

Analysis of Marketing Strategies in Increasing Patient Satisfaction Using SWOT Analysis at Voluntary Healthy Clinic in Pondok Aren, South Tangerang

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ABSTRACT

This research aims to find out what kind of marketing strategy should be used to increase patient satisfaction and also to identify the strengths, weaknesses, opportunities and threats that exist at the Voluntary Healthy Clinic. This research uses qualitative research with a case study approach. Primary data was collected through interviews with several clinic stakeholders. Apart from using the interview method, the author also uses observation and documentation methods to deepen the data obtained. The data that has been collected is then analyzed using the SWOT method. The results of this research show that an effective marketing strategy used to increase patient satisfaction is at quadrant 1 point, namely supporting aggressive strategies (SO/Strengths and Opportunities) by implementing several strategies, namely (1) By utilizing a strategic location, the clinic can take advantage of various opportunities such as develop services or programs, namely laboratories, midwifery, inpatient services, etc. and carry out promotions via internet media, distribute brochures and put up banners, (2) With strengths such as ambulance facilities, various kinds of patent medicines, home services care/home visits, long-distance consultations provide opportunities to increase patient satisfaction and also increase patient confidence in seeking treatment at the Voluntary Healthy Clinic.

INTRODUCTION

Research Background

In recent years, many people have paid attention to the Health sector. One of the main concerns is special examination services such as swab tests which are sought after by many consumers. However, it is still difficult to find a swab test service provider that is easy to reach at an affordable price.

A clinic is a medical facility that has a smaller scope and focuses on certain complaints and health services for patients who do not require hospitalization. Its presence in the community has important value because clinics provide health services that are almost equivalent to hospitals, but at more affordable costs.

In this research, the clinic in question is the Voluntary Healthy Clinic (KSS) which is supported by the Taman Mandiri Syariah Foundation (YTS), which is an organization or business entity that operates in the health services sector. Voluntary Healthy Clinic (KSS) prioritizes patient or service user satisfaction by providing quality services and supported by competent and professional staff. Apart from that, KSS also pays attention to patient welfare. Optimal service will not be achieved without a sense of shared ownership and responsibility.

Formulation of the problem

Based on the background description above, the research focus in this study includes:

1. What marketing strategy should be implemented to increase patient satisfaction at the Voluntary Healthy Clinic?
2. How to identify the strengths, weaknesses, opportunities and threats that exist at the Voluntary Healthy Clinic?

LITERATURE REVIEW

Management

Understanding Management

Definition of management according to Ramdan, T., & Sufyani, MA (2019:20) Management is a science that studies the management of organizational resources effectively and efficiently within the framework of objectives through the processes of planning, organizing, directing and supervising.

Marketing Management

Understanding Marketing Management

"(Marketing Management is the planning, direction and control of the entire marketing activity of a firm or division of a firm) marketing management is planning, directing and supervising all marketing activities (Shultz in Manap, 2016:79)"

Marketing Strategy

Marketing Strategy Definition

In marketing a product, a strategy is needed so that we can market the product effectively and efficiently so that the targets and objectives of the marketing itself can be achieved. The definition of marketing strategy according to Fandy Tjiptono (2017:228) "marketing strategy is a plan that outlines the company's expectations of the impact of various 4 marketing activities or programs on demand for its product or product line in a particular target market"

Segmenting, Targeting and Positioning

The STP (Segmentation, Targeting, Positioning) strategy is a company's initial plan to dive into marketing. The main objective of segmentation, targeting and positioning strategies is to position a brand in the minds of consumers in such a way that the brand has a sustainable competitive advantage.

a. Understanding Segmenting

According to Kotler & Armstrong (in Perdianto Jon, 2017) say that through market segmentation, companies will divide large and heterogeneous markets into smaller segments that can be served efficiently with products and services to meet them. According to Indriyo Gitosudarmo (2014); Market segmentation is an attempt to group markets, from markets that are heterogeneous to parts of the market that are homogeneous.

