Internasional Journal of Integrative Sciences (IJIS)
Vol.3, No.8, 2024: 835-844

Projected Customer Growth Rate of Hospital Pharmacy Installation in Blitar from 2021 to 2023

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A R T I C L E I N F O

Keywords: Customer Growth Rate, Customer Relationship Management, Pharmacy Installation, Blitar

Received : 2 June
Revised : 24 July
Accepted: 20 August

A B S T R A C T

Quality of pharmaceutical services can be measured by the performance of the Blitar General Hospital Pharmacy Installation which focuses on customer growth rates. This study aims to determine the growth rate of outpatient and inpatient customers of the Blitar General Hospital Pharmacy Installation from 2021 to 2023. This research uses a qualitative descriptive approach. Data were collected through in-depth interviews, observations, and document studies, which were then analyzed using a qualitative approach. The results showed that the total customer growth rate increased over time; in 2021, there were 12,786 customers; in 2022, there were 44,833 customers; while in 2023, there were 58,850 customers

DOI: https://doi.org/10.55927/ijis.v3i8.11100
E-ISSN: 2985-9050
https://journal.formosapublisher.org/index.php/ijis

INTRODUCTION

The evolution of society and the changing attitudes of individuals towards the significance of well-being in facilitating everyday functioning have resulted in a growing demand for health services, particularly those that promote and sustain a healthy lifestyle. Consequently, public knowledge of the need to seek care at the public health service centre is significant. In order to achieve the ideal standard of public health, it is essential to establish a service centre and a facility to cater to those who are still unwell or experiencing health issues, such as a hospital. Hospitals are healthcare institutions that provide comprehensive and integrated services for treating diseases and restoring health. They prioritize efforts to cure diseases and promote health while focusing on preventive measures. Hospitals serve as referral centres and can be utilized for educational and research purposes (Hartono, 2010).

The expectations of patients and the general public about the quality of pharmaceutical services need a shift from the traditional approach focused only on drugs to a new approach centred around patients, guided by the principles of Pharmaceutical Care. Enhancing the quality of a healthcare service is intricately linked to pharmaceutical services. The Hospital Pharmacy Installation is an operational entity responsible for executing all pharmaceutical service operations inside the hospital. Hospitals rely on pharmaceutical services to provide a crucial role in the healthcare system, prioritising the well-being of patients. These services include the supply of pharmaceutical preparations, medical equipment, and medical consumables, with the goal of delivering superior and economical healthcare solutions to persons from all backgrounds. Furthermore, this complete quality improvement framework includes the provision of clinical pharmaceutical services (Permenkes RI, 2016).

Every organization tries to meet customer demands using various negotiation tactics and methodologies to achieve consumer satisfaction and encourage repeat sales or visits. If a consumer has become a loyal client because their satisfaction is met, they will not move to another company that offers comparable products or services. One effective method to generate client satisfaction is to provide exceptional service to foster customer loyalty and encourage repeat business.

The business sector is currently experiencing significant and rapid growth. Development can occur in both service and non-service based companies. The combination of economic growth and advances in technology and science has led to increased competitive intensity. The service industry is now experiencing increased competition in company growth, thus requiring business professionals to provide superior services and compete in terms of price, service quality, location, atmosphere, and transaction convenience. This shows the need for innovation in the healthcare industry to increase comfort, satisfaction, and trust in hospital services, especially in hospitals. Amid free competition between healthcare facilities, it is imperative to provide business advice to ensure that people seek treatment at a reputable hospital.

LITERATURE REVIEW

Customer Relationship Management (CRM)

The Customer Relationship Management (CRM) is a system used to manage and maintain customer relationships. Define Customer Relationship Management as a strategic process aimed at cultivating and sustaining profitable connections with customers by delivering enhanced value and ensuring high customer satisfaction (Kotler, 2012). Client Relationship Management (CRM) refers to the methodical and organized process used by firms to comprehend, keep, and enhance client loyalty, as well as attract new consumers, with the ultimate goal of achieving substantial corporate expansion.

Customer relationship management (CRM) is a business approach aimed at effectively managing and optimizing customer connections to maximize the company's long-term value (Baker, 2012). Relationship marketing is necessary due to industrial globalization. The emphasis transitions from promoting products to creating conditioned value via value movements, technological breakthroughs, and a power shift from producers to consumers.

