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ENTREPRENEURIAL MARKETING AND EXPERIENCE-BASED SERVICE STRATEGIES TO BUILD PATIENT LOYALTY THROUGH SERVICE QUALITY AND SATISFACTION

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Abstract

The increasing competitiveness of Indonesia's healthcare sector compels hospitals to move beyond clinical excellence and adopt innovative, value-oriented managerial strategies. Despite extensive research on service quality, patient satisfaction, and patient loyalty, limited studies have integrated these variables within an entrepreneurial marketing framework in public referral hospitals. This study investigates how entrepreneurial marketing implemented through experience-based service strategies shapes patient loyalty through service quality and patient satisfaction. A quantitative explanatory approach was applied to first-class inpatients at Dr. Hasan Sadikin General Hospital, Bandung, using PLS-SEM. The results reveal that entrepreneurial marketing strengthens service quality and patient satisfaction, which subsequently reinforce patient loyalty. This study extends entrepreneurial marketing literature by demonstrating the role of experience-based service strategies in strengthening patient loyalty within public healthcare services. The findings provide practical guidance for developing patient-centered service innovation and competitive healthcare strategies, thereby improving long-term service competitiveness in public hospitals.

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INTRODUCTION

Indonesia's healthcare sector is experiencing intensified competitive dynamics, shaped by technological advancement, demographic change, and increasing expectations regarding service quality. The expansion of hospital infrastructure, particularly the faster growth of private institutions compared to public facilities (BPS, 2023; DaSK, 2024) as significantly reshaped industry competition. Under these conditions, hospitals are assessed not only based on clinical performance but also on their ability to deliver superior service quality, enhance patient satisfaction, and ultimately foster patient loyalty through meaningful service experiences (KPMG International, 2023; Porter & Teisberg, 2021; World Bank, 2023).

In such dynamic service environments, entrepreneurial marketing offers a strategic orientation grounded in opportunity recognition, adaptability, and proactive value creation (Morris et al., 2002; Handayani et al., 2025; Pertiwi, 2025). This perspective extends beyond traditional marketing approaches by encouraging continuous innovation and close engagement with service users (Kotler & Keller, 2021). Within hospital settings, entrepreneurial marketing is reflected through experience-based service strategies, which are conceptualized in this study as an operational manifestation of entrepreneurial marketing rather than a separate construct. These strategies emphasize empathy, personalization, communication effectiveness, and emotional engagement throughout the patient journey. Through these mechanisms, entrepreneurial marketing is expected to improve patient experiences, strengthen perceived service quality, enhance patient satisfaction, and subsequently reinforce patient loyalty. Nevertheless, operational challenges, including extended waiting times, communication inefficiencies, and facility limitations, continue to hinder the consistent delivery of positive service experiences and the strengthening of patient loyalty (RSHS, 2024).

Prior empirical studies demonstrate that experience-oriented service practices shape perceptions of service quality, satisfaction, and loyalty in healthcare contexts. Hidayah et al. (2023) show that experiential strategies enhance loyalty indirectly through improvements in service quality, while Golzarfar et al. (2024) highlight that service innovation and patient-centered interactions contribute to higher satisfaction and loyalty outcomes. The SERVQUAL framework, consisting of reliability, responsiveness, assurance, empathy, and tangibles, remains widely applied in evaluating healthcare service performance (Oliver, 1999; Parasuraman et al., 1988). These dimensions provide a structural foundation through which entrepreneurial marketing-driven service strategies influence service quality, which subsequently affects patient satisfaction and patient loyalty (Kotler & Keller, 2018, 2021; Schmitt, 2011).

Dr. Hasan Sadikin General Hospital (RSHS) Bandung represents an appropriate empirical setting due to its status as a principal referral hospital in West Java, characterized by high service complexity and substantial patient volume (RSHS, 2024). As a tertiary institution providing advanced medical services, including oncology and kidney transplantation, RSHS offers a strategic context for examining how entrepreneurial marketing implemented through experience-based service strategies contributes to patient loyalty through service quality and satisfaction mechanisms. In the hospital context, entrepreneurial marketing is operationalized through proactive service innovation, personalized patient engagement, empathetic communication, and value-creation activities designed to enhance the overall patient experience. Previous research suggests that experiential elements integrating emotional, cognitive, and relational dimensions significantly influence perceived service value and loyalty formation (Mene Paradilla & Nur Miftahul Janna, 2023; Schmitt, 2019).

Although scholarly attention to these variables has increased, research in Indonesia largely examines service quality, satisfaction, and loyalty as separate constructs. Most previous studies investigate these relationships within conventional service management frameworks, with limited attention to entrepreneurial marketing as an integrative strategic orientation that can simultaneously influence service quality, satisfaction, and loyalty outcomes. As a result, existing studies provide only a partial explanation of how hospitals create patient value, as they emphasize service outcomes without adequately addressing the strategic processes that generate those outcomes. This theoretical limitation restricts the understanding of how entrepreneurial marketing can serve as a value-creation mechanism linking organizational strategy with patient-centered service performance. Hidayah et al. (2023) analyze experiential marketing and patient loyalty through satisfaction mechanisms; however, the study does not explicitly incorporate entrepreneurial marketing dimensions such as innovation, proactiveness, and value creation. Jenkins et al. (2024) focus on patient experience measurement and evaluation but provide limited explanation regarding the strategic processes through which patient experiences translate into loyalty. Similarly, Golzarfar et al. (2024) emphasize service innovation and satisfaction outcomes without examining entrepreneurial marketing as a comprehensive value-creation framework. Therefore, an integrated entrepreneurial marketing perspective is required to explain not only whether service quality and patient satisfaction influence loyalty, but also how entrepreneurial marketing strategically creates patient value that ultimately strengthens loyalty in public healthcare institutions.

