

Analisis faktor penyebab pelanggan loyal RS OMC memberikan respon negatif terhadap program member club RS OMC, 2002

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Abstrak

Keberhasilan pemasaran jasa pelayanan rumah sakit sangat ditentukan oleh pemahaman organisasi terhadap perilaku konsumen yang menjadi pelanggannya, terutama pada organisasi yang ingin mengembangkan Relationship Marketing. Dengan memahami perilaku pelanggan, organisasi dapat menerapkan upaya-upaya pemasaran yang jitu dan bertumpu pada kebutuhan dan keinginan pelanggan sehingga mampu meningkatkan keuntungan dan citra perusahaan.

RS Omni Medical Center dalam dua tahun ini meluncurkan program Member Club sebagai upaya mempertahankan pelanggan loyal dengan strategi Relationship Marketing. Namun dari 1000 pelanggan loyal yang ditawarkan hampir 80% memberikan respon negatif, meskipun sampai saat ini mereka tetap memanfaatkan pelayanan RS Omni Medical Center. Sebagai lanjutan dari pengamatan di atas, dilakukan suatu studi kasus dengan pendekatan kualitatif dan kuantitatif untuk menemukan faktor-faktor yang menyebabkan pelanggan loyal memberikan respon negatif terhadap program tersebut, terutama dari sisi konsumen. Metode yang dilakukan adalah wawancara mendalam dengan beberapa pelanggan loyal yang tidak mengembalikan aplikasi dan memahami permasalahan, dilanjutkan dengan melakukan survey per telepon terhadap 83 responden serta melengkapinya dengan data sekunder dari rumah sakit.

Hasil penelitian menunjukkan bahwa meskipun banyak alasan yang dikemukakan pelanggan terutama yang berkaitan dengan masalah pelayanan dan fasilitas Member Club yang ditawarkan, namun penelitian ini menyimpulkan bahwa respon negatif terhadap program Member Club ternyata berhubungan dengan Customer Behavior pelanggan loyal ini. Ditemukan tiga faktor dari Customer Behavior yang berhubungan dengan respon negatif tersebut yaitu motivasi, pengaruh kelompok dan sub-budaya pelanggan. Dan pengamatan diketahui bahwa program Member Club RS Omni Medical Center memang belum memperhatikan ketiga faktor tersebut.

Untuk membuat Member Club ini menjadi program Relationship Marketing yang berhasil, manajemen RS disarankan mengevaluasi kembali program Member Club. Perlu dibuat program Member Club yang cocok dengan Customer Behavior pelanggannya dan memperhatikan faktor motivasi, pengaruh lingkungan dan sub-budaya pelanggan. Hal yang tidak kalah penting untuk keberhasilan program ini adalah menciptakan produk yang memenuhi karakteristik yang diinginkan pelanggan.

Analysis Caused Factors that Loyal Customers of OMC Hospital Give Negative Responses to OMC's Member Club Program, 2002 Success in services marketing of hospital has been driven by organization understanding about behavior of the customers, especially in organization which wants to improve Relationship Marketing. By understanding behavior of customers, the organization can make right marketing efforts that based on customer needs and wants, makes profits and improves the organization

image.

In two recent year the Omni Medical Center Hospital released Member Club program as an effort to retain loyal customer with Relationship Marketing strategy. From 1000 loyal customers who were sent the applications, almost 80% gave negative responses, although they still use Omni Medical Center Hospital's services until now. As a follow up on the above observation, a case study was undertaken through qualitative and quantitative approaches. The study was designed to find factors that loyal customers gave negative responses to this program, especially from customers side. Deep interviews were conducted with five loyal customers who didn't turn back the applications and understood the topic, and continued with phone survey to 83 responder. The study was completed by the secondary data from this hospital.

Although many reasons were told by customers especially related with services and Member Club facilities, the study concluded the negative responses were caused and related by Customer Behavior of the loyal customers. The study found three factors in Customer Behavior related with customer's negative responses. There were motivation, group influence and sub-culture. From observation, the Member Club was not focus on the three factors.

To make the Member Club become successful Relationship Marketing program, the hospital management is suggested to re-evaluate this program. Focus to Customer Behavior especially on motivation, group influence and sub-culture are needed when the new Member Club will be made. The most important thing to success this program is creating product that meet customer needs and wants.</i>