Artikel Ilmiah
Implementasi Gugus Kandili Mutu untuk Meningkatkan Kualitas Pelayanan Kesehatan di Tingkat Puskesmas se-Jawa Barat Utara (Peningkatan Empat Tahun Perjalanan Upaya Peningkatan Mutu)

Penelitian Ilmiah
Analisis Karakteristik dan Perilaku Pembelian Masyarakat Sebagai Dasar Penyusunan Upaya Pemasaran Pelayanan URJ Puskesmas Tane

Strategi dan Taktik Pemasaran dalam Rangka Peningkatan GDR Rupa Utama Puri Rahayu RSU Negara Kebunpater Jemberan Bali

Penyusunan Upaya Pemasaran Untuk Meningkatkan Penampilan Rekam Medis RSU Negara Malalui Analisis Faktor Perilaku Konsumen

Upaya Pemasaran untuk Memperoleh Jumlah Resep Litos di Apotek RSU Haji Surabaya

Analisis Harapan dan Dasar Pemilihan Rumah Sakit Sebagai Dasar Penentuan Strategi Pengembangan Pasar (Studi di Daerah P尔斯inggungan RS Adi Husodo Kepasir)

Pemasaran Internal Cross-Selling dan Gainsharing Pelayanan Kesehatan Gigi dan Mulut Berdasarkan Analisis Organisasi dan Sumberdaya Manusia (Studi Kasus di Puskesmas Wadukan Ayu Kota Surabaya)

Critical Appraisal
Pemasaran Internal Cross-Selling dan Gainsharing Pelayanan Kesehatan Gigi dan Mulut Berdasarkan Analisis Organisasi dan Sumberdaya Manusia Sebuah Tinjauan kritis

New Release
Introduction to CVA: Trends in Customer Satisfaction, Loyalty, and Value
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Marketing Efforts of the Ambulatory Unit of Taman Public Health Center Based on Analysis of Characteristics and Buying Behavior of the Community</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>Formulating Marketing Efforts to Increase the Utilization of Inpatient Ward of Negara General Hospital through Consumer’s Behaviour Factor Analysis</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>A Marketing Strategy and Tactic to Increase BOR of Puri Rahayu Main Ward of Negara General Hospital in Jembrana Regency</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>Marketing Effort to Minimize the Count of “Loss” Prescriptions at the Surabaya Hajj General Hospital Pharmacy</td>
<td>-</td>
</tr>
<tr>
<td>5</td>
<td>Analysis on Customers’ Expectation and Their Basis in Choosing Hospitals in Order to Determine Hospital’s Market Growth Strategy (A Study on the Interceptive Area of Adi Husada Kapasari Hospital)</td>
<td>-</td>
</tr>
<tr>
<td>6</td>
<td>Cross-Selling and Gainsharing Internal Marketing of Oral and Dental Health Services Based on Organizational and Human Resources Analysis (A Case Study at Surabaya Medokan Ayu Public Health Center)</td>
<td>-</td>
</tr>
</tbody>
</table>
Cross-Selling and Gainsharing Internal Marketing of Oral and Dental Health Services Based on Organizational and Human Resources Analysis (A Case Study at Surabaya Medokan Ayu Public Health Center)

Pemasaran Internal Cross-Selling dan Gainsharing Pelayanan Kesehatan Gigi dan Mulut Berdasarkan Analisis Organisasi dan Sumberdaya Manusia (Studi Kasus di Puskesmas Medokan Ayu Kota Surabaya)

1. Farida Ariati --> Dinas Kesehatan Kota Surabaya
2. Widodo J. Pudijaradjo --> Bagian Administrasi Kesehatan Masyarakat FKM Universitas Airlangga, Jl. Mulyorejo Kampus C UNAIR, Surabaya, 60115, Indonesia / wjp1509@yahoo.com
3. Setya Haksama --> Bagian Administrasi Kesehatan Masyarakat FKM Universitas Airlangga, Jl. Mulyorejo Kampus C UNAIR, Surabaya, 60115, Indonesia / wjp1509@yahoo.com

Abstract

One way of improving organizational productivity is by cross-selling and gainsharing internal marketing. This study aims at formulating recommendations for cross-selling and gainsharing internal marketing of oral and dental health services based on organizational and human resources at the Medokan Ayu Public Health Center (PHC). This was an observational study carried out cross sectionally from April until May 2004. The analysis unit was the top management and all staff of Medokan Ayu PHC amounting to 23 personnel. The observed variables constituted of cross-selling and gainsharing which was management policy, cognitive, affective, and psychomotor aspects. Data collection was done by indepth interviews using structured questionnaires and interviews. The analysis was done by using bivariant statistical tests (Chi-square, Mann-Whitney and Fisher Exact) and multivariant (double linear regression) analysis. A Focus Group Discussion (FGD) was held after the statistical analysis was completed. The study results revealed that there was no formal management policy. Cognitive and affective aspects in bivariate analysis showed a good result in cross-selling and gainsharing. From the psychomotor aspect, cross-selling was 54.5% and gainsharing was 13.6%. There was a significant correlation between affective and psychomotor (p = 0.001); ditto between cognitive and psychomotor (p = 0.001); ditto between affective and psychomotor (p = 0.045) in cross-selling. And also there was a significant correlation between affective and psychomotor’s gainsharing (p = 0.07). From the double linear regression analysis, it was shown that there was a significant influence on affective aspect towards psychomotor’s cross-selling. As for gainsharing, there was an influence of affective aspect towards psychomotor. From the FGD, apparently only implementing unit respondents were involved in crossselling. Most of respondents were not given the opportunity to do gainsharing. Cross-selling and gainsharing internal marketing have existed without the support of PHC’s formal policy. It is suggested that a periodic socialization of internal marketing be done, i.e. the benefit and the purpose of cross-selling and gainsharing activities. While doing it, the condition of PHCs must always be considered. The implementation of cross-selling and gainsharing must comply to PHCs’ vision and mission. A periodical evaluation of cross-selling and gainsharing should be performed.

Keyword : internal, marketing, cross-selling, gainsharing, ,

Daftar Pustaka :