CRM is a system that leverages information technology to establish and maintain a continuous interaction with clients. To guarantee the effectiveness of a CRM strategy: 1.) A firm must have a clear understanding of its objectives and goals, which may be achieved via effective planning. 2.) All individuals involved must coordinate their efforts with CRM activities inter-functionally. 3.) The procedure for clients to contact the firm must be specified; 4.) Utilizing technology platforms by establishing objectives in collaboration with key stakeholders.

State that one of the aims of CRM is: 1.) To enhance the firm's connection with customers, hence providing more value to the organization. 2.) Anticipating future consumer demands; 3.) Acquiring new customers and fostering connections with current customers; 4.) Minimizing marketing expenses; 5.) Determining the company's requirements for attaining customer happiness; 6.) Evaluating consumer behavior (Lundgren & Mingo, 2013).

Marketing

Marketing is a human endeavour aimed at satisfying needs and wants via the process of exchanging goods or services (Philip Kotler, 2012: 1). As stated by Kotler (2012), marketing is a social and administrative procedure that facilitates people and groups in acquiring their necessities by generating and mutually exchanging items and values with others. According to the above definition, marketing is a strategic initiative to fulfil consumer needs by integrating product, distribution, promotion, and pricing strategies to accomplish business objectives. The marketing strategy known as STP consists of three key elements: Segmentation, Target Market, and Positioning (Kotler & Amstrong (2014).

Integrated Marketing Communication (IMC)

Integrated Marketing Communication (IMC) is a strategic approach that combines several marketing tools and channels to provide a consistent and unified message to target audiences. IMC is a business concept that aims to synchronize different communication channels to provide unambiguous, consistent, and persuasive messages to customers. Furthermore, it may also be

seen as a tactic in moulding communication between businesses and consumers via many marketing media (Kotler, 2012).

In George E & A, Michael (2021) define Integrated Marketing Communication as a strategic approach to marketing communications that recognizes the benefits of a cohesive strategy in which various promotional instruments are used to transmit messages with a unified theme or one theme. The advantages of Integrated Marketing Communications (IMC) include:

1.) Ensuring the delivery of a robust, coherent, and unambiguous message
2.) Enhancing brand recognition
3.) Establishing a compelling customer experience
4.) Reduce expenses associated with promotional activities

The components of IMC are as follows:

1.) Advertising, which involves subtly promoting a product or service by highlighting its merits and distinguishing it from rivals
2.) Public relations
3.) Sales Promotion is employing tactics such as discounts and incentives to stimulate sales
4.) Occasions and Encounters
5.) Direct Selling is a sales method that involves promoting items or services directly to customers by highlighting their benefits and persuading them to believe they need the product or service

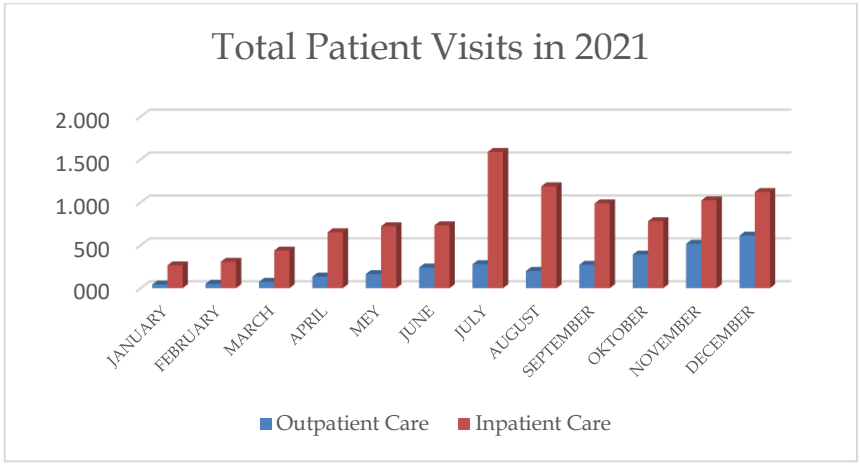
METHODS

The method in this research uses qualitative methods. Research designs that use qualitative methods are general, flexible, and easy to develop, along with the emergence of something dynamic when the research process occurs. The informants in this study consisted of the head of the Hospital Pharmacy Installation. While the unit of analysis is patients who get services at the Pharmacy Installation. Primary data sources in this study were obtained through in-depth interviews with informants and field observations. Meanwhile, secondary data sources were obtained through journals, references, reading materials, and data on patient visits in 2021-2023. Furthermore, to obtain data and information in the field, the collection techniques used were 1) interviews 2) observation, and document searches. While the data analysis technique used is qualitative descriptive analysis.

