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Marketing Strategy Based on Customer Relationship Marketing Grounded on Exchange Value Analysis to Improve One-Day-Surgery Service at Lavalette Hospital, Malang, 2005


Abstract

Malang Lavalette Hospital (MLH) is a private hospital holding to its excellent strategy of â€“Core Competence of Surgery Unitâ€“. The problem faced by MLH is its low achievement of one-day-surgery (ODS) from the normative target of 1960 ODS/year in 2001-2004. The surgeons are considered to be the highest contributing factor to ODS service improvement, ODS patients, and to potential patients (future customers). The purpose of this research was to devise a customer relationship strategy grounded on exchange value analysis, solely to increase the ODS rate at MLH. This was an observational cross-sectional study carried out from April to May 2005 at MLH. Primary data through questionnaires was collected from MLH and from researcher observation. The sample was taken by a random sampling method amounting to 10 surgeons, 30 patients, and 35 potential patients. The frequency distribution was used to analyse data. The result of the study revealed that 30% of surgeons who performed ODS at MLH were of orthopedic expertise, the rest were from other various specialties. Patient motivations to do ODS at MLH were because of doctorâ€™s order (46.7%), patientâ€™s company had a business relation with MLH, hospital distance was close to patientâ€™s home, relatives of MLH personnel, and because of other patientâ€™s info. The patients (74.3%) expressed their willingness to be treated at MLH if ODS was performed, and the reason they chose MLH for ODS was because of good and quick service (22.86%). The result of exchange value performance showed that not all customer groups received the value similarly. These differences occurred among MLH and ODSâ€™s patients and potential patients, between MLH and the surgeons and also between the surgeons and the ODSâ€™s patients along with potential patients. Recommendations to formulate customer relationship marketing grounded on the-exchangevalue process are: available ODSâ€™s online information through website, customer service and phone-line-on-cost, time-of-service, type and number of service-package, and facilities-offered; providing a 24- hours-nurse-line post-ODS-service as an ODS after-service consultation whenever there are any complaints. To make customer membership, mailing-list for the customer and customer gathering.

Keyword : Customer, Relationship, Marketing, One-Day-Surgery Exchange, Value,

Daftar Pustaka :