This study offers a novel contribution by positioning entrepreneurial marketing as an integrative strategic framework that links service quality, patient satisfaction, and patient loyalty within a single healthcare model. While previous studies have largely examined these constructs separately or through conventional experiential marketing perspectives, limited empirical evidence has explored entrepreneurial marketing as a value-creation mechanism in hospital services. Furthermore, this research conceptualizes experience-based service strategies as an operational manifestation of entrepreneurial marketing rather than as an independent construct, demonstrating how innovation, proactiveness, opportunity focus, customer intensity, and value creation can be

translated into patient-centered healthcare services. The study also extends the literature by providing empirical evidence from Dr. Hasan Sadikin General Hospital Bandung, one of Indonesia's largest public referral hospitals, where research integrating entrepreneurial marketing, service quality, patient satisfaction, and patient loyalty remains limited. Therefore, the findings contribute to both entrepreneurial marketing and healthcare management literature while offering practical insights for developing patient-centered service innovation and competitive healthcare strategies in public hospitals.

Accordingly, this study develops an integrated entrepreneurial marketing model that explicitly links entrepreneurial marketing, service quality, patient satisfaction, and patient loyalty within a single framework for public referral hospitals. Unlike previous studies, which predominantly examine these constructs separately or through conventional service management perspectives, the proposed model conceptualizes experience-based service strategies as an operational manifestation of entrepreneurial marketing that creates patient value through improvements in service quality and patient satisfaction. By positioning experience-based service strategies as an expression of entrepreneurial marketing, this research contributes to healthcare management and entrepreneurial marketing literature while offering managerial insights for designing innovative and patient-centered service strategies.

METHOD

This study uses a quantitative explanatory design to examine the relationships among entrepreneurial marketing, service quality, patient satisfaction, and patient loyalty in healthcare services (Sekaran & Bougie, 2022). Consistent with Morris et al. (2002), entrepreneurial marketing is operationalized through experience-based service strategies reflecting innovation, proactiveness, customer intensity, and value creation in healthcare service delivery. The population consisted of first-class inpatients at Dr. Hasan Sadikin General Hospital (RSHS) Bandung, with an annual average of 362 patients in 2023. First-class inpatients were selected because they experience more comprehensive interactions with healthcare personnel, administrative processes, and supporting facilities, enabling a more thorough evaluation of service quality, satisfaction, and loyalty. Using Slovin's formula with a 10% margin of error, a minimum sample of 79 respondents was obtained and increased to 100 respondents to improve analytical robustness (Sugiyono, 2022). Although a 10% margin of error was applied due to the relatively small and homogeneous population, the final sample size exceeded the minimum requirement for PLS-SEM analysis. Following Hair et al. (2022), the sample size was considered adequate because it surpassed the minimum threshold based on the structural model complexity. Respondents were selected through purposive sampling with the following criteria: having experienced inpatient services at RSHS, being capable of completing the questionnaire independently, and possessing sufficient service experience to evaluate the study variables. Data were collected through structured electronic questionnaires using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) and supported by secondary institutional data. The analysis employed Partial Least Squares–Structural Equation Modeling (PLS-SEM) using SmartPLS 3.2.9. The measurement model was evaluated through indicator loadings, Composite Reliability, Cronbach's Alpha, Average Variance Extracted (AVE), and HTMT criteria, while the structural model was assessed using path coefficients, R^2, f^2, Q^2, VIF, and bootstrapping procedures to test the proposed hypotheses (Ghozali & Latan, 2021; Hair et al., 2022). The proposed relationships are illustrated in Figure 1 and tested through nine direct and mediating hypotheses.

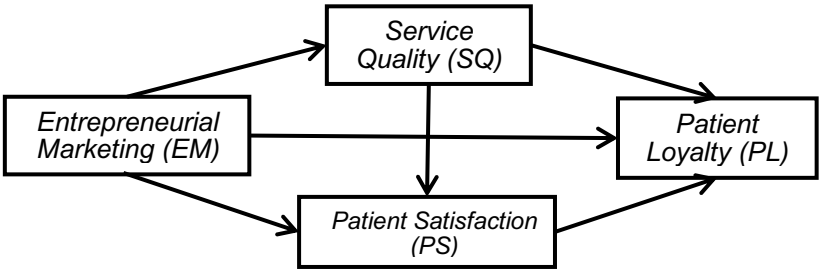


Figure 1. Conceptual Framework

Based on this framework, nine hypotheses were formulated. H1 examines the influence of entrepreneurial marketing on service quality, while H2 evaluates its effect on patient satisfaction. H3 analyzes the impact of

service quality on patient satisfaction. H4 tests the direct relationship between entrepreneurial marketing and patient loyalty. H5 and H6 assess the respective effects of service quality and patient satisfaction on patient loyalty. Regarding mediation effects, H7 investigates the mediating role of service quality between entrepreneurial marketing and patient loyalty, H8 evaluates the mediating effect of patient satisfaction between entrepreneurial marketing and patient loyalty, and H9 examines whether patient satisfaction mediates the relationship between service quality and patient loyalty.

