THE CORRELATION BETWEEN CUSTOMER RELATIONSHIP MANAGEMENT AND THE INPATIENTS LOYALTY

Rezky Amalia Amal[1], Syahratul Aeni[2], Syarfaini[3], A. Syamsiah Adha[4]

[1] Health Policy Administration Division of Public Health Department Faculty of Medicine and Health Science of UIN Alauddin Makassar

[2] Epidemiologi Division of Public Health Department Faculty of Medicine and Health Science of UIN Alauddin Makassar

[3,4] Nutrient Division of Public Health Department Faculty of Medicine and Health Science of UIN Alauddin Makassar

ABSTRACT

Background : Customer Relationship Management (CRM) as a process to build a relationship between companies and customers by increasing customers value and satisfaction performed by identifying customers by forming perceptions on the products or organizations or services offered through marketers, sellers, services and supporting services which make the customers to be loyal.

Objective : The study was aimed at determining the correlation between Customer Relationship Management and the inpatients loyalty at Ibnu Sina Hospital of Makassar in 2017.

Method : This study was quantitative research using an obsevational analytic approach with cross sectional study involving 18304 people as research population and 391 samples. Moreover, univariate and bivariate with chi square test were utilized in analysing the data.

Result : The results showed that there was a significant correlation between continuity marketing (p=0.000), one to one marketing (p=0.000), and partnering program did not have a significant correlation (p=0.090) with patient loyalty.

Conclusion : Ibnu Sina Hospital must be able to manage customer relationship management well to maintain patient loyalty in order to reuse services at the hospital.

INTRODUCTION

Hospital as an institution engaged in the health sector, customer relationship management (*Customer Relationship Management*) is one of the important strategies that can be used by hospitals to achieve *patient centered. C*RM as a process which builds relationships between companies and customers by increasing customer value and satisfaction by identifying customers by forming perceptions about products or organizations or services offered through marketers, sellers, services, and support services that make customers become loyal.

Improving patient satisfaction is important in health care organizations. (Adnan, 2020). Hospitals must be able to provide good service quality. Good service quality increases patient loyalty to the hospital. If patients are satisfied with the quality of service they receive, a harmonious interpersonal relationship will be formed. A good interpersonal relationship between patients and hospitals will encourage patients to reuse hospital services so that it will indirectly increase the level of loyalty to patients. Therefore, implementing CRM is needed to maintain patient loyalty.

The implementation of theconcept *Customer Relationship Management* allows customer satisfaction because it tries to strengthen, maintain and strengthen the relationship between the organization and the customer, by seeing customers as partners. (Juandi, 2016) If the implementation of theconcept is *Customer Relationship Management* successful, the customer will be loyal to the organization.

Based on inpatient visit data at Ibnu Sina Hospital, it shows that in 2014 the number of visits was 49702 visits, in 2015 there were 45799 visits and in 2016 there were 44892. When compared to other type B private hospitals in Makassar City, the hospital visits were Ibnu Sina is still higher, where the results of the data obtained show that the number of inpatient visits in 2014 was 10216 visits, in 2015 there were 11679 visits and in 2016 there were 11256 visits. (Rumah Sakit Ibnu Sina, 2017)

After seeing the results of the number of inpatient visits where the number of visits was quite large, the researchers were interested in examining whether there was a relationship between *Customer Relationship Management* and loyalty of inpatients at Ibnu Sina Hospital, Makassar City in 2017.

METHODS

This research is a quantitative study with an analytical research approach. observational with *cross sectional study design*. The population in this study were all inpatients at Ibnu Sina House, Makassar City in the last six months, from January to June 2017, totaling 18304 people. The sample of this study used *purposive sampling* with a sample size of 391 people. Data analysis performed was univariate and bivariate withtest *chi square*.

Table 1. Characteristics of Inpatient Respondents at Ibnu Sina Hospital, Makassar City in 2017.

