

Keterlibatan konsumen meningkatkan kepuasan konsumen = Customer involvement increases customer satisfaction?

S. Olvah Alhamid, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20370985&lokasi=lokal>

Abstrak

[ABSTRAK

Skripsi ini membahas tentang Inovasi Terbuka dalam pelayanan kesehatan, yaitu keterlibatan pihak ketiga (konsumen) dalam proses inovasi dengan menggunakan media sosial untuk membantu tingkatan kepuasan pelanggan. Penelitian ini menggunakan metode kualitatif deskriptif dengan membangun framework pada hasil penemuan. Hasil penelitian ini menunjukkan bahwa penggunaan media sosial meningkatkan kepuasan pelanggan dalam pelayanan kesehatan khususnya dalam hal penanganan penyakit kronis.

<hr>

ABSTRACT

This research discusses about how Open Innovation in healthcare system, which is the involvement of third party (consumer) in innovation process contributes to customer's satisfaction level through the use of social media. This research uses qualitative descriptive method by developing a framework for the findings. The result of this research proves that the use of Open Innovation in healthcare system by using social media increases customer's satisfaction, especially customers with chronic diseases.;This research discusses about how Open Innovation in healthcare system, which is the involvement of third party (consumer) in innovation process contributes to customer's satisfaction level through the use of social media. This research uses qualitative descriptive method by developing a framework for the findings. The result of this research proves that the use of Open Innovation in healthcare system by using social media increases customer's satisfaction, especially customers with chronic diseases., This research discusses about how Open Innovation in healthcare system, which is the involvement of third party (consumer) in innovation process contributes to customer's satisfaction level through the use of social media. This research uses qualitative descriptive method by developing a framework for the findings. The result of this research proves that the use of Open Innovation in healthcare system by using social media increases customer's satisfaction, especially customers with chronic diseases.]