliabel
TH 2	0.499	0.3061	Valid	0.899	0.60	Reliabel
Service Innovation						

IS 1	0.758	0.3061	Valid	0.869	0.60	Reliabel
IS 2	0.751	0.3061	Valid	0.873	0.60	Reliabel
MSI 1	0.644	0.3061	Valid	0.887	0.60	Reliabel
MSI 2	0.686	0.3061	Valid	0.881	0.60	Reliabel
DNP 1	0.728	0.3061	Valid	0.875	0.60	Reliabel
DNP 2	0.770	0.3061	Valid	0.869	0.60	Reliabel
Kepuasan Pasien						
GS 1	0.374	0.3061	Valid	0.793	0.60	Reliabel
GS 2	0.599	0.3061	Valid	0.778	0.60	Reliabel
TQ 1	0.608	0.3061	Valid	0.777	0.60	Reliabel
TQ 2	-0.199	0.3061	Tidak Valid	0.854	0.60	Reliabel
TQ 3	0.444	0.3061	Valid	0.790	0.60	Reliabel
TQ 4	0.500	0.3061	Valid	0.788	0.60	Reliabel
IM 1	0.555	0.3061	Valid	0.781	0.60	Reliabel
IM 2	0.601	0.3061	Valid	0.777	0.60	Reliabel
CO 1	0.648	0.3061	Valid	0.780	0.60	Reliabel
CO 2	0.390	0.3061	Valid	0.793	0.60	Reliabel
FA 1	0.525	0.3061	Valid	0.784	0.60	Reliabel
FA 2	-0.025	0.3061	Tidak Valid	0.815	0.60	Reliabel
TSD 1	0.742	0.3061	Valid	0.780	0.60	Reliabel
TSD 2	0.558	0.3061	Valid	0.781	0.60	Reliabel
ACC 1	0.585	0.3061	Valid	0.784	0.60	Reliabel
ACC 2	0.217	0.3061	Tidak Valid	0.817	0.60	Reliabel
ACC 3	0.477	0.3061	Valid	0.789	0.60	Reliabel
ACC 4	0.521	0.3061	Valid	0.785	0.60	Reliabel
Repurchase Intention						
MP 1	0.472	0.3061	Valid	0.732	0.60	Reliabel
MP 2	0.551	0.3061	Valid	0.706	0.60	Reliabel
AS 1	0.540	0.3061	Valid	0.717	0.60	Reliabel
AS 2	0.401	0.3061	Valid	0.749	0.60	Reliabel
MG 1	0.567	0.3061	Valid	0.701	0.60	Reliabel
MG 2	0.543	0.3061	Valid	0.707	0.60	Reliabel

Estimate	Cronbach's α
Point estimate	0.907
95% CI lower bound	0.842
95% CI upper bound	0.949

Estimate	Cronbach's α
Point estimate	0.907
95% CI lower bound	0.837
95% CI upper bound	0.950

Estimate	Cronbach's α
Point estimate	0.900
95% CI lower bound	0.834
95% CI upper bound	0.944

Estimate	Cronbach's α
Point estimate	0.894
95% CI lower bound	0.817
95% CI upper bound	0.943

Estimate	Cronbach's α
Point estimate	0.801
95% CI lower bound	0.668
95% CI upper bound	0.889

Estimate	Cronbach's α
Point estimate	0.755
95% CI lower bound	0.587
95% CI upper bound	0.864

Lampiran 6. Output Statistik Penelitian

Frequencies

Notes		
Output Created		30-AUG-2023 00:38:23
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	90
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Pekerjaan Pendidikan Suku Agama Pendapatan Pendapatan_kel /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

Statistics							
		Pekerjaan	Pendidikan	Suku	Agama	Pendapatan	Pendapatan_kel
N	Valid	90	90	90	90	90	90
	Missing	0	0	0	0	0	0

Frequency Table

		Pekerjaan			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Pegawai swasta	8	8.9	8.9	8.9
	IRT	78	86.7	86.7	95.6
	Wiraswasta	3	3.3	3.3	98.9
	Pelajar/Mahasiswa	1	1.1	1.1	100.0
	Total	90	100.0	100.0	