Based on the definition above, it can be concluded that market segmentation is the process of dividing the market into certain groups or segments according to different characteristics, needs and behavior.

1). Basics of Segmentation

The basics of segmenting depend greatly on the market to which the segment is applied. Marketers must be able to differentiate one market segment from another market segment. Segmenting can be achieved using several different methods. This method can also differ from one product to another.

2). How to Do Segmenting

According to Suprayanto and Rosad (in Sudartono, 2019) there are several criteria that must be met by market segments so that the market segmentation process can be carried out effectively and be beneficial for the company, namely:

- a) Different (distinctive) shows that the segment has characteristics and purchasing attitudes that are different from other segments.
- b) Measurability (measurability) shows that the purchasing power of each segment must be able to be measured to a certain level even though in reality it is a certain variable that is not easy to measure.
- c) Achievable (accessibility) shows how far the segment can be reached and served efficiently.
- d) Meaning (substantiality) that a group will be worthy of being called a segment if it is large enough and can be profitable.
- e) Feasibility shows how far efficient programs can be prepared and attract segment attention.

- f) Can provide benefits (profitability) for a target market segment that can bring financial benefits to the industry, either directly or indirectly.

3). Purpose of Segmenting

The purpose of segmentation is to understand more effectively and efficiently the needs, characteristics or behavior of different consumers who may require a separate product or marketing mix. According to Kasali (in Mujahidin, Khoirianingrum 2019) there are 5 benefits obtained by segmenting the market, including:

- a) Designing products that are more responsive to market needs.
- b) Analyze the market
- c) Find opportunities
- d) Mastering a superior and competitive position
- e) Determine effective and efficient communication strategies

Patient satisfaction

Understanding Patient satisfaction

According to Pohan, (2018) who states patient satisfaction if the performance of the health services they receive is the same or exceeds their expectations and vice versa. When patients feel satisfied, it can help speed up the service process provided.

SWOT Analysys

Understanding SWOT Analysys

SWOT analysis is the systematic identification of various factors to formulate company strategy, especially in terms of company marketing strategy. Marketing strategy is a series of stimuli placed in the consumer's environment that are designed to influence consumer affection, cognition and behavior (Peter and Olson, 2014).

According to Erwin Suryatama (2016: 130) says that "SWOT analysis is a strategic planning method used to evaluate strengths, weaknesses and weaknesses, opportunities or opportunities, and threats in a project or business speculation and can be applied by analyzing and sorting out various things that influence the four factors"

METHODOLOGY

Types of research

The research that the researcher conducted used qualitative research with a case study approach. According to Sugiyono (2019: 7-8), the qualitative research method is a new method, because of its recent popularity, it is called the postpositivistic method because it is based on postpositivistic philosophy. This method is also called an artistic method, because the research process is more artistic (less patterned), and is called an interpretive method because research data is more concerned with the interpretation of data determined in the field. Sugiyono (2019:8) said that qualitative research methods are often called naturalistic research methods because the research is carried out in natural conditions (natural settings); also called the ethnographic method, because initially this method was more widely used for research in the field of

cultural anthropology; It is called a qualitative method, because the data collected and the analysis is more qualitative in nature.

The place of research on Marketing Strategy Analysis in Increasing Patient Satisfaction Using SWOT Analysis was carried out at the Voluntary Healthy Clinic in Pondok Aren which is located at JL. Raya Pondok Aren, Ruko Arinda Permai I Block A1 No.9 Pondok Aren Village, Pondok Aren District, South Tangerang

Instrument Research

One of the characteristics of qualitative research is that the researcher acts as both an instrument and a data collector. Non-human instruments (such as: questionnaires, interview guidelines, observation guidelines, documentation guidelines and so on) can also be used, but their function is limited to supporting the researcher's task as a key instrument. Therefore, in qualitative research, the presence of the researcher is absolute, because the researcher must interact with both human and non-human environments in the research arena. His presence in the research field must be explained whether his presence is known or unknown to the research subject. This relates to the researcher's involvement in the research arena, whether actively or passively involved. (Pure, 2017).