RESULTS

The findings reveal that most respondents were female (52%), within the productive age range of 36–50 years (62%), and related to patients as other relatives (60%). Most had previous inpatient experiences (72%), with the most frequent occurrence being twice (58%). The dominant patient type was BPJS users (88%), reflecting the population's heavy reliance on national health insurance. The predominance of respondents in the productive age group suggests that they are more likely to evaluate healthcare services based on service efficiency, responsiveness, and overall patient experience. Likewise, the high proportion of BPJS users reflects the importance of delivering consistent service quality and patient-centered value within the constraints of Indonesia's national health insurance system. These characteristics provide a relevant context for examining how entrepreneurial marketing, service quality, and patient satisfaction contribute to patient loyalty in public referral hospitals.

Table 1. Demographic Characteristics (N=100)

Characteristic	Frequency	Percentage (%)
Gender		
Male	48	48
Female	52	52
Age Group		
17–25 years	5	5
26–35 years	18	18
36–50 years	62	62
≥51 years	15	15
Relation to Patient		
Husband	6	6
Wife	5	5
Child	14	14
Parent	15	15
Other Relatives	60	60
Inpatient Experience		
Yes	72	72
No	28	28
Inpatient Frequency		
First Time	29	29
Twice	58	58
Three Times	8	8
Four Times	0	0
More than Five Times	5	5
Patient Type		
General	10	10
BPJS	88	88
Contractor	2	2

Source: Processed by Researchers (2024)

Empirical testing was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 3.2.9. The analysis simultaneously assessed the measurement quality of constructs and the structural relationships among variables. This approach enables evaluation of reliability, validity, explanatory power, and predictive relevance within a unified model framework.

The reflective measurement model was utilized to assess the constructs of Entrepreneurial Marketing (EM), Service Quality (SQ), Patient Satisfaction (PS), and Patient Loyalty (PL). In this study, entrepreneurial marketing is conceptualized through experience-based service strategies. Following the criteria recommended by Hair et al. (2019, 2021), reflective construct evaluation considered several parameters: indicator loadings of at least 0.70, Composite Reliability above 0.70, Cronbach's Alpha exceeding 0.70, and Average Variance Extracted (AVE) greater than 0.50. Discriminant validity was examined using the Fornell–Larcker criterion and

the Heterotrait–Monotrait (HTMT) ratio, with HTMT values required to remain below 0.90. The results of the outer model assessment are presented in Figures 2 and 3.