RESULTS

The research findings show an increase in the number of offenders from 2021 to 2023. Customer relationship management is used to guide operational activities, increase existing potential, and provide a different experience for patients. Patients who had such an experience reported that they felt happy and loyal to the Blitar General Hospital Pharmacy Installation. Implementing this approach has a significant effect in increasing the volume of patients visiting the Hospital Pharmacy Installation.

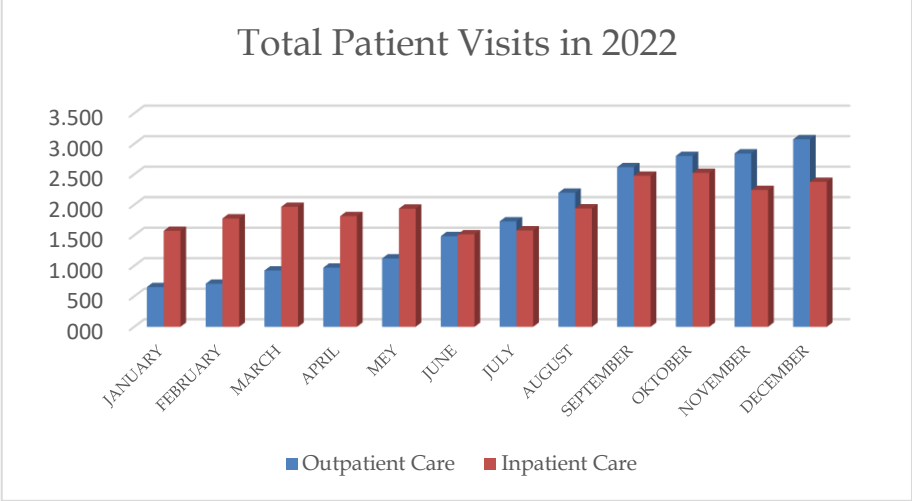
Total Patient Visits in 2021



Picture 1. Total Patient Visits in 2021

In the picture 1, total patient visits 2021 are measured from January to December. For outpatients, starting from January, there were 43 patient visits, February counted 52 patient visits, March counted 74 patient visits, April counted 135 patient visits, May counted 164 patient visits, June counted 241 patient visits, and July counted 279 patient visits. In August, there was a decrease in patient visits from the previous month, namely 201 patients, which then increased again in September, October, November, and December, respectively 273 patients, 392 patients, 517 patients, and 612 patients. Meanwhile, for inpatients starting from January, there were 266 patient visits; in February, there were 308 patient visits; in March, there were 438 patient visits; in April, there were 652 patient visits; in May, there were 721 patient visits; in June, there were 733 patient visits, in July there was a drastic increase in patient visits of 1,587 patients. In August, September, October, November, and December, a significant decrease from the previous month of 1,187 patients, 988 patients, 780 patients, 1,023 patients, and 1,120 patients, respectively.