Characteristics of Respondents	n	%
Age		
17-23 Years	56	14.03
24-30 Years	87	22.03
31-37 Years	76	19.04
38-44 Years	70	17.09
45-51 Years	46	11.08
52-58 Years	38	9.07
59-65 Years	18	4.06
Gender		
Male	155	39.06
Female	236	60.04
Last Education		
Elementary School	18	4.06
Junior High School	54	13.08
Senior High School	199	50.09
College	120	30.07
Employment Status		
Work	331	84.07
Not Working	60	15.03
Types of Occupation of		
Housewives	105	26.09
Civil Servants / Employees	54	13.08
Retired PNS / ABRI	8	2.00
Laborers	11	2.08
Entrepreneurs / Traders	82	21.00
Farmers	12	3.01
Others	59	15.01
Types ofPatients		
General	52	13.03
KIS	67	17.01
BPJS	272	69.06
Number of visits		
2 times	180	46.00
3 Times	125	32.00
4 Times	51	13
5 Times	22	5.06
6 Times	8	2
7 Times	3	0.08
10 Times	1	0.03

Source: Primary Data, 2017

RESULT

Unvariate Analysis

Based on Table 1, the characteristics of the respondents in this study showed that most of the respondents were 20-30 years old as many as 87 respondents (22.3%), 236 respondents (60.4%) with high school education as many as 19 respondents (50.9%), with a work status as many as 331 respondents (84.7%), and the most types of work were housewives as many as 105 respondents (26.9%), while the most types of patients were BPJS patients as many as 272 respondents (69.6%), and the highest number of visits, namely 2 times, 180 respondents (46.0%).

Based on Table 2, the variables in this study based on the level of *continuity marketing* indicate that of 391 respondents, there are 255 respondents (65.2%) with a good level of *continuity marketing*, while 136 respondents (34.8%) with a level of *continuity marketing* (continuity) is not good. In *one to one marketing* (marketing individuals) showed that out of 391 respondents, there were 365 respondents (93.4%) with a rate of *one to one marketing* (marketing individuals) good, while 26 respondents (6.6%) with a rate of *one to one marketing* (personal marketing) is not good enough. Patient loyalty shows that out of 391 respondents, there are 367 respondents (93.9%) who are loyal, while 24 respondents (6.1%) are not loyal.

Bivariate Analysis

Based on the results of this study indicate that there is a significant relationship between *continuity marketing* and *one to one marketing* on the loyalty of inpatients with a *p-value* <0.05. Meanwhile, the *partnering*

program did not have a significant relationship with inpatient loyalty with a *p-value* > 0.05.

Table 2. Distribution of Respondents Based on Customer Relationship Management and Patient Loyalty Inpatient at Ibnu Sina Hospital Makassar City in 2017.

Characteristics of Responden	n	%
Continuity Marketing		
Good	255	65.02
Poor	136	34.08
One to One Marketing		
Good	365	93.04
Poor	26	6.06
Partnering Program		
Good	373	95.04
Poor	18	4.06
Patient Loyalty		
Loyal	367	93.09
Disloyal	24	6.01

Source: Primary Data, 2017

When viewed from the latest education, education is the process of growth and development of all human abilities and behavior through teaching. The latest education affects the ability, insight and level of self-confidence of the respondents in carrying out the job.

When viewed from the type of work, it shows that the occupation is mostly housewives. Work is a group of positions (positions) that have the same obligations or main duties. Kottler et al. (2009) stated that work also affects consumption patterns, a person who has a certain job will buy what he needs according to his job.

Based on the source of medical expenses, the majority of respondents, namely 272 respondents (69.6%), used health insurance (BPJS) as a source of medical expenses. This shows that the government's efforts to improve the degree of public health through the health insurance program by BPJS can be said to be quite successful. foreigners who have worked for at least six years in Indonesia. Thus, there is no longer any reason to refuse to be part of the BPJS Kesehatan.

When viewed from the results of the study, it shows that based on the highest number of visits, there were 380 respondents (97.2%) 1-5 times the number of visits. Someone who feels loyal can be seen from how they choose good, bad services in the hospital they visit, from patients who feel loyal to visit the hospital again for certain reasons such as being in accordance with the services provided, feeling that the costs incurred for treatment at the hospital is very affordable and appropriate.