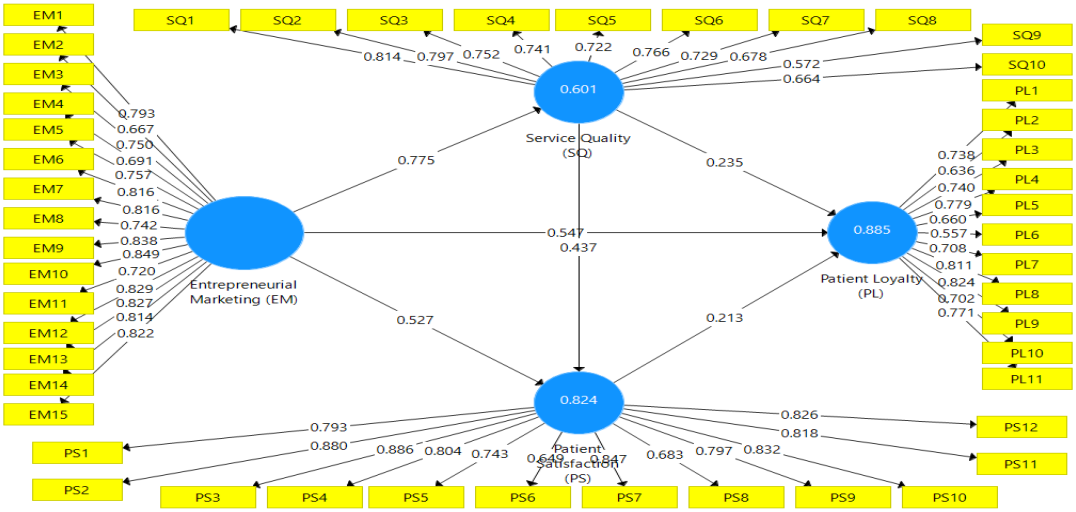


Figure 2. Outer Model Evaluation Results

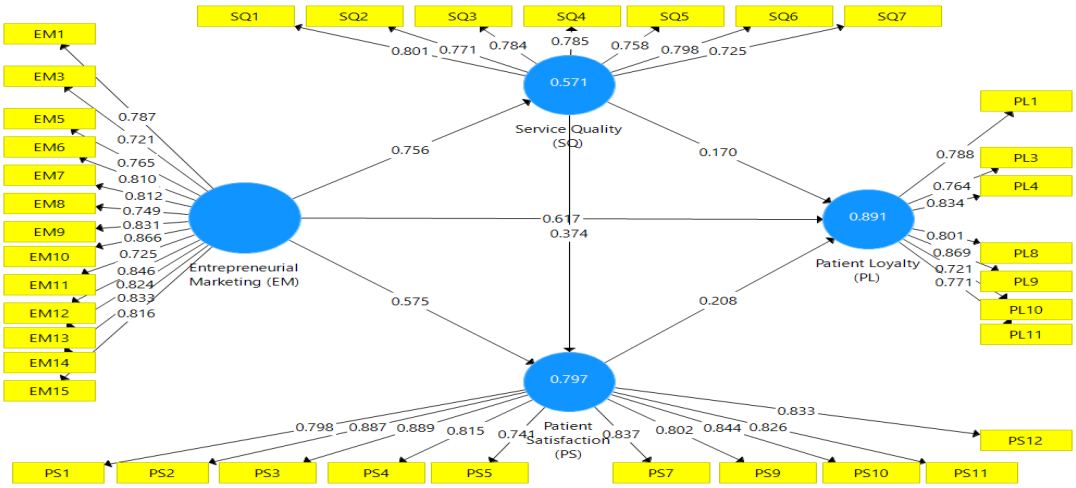


Figure 3. Outer Model Testing Results

Indicators with loading values below the acceptable threshold of 0.70 were excluded from the model, including EM2, EM4, SQ8, SQ9, SQ10, PS6, PS8, PL2, PL5, and PL6. These indicators were removed because they contributed weakly to their respective latent constructs, indicating that they did not adequately represent the intended construct within the context of this study. Such variations may reflect differences in respondents' perceptions of specific service attributes or limited consistency with the overall construct measurement. Eliminating these items improved the overall measurement consistency and construct validity. After re-estimation, PL2 was also removed because its loading did not meet the required standard. The refined model retained only indicators with loadings ≥ 0.70, as illustrated in Figure 3. Accordingly, all retained indicators adequately represent their respective latent constructs and satisfy the recommended convergent validity criteria for PLS-SEM (Hair et al., 2021). These results confirm that the constructs achieved adequate convergent validity and were suitable for subsequent reliability and discriminant validity testing.

Discriminant validity was assessed to ensure that each construct captures a distinct concept within the structural model. In accordance with Hair et al. (2021), adequate discriminant validity is achieved when the square root of the Average Variance Extracted (AVE) for a construct exceeds its correlations with other constructs and is above the minimum threshold of 0.50. Additionally, the Heterotrait–Monotrait ratio (HTMT) was examined, where values below 0.90 indicate satisfactory differentiation between constructs (Hair et al., 2019). The results of the discriminant validity assessment are summarized in Table 2.

Table 2. Discriminant Validity

Fornell–Larcker Criterion Matrix				
	Entrepreneurial Marketing (EM)	**Patient Satisfaction (PS)**	**Service Quality (SQ)**	**Patient Loyalty (PL)**
Entrepreneurial Marketing (EM)	0.800			
Patient Satisfaction (PS)	0.858	0.828		
Service Quality (SQ)	0.756	0.809	0.775	
Patient Loyalty (PL)	0.825	0.876	0.806	0.794
Heterotrait–Monotrait Ratio (HTMT) Matrix				
Entrepreneurial Marketing (EM)				
Patient Satisfaction (PS)	0.884			
Service Quality (SQ)	0.787	0.871		
Patient Loyalty (PL)	0.883	0.827	0.865	

Source: Processed Data (2024)

As presented in Table 2, the Fornell–Larcker criterion indicates that several constructs exhibit relatively high inter-construct correlations, suggesting partial overlap among Entrepreneurial Marketing, Patient Satisfaction, Service Quality, and Patient Loyalty. However, all HTMT values remain below the recommended threshold of 0.90, indicating acceptable discriminant validity according to the HTMT criterion (Hair et al., 2019, 2021). These findings suggest that although the constructs are conceptually related, they remain sufficiently distinguishable for subsequent structural model analysis.

Internal consistency and convergent validity were examined using Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). Following the criteria recommended by Hair et al. (2019, 2021), acceptable reliability is indicated by Cronbach's Alpha and Composite Reliability values above 0.70, while convergent validity requires AVE values exceeding 0.50. The results of the reliability and convergent validity assessment are presented in Table 3.

Table 3. Construct Reliability Values

Construct	**Cronbach's Alpha**	**Composite Reliability**	**Average Variance Extracted (AVE)**
Entrepreneurial Marketing (EM)	0.953	0.958	0.640
Patient Satisfaction (PS)	0.949	0.956	0.686
Service Quality (SQ)	0.890	0.913	0.601
Patient Loyalty (PL)	0.902	0.922	0.630

Source: Processed Data (2024)

The results in Table 3 indicate that all constructs demonstrate satisfactory reliability and convergent validity. Entrepreneurial Marketing exhibits the highest Composite Reliability (0.958) and Cronbach's Alpha (0.953), indicating the strongest internal consistency among the constructs. Patient Satisfaction also demonstrates high measurement reliability, with Composite Reliability and Cronbach's Alpha values of 0.956 and 0.949, respectively. Service Quality records the lowest Composite Reliability (0.913); however, the value remains well above the recommended threshold, indicating acceptable reliability. In addition, AVE values ranging from 0.601 to 0.686 confirm that all constructs adequately explain the variance of their respective indicators, supporting the convergent validity of the measurement model.

The structural model was examined to assess the hypothesized relationships among latent variables. Multicollinearity was evaluated using inner Variance Inflation Factor (VIF) values, where values below 5 indicate the absence of collinearity concerns (Hair et al., 2019). The magnitude of direct effects was interpreted using f^2 effect sizes categorized as small (0.02), medium (0.15), and large (0.35). Mediation strength was assessed through the upsilon v statistic with reference values of 0.02 (small), 0.075 (medium), and 0.175 (large) (Lachowicz et al., 2018; Ogbeibu & Gaskin, 2022).

Model explanatory power was evaluated using R^2 values, where 0.75, 0.50, and 0.25 indicate strong, moderate, and weak explanatory capacity, respectively (Ghozali & Latan, 2021). Predictive relevance was examined using the blindfolding procedure, with Q^2 values greater than zero indicating predictive adequacy. The results of the structural model evaluation are presented in Table 4.

