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)

Abstrak :

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 cognitive and affective (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 cognitive aspect to 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 PHC’s vision and mission. A periodical evaluation of cross-selling and gainsharing should be performed.

Keyword :
internal marketing, cross-selling, gainsharing