

ABSTRACT

The design of Customer Relationship Marketing as a solution to make the loyalty of the doctors , as the customers in the clinical laboratory of the Granostic Diagnostic Center Surabaya

The background of this research due to since 2008 until 2012 the customers" Granostic Diagnostic Center Surabaya (read : Patients) recommended by the doctors have declined 60,89 %.

The aim of this research is to create the Customer Relationship Marketing (CRM) design to make the loyalty of the doctors, as the customers, in the clinical laboratory of the Granostic Diagnostic Center Surabaya better. Later on, it will cause the patients recommended by the loyal doctors can increase as well as it hope.

This research used the method of the observational cross sectional study . It was done since February till April 2013 in the clinical laboratory of Granostic Diagnostic Center Surabaya. Beside that I also visited (read : research) doctors who have recommended their patients for checking in it since 2012.

The respondents of this research are 65 physicians (15 general practitioner and 50 specialist) and 2 persons of the management of the clinical laboratory of Granostic Diagnostic Center Surabaya.

The differentiate of the result of the identify survey between the general practitioners and the specialist conclude that (1) the general practitioners expect that they will get the notification of the critical values of their patients" examination result and they are not satisfy about the accuracy of the test result. (2) The specialists expect the patient outcomes can be accessed through the web, and receive it by e-mail and SMS. Moreover it is recommended to prepare the web services, to optimize the Information technology service and to keep the communication between the lab.doctors or pathologist, marketing officers and the doctors ,who send the patients, well.

Keywords: quality service, customer expectation, perceived service, gap analyze