Table 4. Hypothesis Testing/Structural Model Evaluation

Hypothesis	Path Coefficient	T-Statistics	P-Values	Results	VIF	F Square/ Upsilon V	R Square	Q^2 (=1-SSE/ SSO)
Direct Effects								
EM → SQ	0.756	16.168	0.000	Accepted	1.000	1.331	0.571	0.322
EM → PS	0.575	7.430	0.000	Accepted	2.331	0.700	0.797	0.532
SQ → PS	0.374	4.094	0.000	Accepted	2.331	0.296		
EM → PL	0.617	9.121	0.000	Accepted	3.961	0.882		
SQ → PL	0.170	3.049	0.002	Accepted	3.021	0.088	0.891	0.547
PS → PL	0.208	3.028	0.003	Accepted	4.925	0.081		
Indirect Effects								
EM -> SQ -> PL	0.129	3.032	0.003	Accepted	-	0.017	-	-
EM -> PS -> PL	0.120	2.634	0.009	Accepted	-	0.014	-	-
SQ -> PS -> PL	0.078	2.707	0.007	Accepted	-	0.006	-	-

Source: Processed Data (2024)

The findings summarized in Table 4 show that all hypothesized paths are statistically significant ($p < 0.05$). Among the direct relationships, Entrepreneurial Marketing exerts the strongest influence on Service Quality ($\beta = 0.756$), followed by its effect on Patient Loyalty ($\beta = 0.617$) and Patient Satisfaction ($\beta = 0.575$). These findings indicate that entrepreneurial marketing primarily strengthens patient loyalty by first enhancing the quality of healthcare services. In contrast, the direct effect of Service Quality on Patient Loyalty ($\beta = 0.170$) represents the weakest relationship, suggesting that the influence of service quality on loyalty is partly transmitted through Patient Satisfaction. VIF values remain below the critical threshold of 5, indicating no serious multicollinearity concerns, although the VIF value for PS → PL (4.925) suggests that potential collinearity should be interpreted with caution. The R^2 values demonstrate strong explanatory power for Patient Loyalty and Patient Satisfaction, while Service Quality also shows substantial variance explained by Entrepreneurial Marketing. Although all indirect effects are statistically significant, the upsilon v values indicate weak mediation effects. Furthermore, all endogenous constructs exhibit Q^2 values above zero, confirming the model's predictive capability.

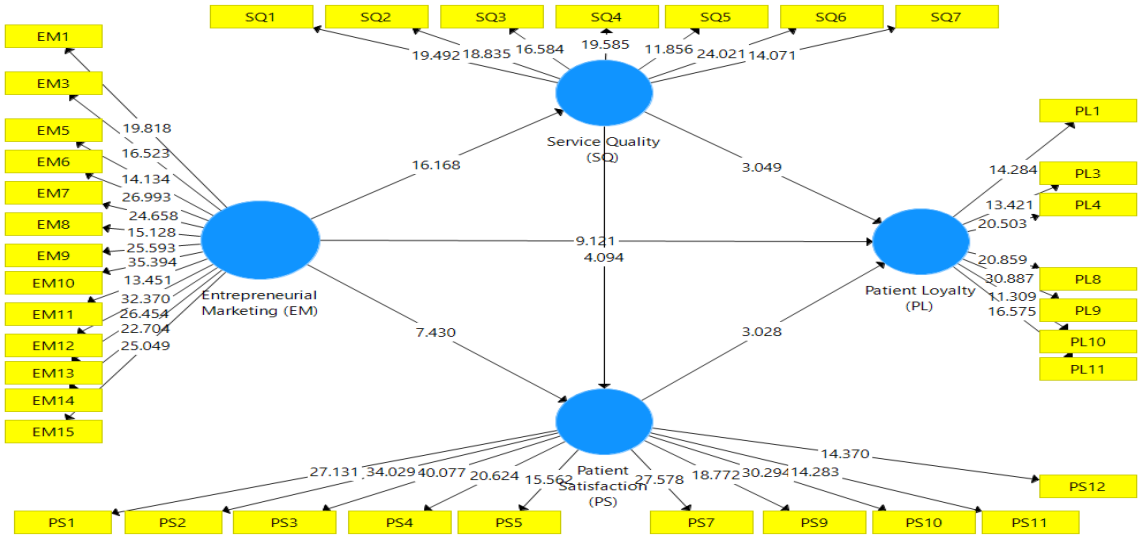


Figure 4. Initial Inner Model Evaluation Results

DISCUSSION

The empirical findings indicate that entrepreneurial marketing exerts a statistically significant influence on service quality within the hospital setting ($\beta = 0.756$; $t = 16.168$; $p < 0.001$), representing the strongest direct relationship in the structural model. Rather than functioning merely as a promotional orientation, entrepreneurial marketing operates as a strategic mechanism that reshapes how healthcare value is delivered and perceived. In this study, entrepreneurial marketing was operationalized through experience-based service strategies emphasizing innovation, proactive patient engagement, personalized services, and value creation. When these practices are implemented consistently, they strengthen patients' evaluations of service performance. This suggests that service quality in healthcare is not solely determined by technical or clinical excellence, but also

by how effectively value is co-created during service encounters. The relatively large path coefficient indicates that strengthening entrepreneurial marketing practices is likely to produce substantial improvements in perceived service quality, highlighting its strategic importance for hospital service management.

