Efforts to increase interest in using company guaranteed patients by approaching customer relations management

by Perpustakaan IIK Bhakti Wiyata

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ABSTRACT

Introduction: Customer relationship management (CRM) is a strategy hospitals can use to realize patient-centered care. The study was based on the low interest in inpatient visits by company guarantees, where only 11.4% of employees used inpatient facilities at Ciputra Mitra Hospital (CMH). This study aimed to develop an effort to increase inpatient visits by company guarantees at CMH Banjarmasin.

Methods: This study was conducted on 95 respondents from company customers. Of the 95 customers, they are divided into actual customers, namely those who have used inpatient services, as many as 58 people and potential customers who have not utilized as many as 37 people. The data is processed by classifying some between actual and potential customers and processed descriptively from several variables, including Satisfaction, Interact and Loyalty.

Results: This study informs that the low interest in visiting is strongly influenced by customer knowledge regarding the company's cooperation with hospitals and services following customer needs. The actual customer differentiation is mostly just first-timers and repeat customers, while the rest are prospects who have not taken advantage of the services at CMH. The interaction of the hospital with partner company customers at CMH influences satisfaction with a significance of <0.001, while the resulting patient satisfaction influences loyalty with a significance of <0.001, thereby increasing customer loyalty.

Conclusion: Based on this study, most customers were prospective customers who had never used inpatient services. The service experience felt by customers is the same as other customers, while customer loyalty to CMH is higher than customer loyalty to other hospitals.

Keywords: customer satisfaction, customer loyalty, customer relationship management.

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INTRODUCTION

Customer relationship management (CRM) is a business strategy that combines processes, people, and technology.[1] CRM helps attract potential customers, convert them into customers, and retain existing customers, satisfied customers, and loyal customers.[2] The purpose of CRM is to find out as much as possible about customer needs and behavior,[3] in order to further provide optimal service and maintain existing relationships.[4] The key to the success of a business depends on how well we know about our customers and meet their needs. It is difficult for a company to achieve and maintain leadership and profitability without the ongoing focus that can be placed on CRM. CRM spans many areas within an organization,[4] including (1) sales, (2) customer service, and (3) marketing.

A good company that is always customer-oriented in terms of hospital accreditation is patient-centered care.[5] CRM plays a very important role in any business, given that CRM is about customers and how companies build relationships with customers.[6] Satisfied customers will certainly not hesitate to return to using our products; they will always pass them on to their colleagues.[7] One form of CRM application that has been created has been proven to be able to help manage criticism and suggestions, procure events, and establish relationships with post-treatment or treatment patients.[8]

Several studies show that the implementation of CRM that is carried out optimally and well will increase customer loyalty.[8] The social-CRM or CRM-2.0 model designed for hospitals by entering Indonesia Health Insurance (BPJS-KIS) information in a special menu can increase customer satisfaction in receiving services.[9] There needs to be a well-organized policy in implementing CRM in collaboration with all levels because it really provides good value in customers' eyes.[10]

Ciputra Mitra hospital (CMH) Banjarmasin, for the last 3 years, has experienced a low interest in inpatient visits by company guarantees, which is only 11.4%. On average, employees who use inpatient facilities at CMH are only 65 people per month. The CMH marketing team differentiates companies that cooperate with CMH into rings I, II and III based on distance. The objectives

Table 1. Characteristics of Respondents.

No	Company	Actual Customer				Potential Customer			
		Male		Female		Male		Female	
		n	%	n	%	n	%	n	%
1	Bank Indonesia	3	18	9	22	2	20	5	18
2	Perum LPPNI	8	47	20	49	3	30	8	29
3	Bank Kalsel	1	6	1	2	1	10	4	14
4	BRI	4	24	9	22	3	30	8	29
5	BNI Kanwil	1	6	2	5	1	10	3	11
	Total	17	100	41	100	10	100	28	100

of this study are (1) to describe the level of customer loyalty, (2) to assess the experience received by customers, (3) to compare the level of loyalty to other hospitals, and (4) to develop recommendations to increase visits from agency patients.

METHODS

General Background of Research

This type of research is observational because the researcher only observed and collected data without treatment or intervention. This study was conducted to develop recommendations in customer relationship management to increase inpatient visits with company guarantees at CMH Banjarmasin. This research was conducted in a partner company, with the research subjects being customers and company employees who have collaborated with CMH in inpatient health facilities.

