

ABSTRACT

Analysis of Customer Relationship Management as an Effort to Increase Interest in Inpatient Visits for Company Insurance Patients (Study of Customer Relationship Management at Ciputra Mitra Hospital Banjarmasin)

Customer relationship management is an important strategy to hospital for implementing patient centered service. The background of this study is the low occupancy of inpatient unit in CMH from the company-insured employees, where only 11.4% employees utilized the inpatient facility. This study was conducted to develop a recommendation in the form of CRM to increase inpatient occupancy from partner company employees of Ciputra Mitra Hospital (CMH) Banjarmasin.

This study was an observational study. 95 respondents from partner companies was given the questioners. Respondents were classified in two groups, first group was the actual customer, consist of 58 customers, they are the customers who had been hospitalized in Ciputra Mitra Hospital, Banjarmasin, and the second group was the potential customer group, consist of 37 customers, they are the customers who had not been hospitalized in Ciputra Mitra Hospital. This study was done by IDIC method then framing the CRM recommendation.

The result of this study showed that the low interest of partner companies' employee to consider to be hospitalized in Ciputra Mitra Hospital Banjarmasin was affected by the employee's knowledge about the partnership between the hospital and their company and that they have no information whether the hospital have the facilities that they need. The differentiation of actual customer was mostly are the first timer customer and repeat customer, while the others were prospect customer who had not been use any facilities in Ciputra Mitra Hospital. Meanwhile the interaction between hospital and the customers from partner companies, based on RATER variabel, was considerate better than competitors.

This study recommends that hospital must have a better approach to the partner companies and their employees. The approach must done intensively, such as monthly or annual socialization or other event, provide special facilities for the employees of partner companies, upgrade the facilities and the room cleanliness, and classify the customer as Silver, Gold, and Diamond customer based on their loyalty to the hospital as the reward for the customer, this class should be linked to the facilities they would get, the more loyal the customer, the more facilities they can utilize.

Keywords: Customer Relationship Management, Inpatient, Company

ABSTRAK

Analisis *Customer Relationship Management* Sebagai Upaya Meningkatkan Minat Kunjungan Rawat Inap Pasien Jaminan Perusahaan (Studi Penyusunan *Customer Relationship Management* di Ciputra Mitra Hospital Banjarmasin)

Customer relationship management merupakan salah satu strategi penting yang dapat digunakan oleh rumah sakit untuk mewujudkan *patient centered*. Penelitian didasari rendahnya minat kunjungan pasien rawat inap jaminan perusahaan dimana hanya 11,4% karyawan yang memanfaatkan fasilitas rawat inap di CMH. Penelitian ini dilakukan untuk menyusun upaya rekomendasi berupa *customer relationship management* untuk meningkatkan kunjungan pasien rawat inap jaminan perusahaan di CMH Banjarmasin.

Penelitian ini merupakan penelitian observasional menggunakan kuesioner yang dibagikan kepada 95 responden dari *customer* perusahaan. Dari 95 customer dibedakan menjadi *customer* aktual yaitu yang pernah memanfaatkan rawat inap sebanyak 58 orang dan potensial yang belum memanfaatkan layanan rawat inap sebanyak 37 orang. Kemudian dilakukan penelitian menggunakan *IDIC method* dan penyusunan rekomendasi CRM.

Hasil penelitian ini didapatkan rendahnya minat kunjungan sangat dipengaruhi pengetahuan customer terkait kerjasama perusahaan dengan rumah sakit serta layanan yang sesuai dengan kebutuhan customer. Diferensiasi *customer* aktual sebagian besar hanyalah *first timer* dan *repeat customer*, sedangkan selebihnya adalah *prospect* yang belum memanfaatkan pelayanan di CMH. Interaksi pihak rumah sakit dengan customer perusahaan rekanan di CMH dengan variabel RATER dinyatakan baik jika dibandingkan pesaing.

Rekomendasi dari penelitian ini adalah rumah sakit harus mampu membangun kedekatan dengan perusahaan dan karyawan perusahaan secara intensif melalui berbagai pendekatan seperti sosialisasi rutin ataupun kegiatan kesehatan lain, menyediakan fasilitas khusus bagi *customer* jaminan perusahaan, meningkatkan fasilitas dan kebersihan ruangan serta menerapkan pembagian level pelanggan sebagai reward bagi *customer* berdasarkan tingkat loyalitas menjadi *Silver, Gold dan Diamond* dengan perbedaan layanan yang didapat. Sehingga semakin loyal *customer* maka semakin istimewa layanan yang didapatkan dan sesuai dengan kebutuhan customer

Kata Kunci : *Customer Relationship Management*, Rawat Inap, Perusahaan