Dokumentasi Asuhan Keperawatan

Upaya Meningkatkan Satisfied Demand pada Layanan Rawat Inap Balai Pengobatan Islam Sumberwujud Lemongan Berdasarkan Analisis Teknik Demand, Organisasi, dan Lingkungan

Pengaruh Kapasitas Kerja dan Komitmen pada Organisasi terhadap Intensi Turnover Dozen

Upaya Dukungan Pemanfaatan Kamar Operasi Berdasarkan Performance Management Unit Kerja

Peningkatan Pelaksanaan Komunikasi Interpersonal Berdasarkan Mindset Bekerja tentang Buku KIA

Penyusunan Brand Expression Berdasarkan Strategi Pemasaran dan Strategi Merek

Redesign Pelatihan General Emergency Life Support (GELS) RSUD Dr. Soetomo (dengan Pendekatan Evaluation Training Program)

Analisis Pengaruh Work Attitude terhadap In-role Performance dan Organizational Citizenship Management Behavior (OCBM)

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Diabetes Member Club of Adi Husada (DMC -AH) Leverage Analysis on the Utilization of Hospital Service Products (Based on Customer Relationship Marketing Concept)

Analisis Leverage Diabetes Member Club Adi Husada (DMC-AH) Terhadap Pemanfaatan Produk Pelayanan Rumah Sakit (Berdasarkan Konsep Customer Relationship Marketing)

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Abstract

At present, Customer Relationship Marketing as a strategy to improve customer satisfaction is a popular strategy. The research is beneficial for the development of Undaan Wetan Adi Husada Hospital (UW-AHH) due to the presence of Diabetes Member Club -Adi Husada (DMC -AH). The purpose of this research was to increase all of hospital service products utilization by the DMC -AH members DM patients based on Customer Relationship Marketing concept (CRM). This was a cross-sectional observational study. The sample was taken purposively and presented in a cross tabulation. This study was applied to DMC -AH members DM (Diabetes Mellitus) patients both those who utilize the Internal Diseases Clinic at Undaan Wetan AHH irregularly (67 samples) and all of the DMC -AH members DM patients who have used the health care services at Undaan Wetan AHH (71 samples), the hospital management, and the DMC -AH board-committee. The result of this study revealed that there were some factors influencing the utilization amount of the Internal Diseases Clinic at UW-AHH namely education, attitude, assessment on the hospital products and price, commitment, bonding, empathy and reciprocity; and the leverage of the hospital service products utilization were influenced by education, attitude, assessment on the hospital products and price, the condition of illness, needs, commitment, bonding, empathy and reciprocity. The existence of DMC -AH did not have any leverage on the utilization of the hospital service products. The important recommendation of this study is the application of CRM strategy based on four strategic steps, i.e. identify, differentiate, interact, and customize holistically in various CRM programs in order to increase the hospital service products utilization.

Keyword : leverage, DMC, -AH, hospital, service, products, utilization

CRM

Daftar Pustaka :