Instrument and Procedures

Sources of information include (1) Company customers who used inpatient health services at CMH (called actual customers) as many as 58 people, (2) Company employees who have never used inpatient health services at CMH but utilize inpatient health facilities at home, other illnesses in 2019 (referred to as potential customers) were 37 people.

Data Analysis

Research data were analyzed using Microsoft Excel to find the proportion and percentages of each variable in this study. Data were shown as the number of proportions and percentages.

RESULTS

Differentiate customer is a description of the customer level associated with the

Table 2. Differentiate Actual and Potential Customers.

No	Category Customer	Total	Percentage (%)
Actual			
1	Advocated	5	8.6
2	Repeat Customer	32	55.2
3	First Time	21	36.2
Total		58	100
Potential			
4	Prospect	37	100
Total		95	100

level of loyalty, which is the main step in the customer development process.[11] Differentiate customers is a grouping of customers or a process of dividing customers into several categories based on certain variables.[12] At CMH, customers are divided into prospects, first-timers, members, and advocates. The possibility as a prospect is a potential customer who is interested and able to buy, where all potential customers fall into this category.[13] Customers become customers for the first time (first-time customers), then the first satisfied customers become repeat customers (repeat customers). Furthermore, customers become advocates, namely customers who voluntarily recommend the company and its products and services to others.[11]

CRM is the process of acquiring, retaining, and developing profitable customers. Understanding CRM is to understand the processes involved in attracting and retaining customers from suspects, prospects, first-time customers, repeat customers, client members and advocates to becoming partners at the most loyal customer level.

Based on Table 2, most of the actual respondents are repeat customers, amounting to 55.2%, and all potential customers are prospects (100%).

Based on Table 3, most customers at the advocated level felt a special experience when using inpatient facilities at CMH. At the same time, at the repeat customer and first-timer level, the majority felt the service felt the same as the others. Based on Table 4 on a scale of 1-10, what actual customers were asked about in terms of sharing information about experiences related to inpatient services at CMH was classified as good, and willingness to suggest others to use inpatient services at CMH was classified as good. The definition of a loyal customer is a customer who is willing to share information about experiences related to inpatient services at CMH with others. One of the indicators of customers who advocate is customers who always share their experiences while being treated at CMH and suggest to others.

The strategic issues taken from this research are determined based on the analysis of the influence between the dependent variable and the independent variable, and all psychographic and customized basic analyzes are appointed as strategic issues. After that, a focus group discussion (FGDs) was conducted. FGDs conducted between management and researchers were very helpful in compiling recommendations for CRM document design to increase interest in

Table 3. Perception of Service Experience Received by Actual Customers at CMH based on Customer Differentiation.

Customer Differentiation	Perceived Service Experience					
	Just normal		Same as Others		Special	
	n	%	n	%	n	%
Advocated	-	-	-	-	5	100
Repeat Customer	12	37.5	18	56.2	2	6.2
First Timer	7	33.3	13	62.0	1	4.7

Table 4. Experience in Inpatient Services at CMH.

No	Loyalty Variable	Customer Category		Interpretation
		Potential	Actual	
1	Customer Always Tells Anyone About Experiences Related to CMH Hospital Banjarmasin	7.47	8.04	Good
2	Advise Others to Use Inpatient Services for Relatives and Friends About CMH Hospital Banjarmasin	7.59	8.49	Good

Table 5. Recommendations for Increasing Institutional Patient Visits.

Variable	Strategic Issues	Recommendation
Infographics	a. Analysis test found that HRD socialization influenced inpatient utilization b. There are still actual customers who have not received socialization (24.1%) and potential customers (24.3%)	a. Creating a community with special members of the company's customers, for example, the healthy heart community b. b. Make a list of regular visits to each company to discuss hospital services with the company's HRD c. c. Regularly hold lay seminars or related seminars specifically for company guarantee customers
Psychographics	Many actual customers use the service only for the reason of working with the company	a. Routinely conduct socialization or be involved in activities held by the company to introduce the hospital and the services available. b. Creating leaflets or banners containing superior services or an overview of the hospital placed in partner companies
	There are still customers who use BPJS health insurance as the main choice when they will use inpatient services, and the majority do not use the service because CMH has not collaborated with BPJS	Cooperating with BPJS to increase market segmentation, especially the corporate segment with the COB guarantee system

Table 6. Customer Recommendations Based on Differentiation.