The relationship between Continuity Marketing and Patient Loyalty.

Continuity Marketing is to maintain and increase customer loyalty, through special long-term services to increase value through learning from each other's characteristics. Where *Continuity Marketing* is a variable in CRM that aims to bind customers by providing services. (Parvatiyar & Sheth, 2001)

Table 3. The Relationship Between Customer Relationship Management and Inpatient Loyalty at Ibnu Sina Hospital, Makassar City in 2017.

CRM	Patient Loyalty				Total		p value
	Loyal		Disloyal				
	n	%	n	%	n	%	
Continuity Marketing							
Good	248	97.3	7	2.7	255	100	
Poor	119	87.5	17	12.5	136	100	P = 0.000
Total	**367**	**93.9**	**24**	**6.1**	**391**	**100**	
One to One Marketing (Individual Marketing)							
Good	353	96.7	12	3.3	365	100	
Poor	14	53.8	12	46.2	26	100	P = 0.000
Total	**367**	**93.9**	**24**	**6.1**	**391**	**100**	
Partnering Program							
Good	352	94.4	21	5.6	373	100	
Less Good	15	83.3	3	16.7	18	100	P = 0.090
Total	**367**	**93.9**	**24**	**6.1**	**391**	**100**	

Source: Primary Data, 2017

The results of hypothesis testing have proven that there is a relationship between *Customer Relationship Management* in this case *Continuity Marketing* (marketing continuity) to patient loyalty.

The statistical significance test results with a level of 0.000 <0.05 then Ho is rejected and Ha is accepted. This test statistically proves that *Customer Relationship Management* in this case *Continuity Marketing* has a positive effect on patient loyalty. It can be concluded that, more and more are choosing *continuity marketing* (marketing viability) either category, then the patient will be more loyal.

Several factors that influence purchasing decisions consist of technical criteria (health care, clinical outcomes, environment and comfort provided), economic criteria (price, payment mechanism, value obtained from services provided), social criteria (status related to facilities or services). procedures performed, social influence), and personal criteria (emotional aspects, self-image, moral and ethical considerations).

This is supported by the theory put forward by Oesman in Juandi (2016) which suggests that to maintain and build customer loyalty, to fulfill these objectives the company seeks to maintain and increase customer loyalty through *Continuity Marketing* (marketing continuity). Thus this research is in line with the theory or opinion put forward by Oesman.

This study is in line with Ardiyhanto (2011) study which states that the results of regression testing between *Continuity Marketing* and customer loyalty have obtained a beta coefficient of 0.313 with a sig

value of 0.000. This means that increasing *Continuity Marketing* affects customer loyalty. P value = 0.000 <0.05, which means that *Continuity Marketing* has a significant effect on customer loyalty.

This shows that *Continuity Marketing* (marketing continuity) has a relationship with patient loyalty because high satisfaction or high pleasure will create emotional attachment to certain brands, which will result in high customer loyalty or make customers loyal.

Relationship of One to One Marketing (individual marketing) to Patient Loyalty

The results of hypothesis testing have proven that there is a relationship between *Customer Relationship Management* in this case *One to One Marketing* (individual marketing) on patient loyalty. The statistical test results are significant with a level of 0.000 <0.05, so Ho is rejected and Ha is accepted. This test statistically proves that *Customer Relationship Management* in this case *One to One Marketing* (individual marketing) has a positive effect on patient loyalty. So it can be concluded that, the more people choose *One to One Marketing* (individual marketing) in the good category, the more loyal the patient will be.

Effective communication, including listening to patient complaints, is important. Good health education comes from good communication. The dimensions of poor human relations can reduce the level of effectiveness and technical competence dimensions of the health services provided. Experience shows that patients who are treated poorly tend to ignore advice and will not be willing to make repeat visits(Pohan, 2006). The better the relationship and medical and paramedical communication with the patient, the more reluctant the patient will be to switch to other health care providers, this shows that *switching barriers* or barriers to moving hospitals from an *interpersonal relationship* should be maintained as a hospital strategy in retaining customers. (patient).