Theoretically, this finding reinforces the entrepreneurial marketing perspective proposed by Morris, Schindehutte, and LaForge (2002), which emphasizes innovation, customer intensity, and value creation as key drivers of superior service outcomes. In healthcare settings, these dimensions are reflected in relational and patient-centered interactions that improve perceptions of service quality. This finding also supports the customer value creation perspective reported by Pertiwi (2025), who argues that strategic marketing initiatives create superior customer value by aligning service delivery with customer needs and organizational capabilities. The finding is also consistent with the SERVQUAL framework (Parasuraman et al., 1988), suggesting that entrepreneurial marketing contributes to improvements in reliability, responsiveness, assurance, empathy, and tangibles through adaptive and patient-oriented service delivery**.** By aligning innovative service initiatives with patient expectations, hospitals can reduce service gaps and strengthen perceived service quality.

Recent empirical evidence strengthens this interpretation. Studies demonstrate that empathy-driven communication, relational trust, and personalized service engagement significantly improve perceived service quality in healthcare environments (Bani et al., 2024; Hariyanti et al., 2024; Jenkins et al., 2024). Fatima et al. (2018) further confirm that relational service orientation enhances quality perceptions in hospital systems. In the Indonesian context, Satyawati and Berlianto (2022) similarly highlight that experiential and relational improvements serve as important drivers of service quality, ultimately influencing satisfaction and loyalty outcomes. Taken together, these findings position entrepreneurial marketing as a strategic lever for healthcare institutions. By embedding innovation, empathy, and proactive engagement into service processes, hospitals can strengthen perceived service quality and enhance their competitive positioning in increasingly market-oriented healthcare systems.

The empirical findings indicate that entrepreneurial marketing has a significant positive effect on patient satisfaction ($\beta = 0.575$; $t = 7.430$; $p < 0.001$), suggesting that stronger entrepreneurial marketing practices are associated with higher levels of patient satisfaction. This finding indicates that innovation, proactive patient engagement, personalized services, and value creation implemented through experience-based service strategies contribute meaningfully to patients' positive evaluations of hospital services.

This finding is consistent with the Expectancy Disconfirmation Theory (Oliver, 1980), which explains that satisfaction increases when perceived service performance meets or exceeds patients' expectations. Entrepreneurial marketing facilitates this process through proactive communication, adaptive service delivery, and patient-centered value creation. In addition, the finding supports the entrepreneurial marketing perspective proposed by Morris et al. (2002), emphasizing the importance of innovation and customer intensity in creating superior service experiences.

The present results support previous studies by Rahmah et al. (2021) and Zebua et al. (2024), which found that experience-based service approaches contribute positively to patient satisfaction. Similarly, Sholeh & Chalidyanto (2021) highlight that empathy and responsiveness are important determinants of patient satisfaction in healthcare settings. Taken together, these findings indicate that entrepreneurial marketing functions as an important managerial mechanism through which hospitals can enhance patient satisfaction by integrating innovation, personalization, and experience-based value creation into healthcare service delivery.

The statistical findings demonstrate that service quality functions as a primary determinant of patient satisfaction within hospital services ($\beta = 0.374$; $t = 4.094$; $p < 0.001$). Patients evaluate their healthcare experience not solely based on clinical outcomes but also on how services are delivered, including the consistency of care, responsiveness of staff, clarity of communication, empathy, and the adequacy of physical facilities. These elements collectively shape patients' cognitive and emotional assessments of service performance. This relationship is conceptually aligned with the Service Quality Gap Model (Parasuraman, Zeithaml, & Berry, 1986), which explains that satisfaction emerges when perceived performance narrows or exceeds the gap between expectations and actual service delivery. In hospital settings, high service quality reduces uncertainty, enhances emotional security, and strengthens confidence in healthcare providers, thereby fostering favorable satisfaction judgments. This finding is also consistent with Leonandri and Erpurini (2025), who reported that improvements in service quality significantly enhance customer satisfaction and subsequently contribute to customer loyalty.

Empirical studies reinforce this mechanism. Reliability, empathy, and responsiveness have been identified as important predictors of patient satisfaction in healthcare services (Sari, 2023; Fatima et al., 2018; Satyawati & Berlianto, 2022). More recent evidence from Angga, Syaodih, & Rachman (2024) and Patil,

Morabiya, & Patidar (2024) indicates that service quality generates stronger satisfaction outcomes when supported by effective communication and patient-oriented service strategies. The present findings support these studies by confirming that improvements in core service quality dimensions contribute significantly to higher patient satisfaction**.** Taken together, these findings suggest that systematic improvement in service quality, particularly through empathy, responsiveness, and effective communication, remains essential for hospitals seeking to enhance patient satisfaction and sustain competitive positioning in an increasingly demanding healthcare environment.

The results of this study indicate that entrepreneurial marketing has a significant positive effect on patient loyalty, ($\beta = 0.617$; $t = 9.121$; $p < 0.001$), with a large effect size ($f^2 = 0.882$), indicating that entrepreneurial marketing is a primary determinant of patient loyalty in the proposed model. When entrepreneurial marketing is implemented through experience-based service strategies, it emphasizes innovation, customer intensity, proactive value creation, and personalized engagement, thereby strengthening patients' commitment toward healthcare providers. These findings are consistent with the entrepreneurial marketing framework proposed by Morris, Schindehutte, and LaForge (2002), which highlights that value creation and close customer engagement are critical drivers of sustainable loyalty. By delivering meaningful service experiences that address patients' functional and emotional needs, entrepreneurial marketing encourages willingness to reuse hospital services when needed and positive word-of-mouth, both of which represent important indicators of patient loyalty.

