

# Analisis peran customer care pada strategi customer relationship marketing pasien ikatan kerjasama (IKS) Rumah Sakit Risa Sentra Medika Mataram = Analysis of the role of customer care in customer relationship marketing strategy patient cooperation in Risa Sentra Medika Mataram Hospital

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## Abstrak

Dalam pasar yang sangat kompetitif di dunia perumahan sakitan saat ini, diperlukan strategi pemasaran yang lebih memfokuskan sasaran kegiatannya pada hubungan yang bersifat partnership. Penerapan customer relationship marketing bertujuan menemukan lifetime value LTV dari pelanggan dan lebih meningkatkan efisiensi operasional. Tujuan dari tesis ini adalah untuk mengetahui peran customer care terhadap customer relationship marketing pasien perusahaan maupun asuransi IKS RS Risa Sentra Medika Mataram. Identifikasi dan evaluasi strategi pemasaran ini dilakukan dengan pendekatan sistem. Jenis penelitian ini adalah penelitian deskriptif kualitatif.

Hasil penelitian ini menemukan bahwa telah dilakukan upaya customer relationship marketing melalui kegiatan customer care, belum berlangsung secara optimal. Dalam hal tersebut, dapat terlihat dari kinerja sumber daya manusia, struktur organisasi, anggaran, sarana yang mendukung kegiatan customer care yang belum sesuai standar. Dalam pelaksanaan customer relationship marketing menerapkan 4 konsep yaitu developing trust membangun kepercayaan, bonding commitment membangun komitmen, communication komunikasi dan conflict handling penanganan konflik, upaya-upaya tersebut telah dilakukan walaupun belum memenuhi target. Maka diperlukan komitmen dari semua pihak dalam organisasi, dari mulai direksi sampai ke tingkat pelaksana, dan juga kerjasama yang sinergis dari pihak intern perusahaan dan juga pihak luar.

*<i>*In today's highly competitive market in hospitals, marketing strategies are needed that focus more on the objectives of their activities on partnership relationships. The implementation of customer relationship marketing aims to find the lifetime value LTV of customers and further improve operational efficiency. The purpose of this thesis is to know the role of customer care to customer relationship marketing of patient companies and insurance IKS RS Risa Sentra Medika Mataram. The identification and evaluation of this marketing strategy is done by system approach. The type of this research is qualitative descriptive research.

The results of this study found that has been done customer relationship marketing efforts through customer care activities, has not been optimal. In that case, can be seen from the performance of human resources, organizational structure, budget, facilities that support customer care activities that are not according to standards. In the implementation of customer relationship marketing apply 4 concepts that are developing trust, bonding commitment, communication and conflict handling, these efforts have been done even though they have not met the target. It requires commitment from all parties in the organization, from

the board of directors to the executor level, as well as synergistic cooperation from the internal company and also outside parties.</i>