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The Influence of Customer Relationship Management Activities and Service Quality on Customer Satisfaction in Jagakarsa Health Center and Setiabudi Health Center

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ABSTRACT

This research was conducted to know the activity of Customer Relationship Management (CRM) and services quality that affect customer satisfaction in Jagakarsa health center and Setiabudi health center. Questionnaires with closed question designs were used as research instruments, and as many as 190 respondents were sampled in the study. Data analysis technique that used was quantitative descriptive method, SPSS 20 for windows program used to analyze obtained data after the research. This research showed that the activity of CRM and service quality influence customer satisfaction in Jagakarsa health center and Setiabudi health center. Partially, the significance value was 0.000, which means the model was accepted, it means the activity of CRM significantly affected the customer satisfaction. From different test that there was no significant difference of activity of CRM and service quality to customer satisfaction at Jagakarsa health center and Setiabudi health center and there was no significant difference between influence of CRM activity and service quality to patient satisfaction of BPJS and general in Jagakarsa health center and there was a significant difference from the influence of CRM activity and service quality to customer satisfaction in BPJS and general patient at Setiabudi health center.

Keywords: Customer Relationship Management, Service quality, Customer satisfaction, Health center

INTRODUCTION

Quality of health care is important in the health services organization to increase public awareness about health and health services and encourages any organization for quality-conscious health services in providing services. Access, cost and quality are three main concepts that always arise in health services organization. This concept are determine customer satisfaction. If the consumer is not satisfied with the quality of the services, the patient will not return or find other service, although that services are available, and easy to reach⁽¹⁾. Therefore, the quality of the services offered is crucial in health care services. Health care institution must be managed properly, resulting health services would be beneficial as well as possible to increasing the degree of health in society. In the Ministry of health in public health center, The regulation of Number 23 year 1992 about health is health worker is any person who devoted themselves in the field of health, have knowledge and/or haveskills through education in the field of health which require authority in running the health service then there is non-medical health officer is an employee of public health center that handle things such as public health center and operational administration administrative staff, finance staff, personnel hygiene, security personnel and others⁽²⁾.

Customer Relationship Management (CRM) is a company's business strategy to attract customers and focus in maintaining a relationship with the customer by trying to meet the long term satisfaction⁽³⁾. CRM is a part of Relationship Marketing to attract customers. CRM's database was instrumental to identifying the profitable and unprofitable customers, improve the efficiency and effectiveness of target marketing and improve customer satisfaction. The company now has a way for marketing, sales and business applications of cross-functionality as well as customer relationship management application.

METHODS

This research was included in quantitative descriptive research, which describes the results of research in accordance with the observation to produce a picture in accordance with the actual situation. Descriptive research was a study that aims to obtain a description of the company from the characteristics of variables (CRM activity,

service quality and patient satisfaction in health center). Quantitative approach was a research approach that was done by processing and presenting the data by taking into account statistics involving numbers or scores/values that allows researchers to make decisions objectively. This approach was used because it was relevant to the formulation of the problem to be answered in this research, that was trying to describe and know the gap of the variables studied. The samples were those that meet the inclusion and exclusion criteria, Inclusion criteria was adult patients, the patient has finished the service, patients have been treated at least 3 times, and able to communicate well and exclusion criteria was patients are not willing to be respondents. Data were taken quantitatively by using questionnaires. Respondents were asked to fill out a given questionnaire, then analyzed using linear regression test.

RESULTS

From the two public health centers it was found out that the availability of services at the public health centers was found to differ in the basic services at public health centers in Jagakarsa subdistrict there was a gadar service performed in case of emergency condition and need to do direct action at that time. in supporting services at Public health centers in Jagakarsa subdistrict have advantages that there are service of corpse inspection, quality and environmental health.

In Setiabudi public health centers, there was a poly STI that deals with the problem of sexually transmitted infections experienced by the patient and how to prevent transmission. Then at the development service at Setiabudi public health centers there was poly MTBS, VCT, CST, poly acupuncture and poly psychology which was not available in development service of Jagakarsa public health center, poly MTBS was poly to serve sick toddler and VCT poly for counseling and test of HIV and poly CST was an HIV/AIDS prevention program. The advantages that exist in the development services in Jagakarsa public health center was the market service held once a week to market-markets around the public health center area.

Prior to dissemination of the questionnaire to be answered by the 190 respondents, first conducted a test of the validity and reability of 30 respondents. We obtained the results and it had been declared invalid and reability qualified by the terms cronbach's alpha of 0.6.

