

ABSTRACT

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

Malang Lavalette Hospital (MLH) is a private hospital holding to its excellent strategy of "Core Competence of Surgery Unit". 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 surgeon 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 surgeon, 30 patients, and 35 potential patients. The frequency distribution was used to analyse data.

The result of the study revealed that 30% of surgeon who performed ODS at MLH were of orthopedic expertise, the rest were from other various specialities. Patient motivations to do ODS at MLH were because of doctor's order (46,7%), patient's company had a business relation with MLH, hospital distance was close to patient's home, relatives of MLH personl, and because of other patient's info. The patients (74.3%) express their willingness to be treated at MLH if ODS is performed, and the reason they choose MLH for ODS was because of good and quick service (22.86%). The result of exchange value performance that not all customer groups receive their value with the same. It occur between MLH and ODS's patient and potential patient also among MLH and the surgeons. Also with the surgeon and the ODS's patient along with potential patient. Recommendations to formulate customer relationship marketing grounded on the exchange value process, were: available ODS's online information through website, customer service and phone line on cost, time-of-service, type and number of service-packet, and facilities-offered; providing a 24-hours-nurse-line post-ODS-service as an ODS after-service consultation whenever there are any complaints. Make a customer membership, mailing-list for the customers, and customer gathering.

Key words: Customer Relationship Marketing, One-Day-Surgery, Exchange Value