Customer Level Based on Differentiation	Applicable Customer Levels in CMH	Service obtained
Advocated	Diamonds	a. VIP IGD waiting room b. Inpatient administration in the ER c. Completion of inpatient administration in the treatment room d. Free inpatient pick-up and drop-off facilities <10km e. Can book 1x12 hour treatment rooms f. Reminder control schedule via WA or SMS g. Birthday wishes via SMS h. Giving birthday cake if it coincides with hospitalization i. Goodie bag for hospitalization
Repeat Customers	Gold	a. Completion of inpatient administration for special admission officers for the company guarantees patients b. Can book 1x12 hour treatment rooms c. Automatic control schedule reminder via WA website d. Birthday wishes via SMS
First Timer	Silver	Management of inpatient administration for special admission officers for the company guarantees patients

inpatient visits with company guarantees. Recommendations are proposals based on an analysis of the causes of strategic issues from researchers and the results of FGDs with management at CMH. Recommendations are aimed at improving and developing factors that are considered important to be considered in order to improve the quality of services in hospitals and increase interest in inpatient visits. Recommendations for strategies and services for CMH are divided into general recommendations based on the results of FGDs and recommendations for specific service products that may be used as references in an effort to increase interest in inpatient visits by the company guarantee.

Customized strategy and CMH service products are carried out by analyzing strategic issues, values and proposed customer service needs obtained by asking two types of questions, namely closed questions with which priority answers are the proposed choices from customers and open questions by asking which ones are preferred regarding the required by customer.

DISCUSSION

Differentiate customer is a description of the customer level associated with the level of loyalty, which is the main step in the customer development process. At CMH, customers are divided into prospects, first-timers, members, and advocates. The possibility as a prospect is a potential customer who is interested and able to buy, where all potential customers fall into this category.[13] Customers become customers for the first time (first-time customers), then the first satisfied customers become repeat customers (repeat customers). Furthermore, customers become advocates, namely customers who voluntarily recommend the company and its products and services to others.[11] CRM is the process of acquiring, retaining, and developing profitable customers. Understanding CRM is to understand the processes involved in attracting and retaining customers from suspects, prospects, first-time customers, repeat customers, client members and advocates to becoming partners at the most loyal customer level.

The results showed that many customers at the advocated level felt a special experience when using inpatient facilities at CMH. At the repeat customer and first timer level, the majority felt the service felt the same as the others. Based on a scale of 1-10, what actual customers were asked about in terms of sharing information about experiences related to inpatient services at CMH was classified as good, and willingness to suggest others to use inpatient services at CMH was classified as good. The definition of a loyal customer is a customer who is willing to share information about experiences related to inpatient services at CMH with others. One of the indicators of customers who advocate is customers who always share their experiences while being treated at CMH and suggest to others.

The strategic issues taken from this research are determined based on the analysis of the influence between the dependent variable and the independent variable, and all psychographic and customized basic analyzes are appointed as strategic issues. After that, a focus group discussion was conducted. FGDs conducted between management and researchers were very helpful in compiling recommendations for CRM document design to increase interest in inpatient visits with company guarantees. Recommendations are proposals based on an analysis of the causes of strategic issues from researchers and the results of FGDs with management at CMH. Recommendations are aimed at improving and developing factors that are considered important to be considered in order to improve the quality of services in hospitals and increase interest in inpatient visits. Recommendations for strategies and services for CMH are divided into general recommendations based on the results of FGDs and recommendations for specific service products that may be used as references in an effort to increase interest in inpatient visits by the company guarantee. Customized strategy and CMH service products are carried out by analyzing strategic issues, values and proposed customer service needs obtained by asking two types of questions, namely closed questions with which priority

answers are the proposed choices from customers and open questions by asking which ones are preferred regarding the required by customer.

CONCLUSION

Most of them are customers who have used inpatient services at hospitals, the rest are prospective customers who have never used inpatient services. The service experience felt by customers is the same as other customers, while customer loyalty to CMH is higher than customer loyalty to other hospitals. Several recommendations were given, namely: (1) Providing an overview of the level of customer loyalty, (2) Assessing the experience that customers have received, (3) Loyalty level compared to other hospitals, and (4) Compiling recommendations to increase visits from agency patients.

CONFLICT OF INTEREST

No potential conflict of interest relevant to this article was reported.

AUTHOR CONTRIBUTION

All authors similarly contribute to the think about from the investigation concepts, information acquisitions, information investigation, factual investigations, changing the paper, until detailing the consider comes about through publication.

ETHICAL CONSIDERATION

This research was approved by the Health Research Ethics Committee of the University Nahdlatul Ulama. Letter of exemption Ref. No. 1843/EC.KEPK/ UMS/2020.

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