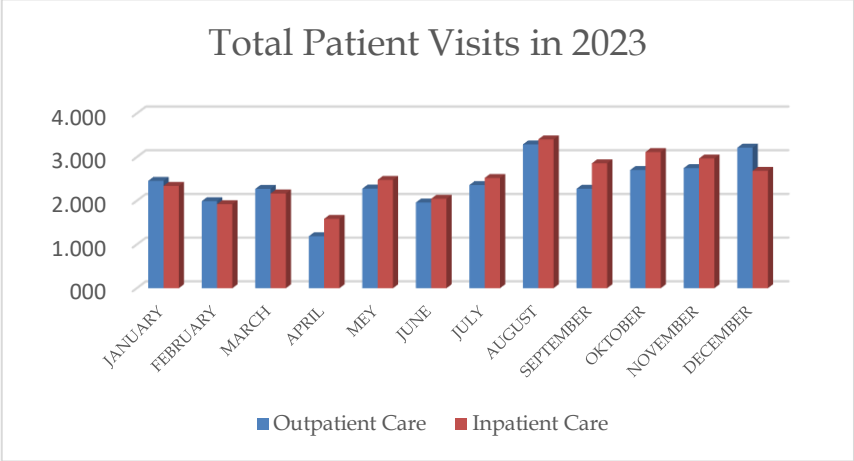
Total Patient Visits in 2022



Picture 2. Total Patient Visits in 2022

In the picture 2, total patient visits 2022 are measured from January to December. For outpatients starting from January, there were 651 patient visits; in February, there were 706 patient visits; in March, there were 923 patient visits; in April, there were 970 patient visits; in May, there were 1,120 patient visits; in June, there were 1,486 patient visits, July, there were 1,728 patient visits. Seven hundred twenty-eight patients, August counted patient visits of 2,197 patients, September counted patient visits of 2,617 patients, October counted patient visits of 2,800 patients, November counted patient visits of 2,841 patients, December counted patient visits of 3,075 patients so it appears that there is no decrease in outpatient visits in 2022. Meanwhile, for inpatients starting from January, there were 1,573 patient visits; in February, there were 1,776 patient visits; in March, there were 1,967 patient visits; in April, there were 1,814 patient visits; in May, there were 1,936 patient visits; in June, there was a decrease in patient visits from the previous month of 1,516 patients, in July there was an increase in patient visits from the previous month of 1,580 patients. In August, September, October, November, and December, a significant increase from the previous month of 1,940 patients, 2,476 patients, 2,523 patients, 2,242 patients, and 2,376 patients, respectively.

Total Patient Visits in 2023

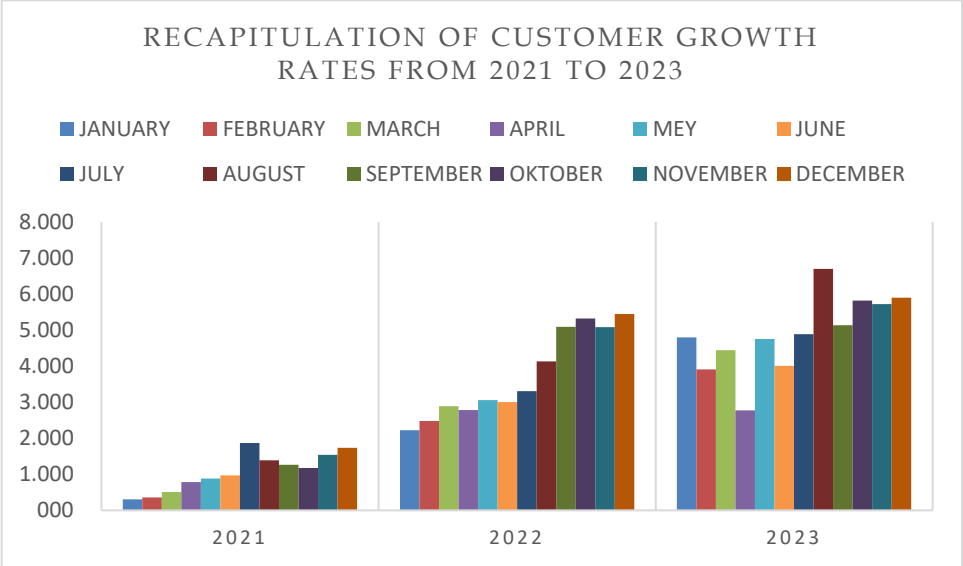


Picture 3. Total Patient Visits in 2023

In Figure 3, the total patient visits 2023 were measured from January to December. For outpatients starting from January, there were 2,456 patient visits; in February, there were 1,991 patient visits; in March, there were 2,274 patient visits; in April, there were 1,189 patient visits; in May, there were 2,280 patient visits; in June, there were 1,962 patient visits, July, there were 3,292 patient visits. Nine hundred sixty-two patients, July saw 2,360 patient visits, August saw 3,292 patient visits, September saw 2,275 patient visits, October saw 2,705 patient visits, November saw 2,749 patient visits, and December saw 3,217 patient visits. Meanwhile, for inpatients starting from January, there were 2,341 patient visits; in February, there were 1,923 patient visits; in March, there were 2,168 patient visits; in April, there were 1,586 patient visits; in May, there were 2,478 patient visits; in June there was a decrease in patient visits from the previous month, namely 2. 046 patients, July calculated an increase in patient visits from the previous month of 2,523 patients, August calculated a patient

visit of 3,406 patients, September calculated a decrease in patient visits from the previous month of 2,858 patients, October calculated an increase in patient visits from the previous month of 3,116 patients, November and December again decreased from the previous month respectively by 2,969 patients, 2,686 patients.