The findings support and extend previous studies by Nurseha and Prayoga (2023), who found that experience-based service interactions enhance patient loyalty, and by Fatima et al. (2018), who emphasized the importance of relational service orientation in strengthening long-term patient relationships. The importance of experience creation in strengthening loyalty is also consistent with Sujono et al. (2025), who demonstrate that meaningful customer experiences encourage positive word-of-mouth and strengthen long-term customer loyalty. In addition, Amri (2024) suggests that positive healthcare experiences may contribute to trust formation, although trust was not explicitly examined in the present study. Taken together, these findings suggest that entrepreneurial marketing represents a strategic approach for hospitals to reinforce patient loyalty through innovation, patient-centered engagement, and experience-based value creation.

This study further contributes to the literature by demonstrating that entrepreneurial marketing, operationalized through experience-based service strategies, directly strengthens patient loyalty within a public referral hospital context. The large effect size further indicates that entrepreneurial marketing represents a substantial strategic capability for fostering patient loyalty, extending its application beyond commercial settings to healthcare service management.

The empirical results indicate that service quality plays a significant role in shaping patient loyalty within hospital services ($\beta = 0.170$; $t = 3.049$; $p = 0.002$). Patients' loyalty is influenced by how consistently and professionally services are delivered. Dimensions such as reliability in treatment procedures, responsiveness to patient needs, assurance provided by competent staff, empathy in interpersonal interactions, and the adequacy of physical facilities contribute to building positive patient perceptions and long-term relationships with healthcare providers. This finding aligns with the SERVQUAL perspective introduced by Parasuraman, Zeithaml, & Berry (1986), which conceptualizes loyalty as a consequence of service performance that fulfills or exceeds customer expectations. In healthcare contexts, when service encounters reduce uncertainty and reinforce patient confidence, they contribute to stronger patient commitment toward the hospital**.** Consequently, high service quality may encourage patients' willingness to reuse hospital services when needed and to provide positive recommendations to others. This result is also consistent with Leonandri and Erpurini (2025), who found that service quality contributes to customer loyalty both directly and indirectly through customer satisfaction, highlighting the strategic importance of maintaining superior service performance.

The present findings are also in line with Novitasari et al. (2024), who demonstrated that service quality strengthens customer loyalty through customer satisfaction, emphasizing the importance of maintaining superior service quality to foster long-term customer relationships. The present findings further support previous studies by Fauziah, Basri, & Abdillah (2023) and Satyawati & Berlianto (2022), which demonstrate that service quality significantly contributes to patient loyalty in healthcare settings. In particular, empathy and responsiveness remain important dimensions in strengthening loyal patient behavior. Taken together, these findings suggest that service quality should be viewed not merely as an operational performance indicator but also as a strategic mechanism to strengthen patient loyalty and sustain hospital competitiveness.

The results of this study confirm that patient satisfaction has a significant positive effect on patient loyalty ($\beta = 0.208$; $t = 3.028$; $p = 0.003$), indicating that patients' favorable evaluations of healthcare services play an important role in fostering long-term commitment to healthcare institutions. Satisfied patients are more likely

to demonstrate a willingness to reuse hospital services when needed, maintain positive relationships with healthcare providers, and recommend the hospital to others. This finding is consistent with the Expectancy Disconfirmation Theory proposed by Oliver (1980), which explains that satisfaction emerges when perceived service performance meets or exceeds which explains that satisfaction emerges when perceived service performance meets or exceeds patients' expectations, leading to positive post-consumption behaviors such as loyalty.

The present findings support previous studies by Ariany & Lutfi (2021), Liu et al. (2021) and Surachman & Agustina (2023) which demonstrate that patient satisfaction is a significant determinant of patient loyalty in healthcare services. Similarly, Sholeh & Chalidyanto (2021) highlight that satisfaction derived from empathetic care, responsive services, and efficient administrative processes contributes to stronger patient loyalty.Taken together, these findings suggest that continuous efforts to enhance patient satisfaction through service responsiveness, empathy, and patient-centered care remain essential for strengthening patient loyalty and supporting the long-term sustainability of healthcare institutions.

The results of this study demonstrate that service quality significantly mediates the relationship between entrepreneurial marketing and patient loyalty ($\beta = 0.129$; $t = 3.032$; $p = 0.003$). This finding indicates that entrepreneurial marketing influences patient loyalty not only directly but also indirectly through improvements in service quality. Entrepreneurial marketing, when operationalized through experience-based service strategies, emphasizes innovation, proactive value creation, and patient engagement, which subsequently enhance perceptions of service quality. Improved service quality reflected through reliability, responsiveness, assurance, empathy, and tangibles serves as an important mechanism linking entrepreneurial marketing initiatives to patient loyalty.

This finding is consistent with the Expectancy Disconfirmation Theory (Oliver, 1980), which suggests that positive service evaluations contribute to the development of loyal behaviors when service performance meets or exceeds patient expectations. The present results also support previous studies by Fatima, Malik, and Shabbir (2018), who identify service quality as an important pathway linking experiential and relational strategies to patient loyalty in healthcare services. Similarly, Fitriah (2023) and Nurseha & Prayoga (2023) demonstrate that positive service experiences enhance patient loyalty through improved perceptions of service quality, particularly in terms of empathy and responsiveness. Furthermore, Golzarfar et al. (2024) emphasize that patient-centered service innovation contributes to loyalty by strengthening perceived service quality, while Zebua et al. (2024) confirm the mediating role of service quality in translating experience-based service strategies into patient loyalty.