This can happen because theprogram is *CRM* intended directly as a service suggestion that will improve the quality of service to patients. Also theprogram is *CRM* aimed at increasing patient satisfaction by implementing the *One to One Marketing* which program,is a program carried out individually aimed at fulfilling satisfaction for the unique needs of patients and can strengthen the position of the hospital as a personal symbol of individual service. According to Hasan in Sutrisno (2015) that consumer behavior is related to meeting consumer needs and desires.

Relationship of Partnering Program (partnership program) to Patient Loyalty The

results of hypothesis testing have proven that there is no relationship between the *Partnering Program* and patient loyalty. The statistical test results are significant with a result level of 0.090> 0.05, so Ho is accepted and Ha is rejected. This test

statistically proves that *Customer Relationship Management,* in this case the *Partnering Program,* has no positive effect on patient loyalty.

This contradicts the theory put forward by Oesman in Juandi (2016) which states that *co-Marketing* or the *Partnering Program* has an influence on increasing customer loyalty, so to fulfill this goal the company seeks to maintain and increase customer loyalty throughincrease customer loyalty. *co-Marketing,* so that it canprovide satisfaction for customers. Thus, it can be said that the research conducted by the writer is not in line with the theory or opinion put forward by Osman.

CONCLUSION

From the results of research conducted at the Ibnu Sina Hospital, Makassar City, the relationship between *Customer Relationship Management* and patient loyalty can be concluded as follows: (1) there is a significant relationship between *continuity marketing and* loyalty of inpatients at Ibnu Sina City Hospital. Makassar in 2017. (2) there is a significant relationship between *one to one marketing* (individual marketing) to the loyalty of inpatients at the Makassar City Ibnu Sina Hospital in 2017. (3) there is no significant relationship between the *partnering program* (partnership program) to the loyalty of inpatients at the Ibnu Sina Hospital, Makassar City in 2017.

RECOMENDATIONS

The suggestions that can be given by researchers are: (1) better *customer relationship management* and patient loyalty should be improved because the success of an organization begins with the services provided to customers in addition to goods and services provided Warrant in order to create customer loyalty. (2) it is necessary to have efforts from management to maintain, maintain, even if necessary, to improve thestrategy in *Customer Relationship Management*order to be able to maintain and increase the number of loyal patients. (3) the need for the hospital to pay attention to the factors that influence it to further increase patient loyalty.

REFERENCES

Adnan, Y. (2020). Effectiveness of Nursing Caring Behavior to The Satisfaction of Hospital Patients in Puskesmas Wotu. *Afiasi: Jurnal Kesehatan Masyarakat*, 5(3), 88–95.

Ardiyhanto, D. (2011). *Analisis Pengaruh Customer Relationship terhadap Loyalitas Pelanggan dalam Pembelian Sepeda Motor Yamaha pada PT. Megatama Motor di Makassar.* Universitas Hasanuddin.

Juandi. (2016). *Hubungan customer Relationship Management dengan Kepuasan Pasien di BLUD RSUD Haji Padjonga Daeng Ngalle Kabupaten Takalar Tahun 2016.* Universitas Muslim Indonesia.

Kottler, P., Kevin, L., & Keller. (2009). *Manajemen Pemasasaran. Pendekatan Integratif Antara Teori Dan Implementasi.* IPB Press.

Parvatiyar, A., & Sheth, J. N. (2001). Customer relationship management: Emerging practice, process, and discipline. *Journal of Economic & Social Research*, *3*(2).

Pohan. (2006). *Jaminan Mutu Layanan Kesehatan: Dasar-Dasar Penegertian dan Penerapan*. Buku Kedokteran EGC.

Rumah Sakit Ibnu Sina. (2017). *Profil Rumah Sakit*.

Sutrisno, S. (2015). Pengaruh Kualitas Layanan, dan Customer Relationship Management Terhadap Kepuasan Pasien dan Loyalitas Pasien di Rumah Sakit Tingkat II Tentara Nasional Indonesia. *JMM17: Jurnal Ilmu Ekonomi Dan Manajemen*, *2*(02).