

ABSTRACT

Hospital is an organization with the main purpose is to provide services in the form of examinations, treatments, medical actions and other diagnostic actions needed by each patients. In addition the hospital also provides consulting services that provide information and advice to patients in order the effectiveness of the main purpose of this organization to be achieved, hospitals strive to improve various service facilities. The purpose of this study was to determine the effect of experiential marketing, emotional value, and service quality on customer loyalty with customer satisfaction as an intervening variable at Bhakti Wira Tamtama Hospital in Semarang.

After conducting a literature review and compiling the hypothesis and the model to be used, researcher distributed the questionnaire to 133 people who had used services at Bhakti Wira Tamtama Hospital with nonprobability sampling methods and purposive sampling technique. This study uses Structural Equation Modeling (SEM) as an analytical tool. The results of this study found that experiential marketing, emotional value, service quality, and customer satisfaction have a positive influence on customer loyalty.

Keyword: experiential marketing, emotional value, service quality, customer satisfaction, customer loyalty.