Although the mediation effect identified in this study is statistically significant, its effect size remains relatively weak, suggesting that service quality represents one of several mechanisms through which entrepreneurial marketing contributes to patient loyalty. Collectively, these findings suggest that entrepreneurial marketing initiatives should be consistently aligned with service quality improvements to strengthen patient loyalty and support sustainable healthcare service performance.

The findings of this study indicate that patient satisfaction significantly mediates the relationship between entrepreneurial marketing and patient loyalty ($\beta = 0.120$; $t = 2.634$; $p = 0.009$), suggesting that entrepreneurial marketing initiatives influence patient loyalty not only directly but also through enhanced patient satisfaction. Entrepreneurial marketing, when operationalized through experience-based service strategies, emphasizes innovation, proactive value creation, personalization, and patient engagement, all of which contribute to positive service evaluations and favorable healthcare experiences

This finding is consistent with the Expectancy Disconfirmation Theory (Oliver, 1980), which explains that satisfaction emerges when perceived service performance meets or exceeds patient expectations, subsequently encouraging loyal behaviors. The present results also support the findings of Hidayah, Marsudi, & Andharini (2023), who demonstrate that experience-based marketing strategies enhance patient loyalty through satisfaction as an important intervening variable. Similarly, Carlianti, Syahyunan, & Fauzan (2024) show that experiential and relational marketing efforts contribute to loyalty by first strengthening patient satisfaction. More recent evidence from Hariyanti et al. (2024) and Golzarfar et al. (2024) further confirms that patient satisfaction serves as a key mechanism through which innovative and patient-centered service strategies influence loyalty outcomes in healthcare settings. In addition, Zebua et al. (2024) and Jenkins et al. (2024) highlight the importance of patient satisfaction in translating value-driven service initiatives into sustained patient loyalty.

Although the mediation effect identified in this study is statistically significant, the upsilon v value indicates a relatively weak mediation effect, suggesting that patient satisfaction represents one of several

pathways through which entrepreneurial marketing contributes to patient loyalty. Taken together, these findings suggest that hospitals should continuously strengthen patient satisfaction through innovative, personalized, and experience-based service strategies to reinforce patient loyalty and support sustainable healthcare competitiveness.

The results of this study confirm that patient satisfaction significantly mediates the relationship between service quality and patient loyalty ($\beta = 0.078$; $t = 2.707$; $p = 0.007$), indicating that while service quality directly influences loyalty, its impact becomes stronger when patients experience a high level of satisfaction. High service quality reflected through reliability, responsiveness, assurance, empathy, and tangibles shapes positive patient perceptions that lead to satisfaction, which subsequently fosters loyal behavior such as willingness to reuse hospital services when needed and positive word-of-mouth recommendations.

This result is consistent with the Expectancy Disconfirmation Theory(Oliver, 1980), which explains that satisfaction arises when perceived service performance meets or exceeds patient expectations, forming an important foundation for loyalty. In the context of this study, empathy and responsiveness appear to be particularly important dimensions because they directly influence patients' perceptions of care quality and emotional support during service encounters. The present findings support previous studies by Fatima, Malik, & Shabbir (2018), who demonstrate that patient satisfaction serves as an important pathway through which service quality influences patient loyalty. Similarly, Winata, Wahyoedi, & Gunardi (2022), and Putri, Pradiani, & Fathorrahman (2023), show that improvements in service quality dimensions enhance patient satisfaction, which subsequently strengthens loyalty. More recent evidence from Golzarfar et al. (2024), and Zebua et al. (2024) further confirms the mediating role of patient satisfaction in translating service quality into loyal patient behavior.

Although the mediation effect identified in this study is statistically significant, the upsilon v value indicates a relatively weak mediation effect, suggesting that patient satisfaction represents one of several mechanisms through which service quality contributes to patient loyalty. Taken together, these findings suggest that hospitals should continuously improve service quality while simultaneously enhancing patient satisfaction to strengthen patient loyalty and support long-term healthcare service sustainability.

CONCLUSION

This study concludes that entrepreneurial marketing, implemented through experience-based service strategies, significantly enhances service quality, patient satisfaction, and patient loyalty in healthcare services. Service quality and patient satisfaction serve as key mediating mechanisms that translate value-driven and innovative strategies into sustained patient loyalty. The study contributes theoretically by proposing and empirically validating an integrated model that links Entrepreneurial Marketing, Service Quality, Patient Satisfaction, and Patient Loyalty within the context of a public referral hospital. This model extends the application of entrepreneurial marketing beyond commercial settings by demonstrating its role as a strategic value-creation mechanism in healthcare service management. From a practical perspective, the findings provide guidance for hospital managers to strengthen patient loyalty through patient-centered service innovation, proactive engagement, personalization, and continuous improvements in service quality and patient satisfaction. In the context of Dr. Hasan Sadikin General Hospital Bandung, aligning entrepreneurial marketing initiatives with continuous improvements in service quality and patient satisfaction is essential for strengthening competitiveness and long-term sustainability. Despite being limited to first-class inpatients and a cross-sectional design, this study provides important theoretical and managerial insights, and future research is encouraged to include broader patient groups, multiple institutions, and additional variables such as trust and digital service innovation.

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