Table 1. Characteristics of respondents

Number	Characteristics	Result	Percentage
1	Gender	Woman	57%
2	Age	>50 years old	54%
3	Education	Senior High School	37%
4	Job	Housewife	63%
5	Insurance	BPJS	73%

Table 2. Description of costumer relationship management, service quality, and customer satisfaction

Variable	Patient Average score at Jagakarsa public health center	Patient Average score at Setiabudi public health center
CRM	6.59	6.57
Quality	7.30	7.32
Satisfaction	7.31	7.22

The highest respondent scoring was:

Table 3. Assessment of respondents to the variables at Health Center Municipal of Jagakarsa and Health Center Municipal of Setiabudi

Variable	Respondent statement at Jagakarsa health center (BPJS)	Respondent statement at Jagakarsa health center (non-BPJS)
CRM	This public health center is important for my life	Served as friend
Quality	Health worker have good reputation and personality	Health worker explain how to use the drugs
Satisfaction	Recipe never exchange exchange at outside public health center's pharmacy	Recipe never exchange outside clinis's pharmacy
Variable	Respondent Statement at Setiabudi public health center (BPJS's patient)	Respondent statement at Setiabudi public health center (non-BPJS)
CRM	This public health center is important for my life	Served as friend
Quality	Health worker have good reputation and personality	Health worker explain how to use the drugs
Satisfaction	Recipe never exchange exchange at outside public health center's pharmacy	Recipe never exchange outside clinis's pharmacy

From result of regression statistic test got result that variable of Customer Relationship Management and Service Quality enter in equation because fulfill criteria and can be read that correlation coefficient value between variable of Customer Relationship Management (X1) and Quality of Service (X2) to Customer Satisfaction (Y) was 0.749. The p-value of F test was 0.000, means the model was accepted or the linear equation $\hat{Y} = a + b_1X_1 + b_2X_2$ was appropriate. Customer Relationship Management significantly affects the quality of service and customer satisfaction.

DISCUSSION

The data of the respondents in the study was obtained from the results of research conducted against 190 people respondents may note some of the characteristics of the respondents i.e. which gender most come to the public health center. Result are woman with a percentage of 57%; the largest age 50 years with > 54%; the last education respondents average is high school with 37%; the percentage of respondents work is a housewife with 63% and the percentage of respondents who came to public health center are already using the BPJS with percentage of 73%.

Of the research data of the respondents in the study obtained the following results on variable CRM in two public health center obtained average of 6.59 and 6.57, showing that the management of customer management is applied in public health center is already quite good perceived by the respondents then the variable quality of service obtained average of 7.30 and 7.32, showing that service quality is already perceived by respondents who visited public health center and customer satisfaction variables obtained average of 7.31 and 7.22 to suggest that the perceived satisfaction of respondents was quite satisfied.

As for the results of an assessment questionnaire, respondents once filled and recorded result the highest percentage of the value was obtained the following variables CRM and chosen by the respondents "This public health center are important for my life" while at Jagakarsa public health center patients choose "served as friends". On the variable quality of service questionnaire that sentence many grains selected respondents "health worker have good personality" while different in patients in public Jagakarsa public health center with grains of the questionnaire many sentences selected: "health worker describes how drug consumption". On customer satisfaction variable grain sentences most of the selected questionnaire respondents drug prescriptions never redeemed outside the poly Pharmacy public health center "which means stock of supplies of drugs in health centers meet customer needs so that it can make satisfied customers.

Statistic test result was obtained Customer Relationship Management have influence to quality service and customer satisfaction. It is stated that the higher quality of service then the higher the level of satisfaction of customers who came to medical treatment at Jagakarsa and Setiabudi public health center. The success of public health center that have been providing the best service and making the patient as a partner, esteemed care to appreciate contribution from patients significantly increased at Jagakarsa and Setiabudi public health center.

CONCLUSION

There was significant influence between the activity of the Customer Relationship Management and quality service towards customer satisfaction in the Jagakarsa Health Center and Setiabudi Health Center, and there was no meaningful difference in activity Customer Relationship Management and service quality towards customer satisfaction between them. There is no significant difference between the influence the activity of the Customer Relationship Management (CRM) and quality of service towards the patients satisfaction in public health center and BPJS at Jagakarsa and there is a meaningful distinction from influence of the activity of the Customer relationship Management and service quality towards customer satisfaction in patients BPJS and common in Setiabudi health center.

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