In qualitative research, the main instrument in data collection is humans, namely, the researcher himself or other people who help the researcher. In qualitative research, the researcher himself collects data by asking, requesting, listening, and taking. Researchers can ask for help from other people to collect data, called interviewers. In this research, researchers used interview, observation and documentation research instruments.

Interview

Interview or debriefing is a research technique carried out by means of dialogue either directly (face to face) or remotely via other communication media channels (Sanjaya, 2015:263)

Observation

Observation in research is defined as focusing attention on an object by involving all the senses to obtain data. Observation is direct observation using sight, smell, hearing, touch, or if necessary, taste. Instruments used in observation can be observation guides, tests, questionnaires, image recordings and sound recordings.

Observation instruments are used in qualitative research as a complement to the interview techniques that have been carried out. Observation in qualitative research is used to directly see and observe the research object, so that the researcher is able to record and collect the data needed to reveal the research being conducted. Observations in qualitative research, researchers must first understand the variations in observations and the roles carried out by researchers (Ulfatin, 2014).

RESEARCH RESULT

EFAS and IFAS

In this case, Klinik Sehat Sukarela should implement a Strengths-Opportunities (SO) strategy, where the author combines various strengths with the opportunities available to the clinic Below, I present the SO strategy along with detailed explanations for each point within the strategy:

1. To add patented medicine products so that the benefits of the medicine produced are suitable for patients, in order to build patient trust in the clinic The author combines the clinic's strength, which is the predominant use of patented medicine products, with the clinic's opportunity, which is building trust with potential or current patients The author develops this strategy because although the clinic primarily offers patented medicine products, there are also some generic medicine products available, in order to gain patient trust. The clinic should increase its stock of patented medicines so that patients or potential patients feel comfortable seeking treatment at the clinic In this regard, the author believes that if the clinic expands its range of patented drugs, it will have a better chance of gaining the trust of patients or potential patients, as patented drugs are often more effective than generic ones This could attract patients to seek treatment at Klinik Sehat Sukarela and create an opportunity for Klinik.
2. Utilizing a strategic location to develop services or programs such as laboratories, midwifery, and inpatient care.
This strategy is the result of a combination of strengths, namely strategic placement location, close to the highway and residential areas, and opportunities, namely developing programs that have not been implemented yet, such as inpatient services, laboratory, midwifery, radiology, pharmacy, etc The author formulated this strategy by utilizing the strategic location to develop services or programs such as laboratory, midwifery, inpatient care, etc, because of the placement location of this clinic being close to road access and residential areas will certainly facilitate the development of programs or services that have not yet been reached and take advantage of the Clinic's location opportunities.
3. By utilizing its strategic location, the clinic promotes itself by assessing the opportune moments to spread information through WhatsApp or Instagram, as well as offline methods such as distributing brochures and putting up banners.
The author in this strategy combines the Clinic's strengths, namely "Strategic location, close to main roads and residential areas" with opportunities, namely "Spreading promotions with brochures, posters, placing banners and also at certain events or occasions." The author created this strategy because this strategic location can easily carry out offline promotions such as distributing brochures, putting up banners, or when holding certain events such as procuring vaccines, social services or mass circumcisions, there we can also promote services at the same time. at the Clinic. This strategy is a form of promotion that can be carried out by the Clinic to attract patients to seek treatment at the Clinic.

