MEASURING SUCCESS PRIORITY CUSTOMER RELATIONSHIP MANAGEMENT
(CASE STUDY: HOSPITAL TNI. ANGKATAN UDARA SOEMITRO)

Student : Ardhy Budhi Rismawan
NRP : 5207 100 040
Department : Information Systems-ITS FTIF
Supervisor : Mudjahidin, S.T, M.T

Abstract

Competition in this globalization time makes the customers as valuable assets are limited and must be managed properly. The hospital is an institution that requires the customer as the main factor of service after the part of health care quality. Support and utilization of information technology is also a factor that can help service activities, sales, and marketing the hospital. By implementing the concept of Customer Relationship Management (CRM), the hospital is committed to establishing long-term customer relationships relating to the competitiveness between hospitals that try to retain existing customers. With the passage of time is necessary to evaluate the implementation of Customer Relationship Management that has been there, so know the performance of existing agencies and the immediate response to the implementation is still lacking.

Given these problems then use the priority factor model from Tae Hyup Roh, Cheol Kyung Ahn dan Inggo Han, which includes CRM Intiatives, Intrinsic Succes dan Exstrinsic Succes priority for which to measure success of customer relationship here using SEM (Structural Equation Model). SEM can examine the complex relationship between both variables and non-recursive recursive to obtain a comprehensive picture of the overall model.
From the results of testing performed measurements of variables that affect the results obtained two CRM initiative, the success of intrinsic and extrinsic success of CRM. Two of these results include Reliability and tangible variables for which variable has a suggestion to improve the accuracy reliability doctor visits. While the variable Tangible recommendations for improvement have parking and waiting room patients.

Keywords: Customer Relationship Management (CRM), Performance Measurement, CRM Scorecard, Analytic Hierarchy Process (AHP), Telecommunication Company.