Artikel Ilmiah
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Penelitian Ilmiah
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Model Premi Bruto Jamianan Pemeliharaan Kesehatan Mahasiswa di UPT Unej Medical Center (UMC) Universitas Jember

Analisis Perilaku Pembelian Konsumen untuk Peningkatan Pemanfaatan Rawat Inap Rumah Sakit Umum Daerah Bangli

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Pengembangan Model Sistem Antrean Resep Apotik Khusus Pasien ASKES untuk Pelayanan Rawat Jalan di RSPAD Gatot Soebroto Jakarta Sebuah Tinjauan Kritis

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<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SMART PEOPLE To Know About Competitive Advantages Strategy</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>Economic Value of Farmers™ Health Occurred During the Green Revolution in Indonesia: A Health Impact Study</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>Analysis of Surabaya Community Eye Health Clinic Strategic Location Using Gravity Center Approach Analytical Theory as a Base to Identify Social Lost (A Case Study in Surabaya)</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>Marketing Strategy Based on Customer Relationship Marketing Grounded on Exchange Value Analysis to Improve One-Day-Surgery Service at Lavalette Hospital, Malang, 2005</td>
<td>-</td>
</tr>
<tr>
<td>5</td>
<td>A Gross Premium Model of Jember University Unej Medical Center (UMC) Student Health Care Maintenance</td>
<td>-</td>
</tr>
<tr>
<td>6</td>
<td>An Analysis of Customer Buying Behavior to Increase the Utilization of Bangli Regional Hospital</td>
<td>-</td>
</tr>
<tr>
<td>7</td>
<td>Developing a Prescription Queue System Model in Special Pharmacy Unit for Outpatient Holders of ASKES Health Insurance at RSPAD Gatot Soebroto 2005</td>
<td>-</td>
</tr>
</tbody>
</table>
Marketing Strategy Based on Customer Relationship Marketing Grounded on Exchange Value Analysis to Improve One-Day-Surgery Service at Lavalette Hospital, Malang, 2005

Customer Relationship Marketing Berdasarkan Analisis Pertukaran Nilai (Exchange Value) Pelanggan untuk Meningkatkan Pelayanan â€œOne Day Surgery (ODS)â€• di Rumah Sakit Lavalette Malang Tahun 2005

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Abstract

Malang Lavalette Hospital (MLH) is a private hospital holding to its excellent strategy of â€œCore 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,

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