		Pendidikan			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	SD	13	14.4	14.4	14.4
	SMP	19	21.1	21.1	35.6
	SMA	44	48.9	48.9	84.4
	D3	1	1.1	1.1	85.6
	D4/S1	12	13.3	13.3	98.9
	S2	1	1.1	1.1	100.0
	Total	90	100.0	100.0	

		Suku			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Makassar	54	60.0	60.0	60.0
	Bugis	28	31.1	31.1	91.1
	Toraja	2	2.2	2.2	93.3
	Mandar	1	1.1	1.1	94.4
	Lainnya	5	5.6	5.6	100.0
	Total	90	100.0	100.0	

		Agama			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Islam	87	96.7	96.7	96.7
	Katholik	3	3.3	3.3	100.0
	Total	90	100.0	100.0	

		Pendapatan			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	<1,5 jt	79	87.8	87.8	87.8
	2,5-2,5 jt	5	5.6	5.6	93.3
	2,5-3,5 jt	2	2.2	2.2	95.6
	> 3,5 jt	4	4.4	4.4	100.0
	Total	90	100.0	100.0	

		Pendapatan_kel			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	< 500 rb	5	5.6	5.6	5.6
	500 rb-2 jt	35	38.9	38.9	44.4
	2-5 jt	41	45.6	45.6	90.0
	5-10 jt	6	6.7	6.7	96.7
	> 10 jt	3	3.3	3.3	100.0
	Total	90	100.0	100.0	

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT RI

/METHOD=ENTER Sos Bud EM SI.

			Correlations						
			Social	Budaya	Experiential	Service_innovation	Kepercayaan	Repurchase_intention	Tingkat_pendapatan
Spearman's rho	Sosial	Correlation Coefficient	1.000	.573**	.121	.055	-.128	-.005	.084
		Sig. (2-tailed)	.	.000	.256	.605	.229	.962	.434
		N	90	90	90	90	90	90	90
Budaya		Correlation Coefficient	.573**	1.000	.302**	.089	-.021	-.052	.038
		Sig. (2-tailed)	.000	.	.004	.407	.844	.627	.722
		N	90	90	90	90	90	90	90
Experiential		Correlation Coefficient	.121	.302**	1.000	.241*	.306*	.216*	.012
		Sig. (2-tailed)	.256	.004	.	.022	.003	.041	.910
		N	90	90	90	90	90	90	90
Service_innovation		Correlation Coefficient	.055	.089	.241*	1.000	.144	.167	-.074
		N	90	90	90	90	90	90	90

Normal	Mean	.000000	.000000	.000000	.000000	.000000	.000000	.000000	.000000
Parameters ^a ^b	Std. Deviation	3.46901867	3.46756179	3.26956530	3.41110363	3.34301187	3.18970636	2.26272171	2.82894931
	Most Extreme Differences	Absolute	.174	.161	.108	.135	.128	.198	.159
	Positive	.174	.161	.096	.135	.127	.198	.085	.145
	Negative	-.161	-.157	-.108	-.127	-.128	-.169	-.159	-.169
Test Statistic		.174	.161	.108	.135	.128	.198	.159	.169
Asymp. Sig. (2-tailed)		.000 ^c	.000 ^c	.011 ^c	.000 ^c	.001 ^c	.000 ^c	.000 ^c	.000 ^c

a. Test distribution is Normal.

b. Calculated from data.

Output SmartPLS

Total Indirect Effects

	Original ...	Sample ...	Standard ...	T Statistic...	P Values
Experienti...					
Experienti...	0.107	0.110	0.102	1.045	0.297
Faktor Bu...					
Faktor Ek...					
Faktor So...					
Kepuasan...					
Service In...					
Service In...	0.015	0.013	0.019	0.787	0.431

Path Coefficients

	Original ...	Sample ...	Standard ...	T Statistic...	P Values
Experienti...	0.616	0.599	0.116	5.304	0.000
Experienti...	0.288	0.281	0.127	2.264	0.024
Faktor Bu...	-0.194	-0.191	0.116	1.666	0.096
Faktor Ek...	-0.443	-0.446	0.087	5.065	0.000
Faktor So...	0.121	0.111	0.114	1.057	0.291
Kepuasan...	0.173	0.170	0.152	1.136	0.256
Service In...	0.085	0.071	0.077	1.099	0.272
Service In...	0.043	0.038	0.092	0.471	0.638