Recapitulation of Customer Growth Rates from 2021 to 2023



Picture 4. Recapitulation of Customer Growth Rates from 2021 to 2023

Figure 4 shows that there is a fluctuating increase in patient visits which tends to increase from 2021-2023. The variability in patient visits between 2021 and 2023 is impacted by multiple factors, such as the capacity of health service facilities to meet the community's needs, desires, and expectations and the effectiveness of individual health workers in attending to visiting patients. Public satisfaction measures the aspects of a service that need development and motivates each unit responsible for service delivery to enhance its quality (Kasuba & Kurniawan, 2018).

Hospitals may benefit from increased patient visits, including outpatient and inpatient visits. These visits can be paid for by insurance, whether the government or the private sector provides it. The rising cost-to-charge ratio (CCR) or cost-burden ratio is closely linked to the specific payment method. Payment-to-charge ratios (PCR) are used to assess the amount of payment for a hospitalization covered by personal insurance. The study's findings are necessary to enhance the precision of the prediction model for all payment categories (Smith et al., 2015).

DISCUSSION

The results of this study align with the research conducted by the Directorate of Public Health and Nutrition of the Deputy for Human Development, Society, and Culture of the Ministry of PPN / Bappenas. According to the study, Indonesia is projected to have a population growth rate below 1% from 2020 to 2024, indicating a slowdown in population growth. The slowdown is caused by a decrease in the population of individuals aged 0-14 years with a negative Labor Participation Rate (LPP) of 0.1%, as well as a decrease in the LPP of individuals in the productive age group from 1.19% from 2015 to 2019 to 0.9% from 2020 to 2024.

Concurrently, the proportion of individuals aged 65 and older rose in LPP from 4.64% to 4.68% within the same time frame. In 2020, the population of Indonesia is projected to reach 269,603,430 people and is expected to rise to 279,965,172 individuals by 2024. The population distribution across different age groups at each life stage is the foundation for predicting the trajectory of demand for healthcare services. Future shifts in population demographics will inevitably lead to corresponding changes in the prevalence and distribution of diseases. The disease burden profile by age group may also vary due to the different risk factors and vulnerabilities experienced by each age group. Based on the disease burden profile 2016, the three primary illnesses contributing to DALYs in each age group are associated with the risk factors mentioned. The disease profile among children aged 0-4 years indicates a vulnerability to illnesses associated with childbirth.

Concurrently, the population between the ages of 5 and 14 is susceptible to skin-related ailments, infectious illnesses like diarrhea, and traffic accidents, which may be attributed to their increased social engagement and mobility throughout their early years. Concurrently, degenerative illnesses are the prevailing health conditions among individuals in the productive age range. Due to the shifting age distribution of the population, the prevalence of diseases within each age group will vary in proportion to changes in the overall population number from 2020 to 2024. The decline in the population of individuals aged 0-4 years will result in a corresponding reduction in mortality rates and disability-adjusted life years (DALYs) attributed to preterm births and similar causes. Nevertheless, the prevalence of non-communicable diseases (NCDs) is expected to rise quickly as a result of the substantial working-age population and the growing number of old individuals, which is projected to outpace the growth of other age groups (Setyonaluri F., 2019).

CONCLUSIONS AND RECOMMENDATIONS

The client growth rate at the Blitar General Hospital Pharmacy Installation has shown an upward trend from 2021 to December 2023 but has shown some fluctuations. The variability in patient visit data is impacted by multiple factors, such as the availability of health service facilities that can adequately cater to the community's needs, desires, and expectations and the effectiveness of each healthcare professional in attending to visiting patients.

FURTHER STUDY

This research still has limitations related to it, so further research needs to be carried out on the topic of the efficiency of Pharmacy Installation services along with technological developments in order to perfect this research and add insight for readers.

In order to prevent service interruptions, hospitals should establish effective management practices by frequently undertaking demographic segmentation since consumer demands may change over time. This is particularly true when there is a specific illness or pandemic that may target individuals of a certain age and gender. An individual's age is determined by measuring the time elapsed from their birth until their most recent birthday.

ACKNOWLEDGMENT

This research team would like to thank the Blitar Regional Hospital for providing the opportunity to conduct research, especially in the Pharmacy Installation.

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