4. Using ambulance facilities as much as possible as a means of promotion to increase patient satisfaction and patient trust.
This strategy combines the clinic's strengths, namely "Ambulance facilities are available" and opportunities, namely "Building the trust of prospective patients or patients". The author created this strategy because ambulance facilities are available at the Clinic, which can be used by any local resident with permission from the Clinic or the Foundation. This is one means of building the trust of prospective patients and increasing the satisfaction of patients who use the services or services of the Clinic.
5. Promoting home care services which are usually still rare and perhaps not yet programmed by similar clinics to gain patient trust in the clinic.
This strategy combines the Clinic's strengths, namely "Services for visiting patients at home or what can be called (Home visit/ Home care)" with the Clinic's opportunities, namely "Building the trust of prospective patients or patients". Currently, clinics have implemented this strategy because they see the strength of clinics that have home care/home visit services (visit patients' homes) where services like this are still rare or perhaps no one provides them like similar clinics, and this is a means to increase satisfaction. patients, increasing patient trust and also improving service to patients and prospective patients.
6. Utilize facilities such as being able to consult first by telephone before seeking treatment or procedures at the clinic to gain patient trust and patient satisfaction.
The author in this strategy combines the strength of the Clinic, namely "Can carry out consultations first by telephone" with the opportunity of the Clinic, namely "Building the trust of potential patients or patients". Currently the Clinic has implemented this strategy. This strategy is a plus point for the clinic for patients because facilities such as being able to consult first by telephone before seeking treatment or this procedure are rarely found in similar clinics. In this case, the author provides strategies for clinics to improve remote consultation service facilities to gain the trust and satisfaction of patients and prospective patients.

CONCLUSIONS AND RECOMMENDATIONS

From the results of the analysis, description and research at the Pondok Aren Voluntary Health Clinic on the external and internal strategic environment, several conclusions can be put forward as follows:

1. Based on the internal and external analysis results presented in the form of IFAS and EFAS matrices, with a total weighted IFAS score of 319 and an EFAS score of 319, the current position of the company is in quadrant I This condition indicates that the clinic is in a very favorable situation The company has many strengths and opportunities Therefore, Klinik Sehat Sukarela should utilize its strengths to capitalize on opportunities and enhance patient satisfaction The appropriate strategy to be implemented by Klinik Sehat Sukarela to improve patient satisfaction is an aggressive

approach, seizing existing opportunities and competing effectively in the business world, while supporting aggressive growth policies.

2. The results of the SWOT analysis for Klinik Sehat Sukarela reveal the following strengths: providing treatment for orphaned and underprivileged patients at voluntary rates, offering telephone consultations, having ambulance facilities available, providing home visits or home care services, using predominantly patented medicines, strategically located near highways and residential areas. However, there are weaknesses such as medication and treatment costs not covered by BPJS/insurance, incomplete and inadequate facilities, limited payment methods (only via transfer or cash), reliance on general pharmacies for medication orders, and the absence of a pharmacist. As for opportunities.

Based on the above conclusions, the suggestions that I can convey and hope will be beneficial and considered by Klinik Sehat Sukarela are as follows:

1. Implement marketing strategies that have been analyzed by the author using SWOT analysis, namely:
 - a. Adding patented pharmaceutical products to ensure that the medications produced are suitable for patients, in order to build patient trust in seeking treatment at the clinic
 - b. Utilizing the strategic location to expand services or programs such as laboratory, midwifery, and inpatient services
 - c. Leveraging the strategic location, the clinic can promote itself by choosing the right timing to spread information through platforms like WhatsApp or Instagram, as well as offline methods such as distributing brochures and displaying banners
 - d. Maximizing the use of ambulance facilities as a promotional tool to enhance patient satisfaction and trust
 - e. Utilizing facilities such as pre-consultation via telephone before receiving treatment or procedures at the clinic can help build patient trust and satisfaction
2. The marketing strategy provided by the author is a short-term marketing strategy that will be relevant for the next 1-3 years, as well as some long-term strategies that will serve indefinitely. Klinik Sehat Sukarela needs to reassess and determine a marketing strategy that is relevant to the company's situation in the next 1-3 years in order to survive, enhance its business strength or competitive position, and improve patient satisfaction.

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