

## COMPARISON OF HOSPITAL MARKETING TEAM KNOWLEDGE BEFORE AND AFTER ATTENDING CUSTOMER RELATIONSHIP MANAGEMENT (CRM) TRAINING

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### ABSTRACT

*PKU Muhammadiyah Sukoharjo Hospital is a type C hospital in Sukoharjo Regency. Currently, the marketing team at PKU Muhammadiyah Sukoharjo Hospital is starting to pioneer the development of marketing efforts which are expected to increase patient visits.*

*Problems that exist in terms of marketing include patient visits still tend to fluctuate, there are still few visitors on the YouTube channel and visitors on Instagram social media are still low. High competition between hospitals is one of the factors that patient visits at PKU Muhammadiyah Sukoharjo Hospital tend to fluctuate. The marketing team's lack of knowledge regarding marketing strategies and the large number of marketing members who have double jobs result in less than optimal marketing efforts. This research carried out an intervention to measure the marketing team's knowledge before and after carrying out training related to Customer Relationship Management (CRM). Customer Relationship Management (CRM) is a business strategy that combines processes, people and technology. The research was carried out in August 2023 at the PKU Muhammadiyah Sukoharjo Hospital. The subjects in this research were 16 people from the Hospital marketing team consisting of Marketing, Public Relations and IT. The median score from the knowledge pre-test was 30, while the score median of post-test knowledge is 80. Bivariate analysis results  $p=0.000$ . There are significant differences between cadre knowledge before and after training.*

### KEYWORDS

*Customer Relationship Managemen (CRM), Training*



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## **INTRODUCTION**

PKU Muhammadiyah Sukoharjo Hospital stands among the many hospitals that are currently developing, both government-owned and private hospitals. Currently, PKU Muhammadiyah Sukoharjo Hospital is gradually developing hospital marketing efforts to continue to increase the number of patient visits. Marketing is developed through social media such as Instagram, YouTube and websites. However, some marketing efforts are deemed not optimal if we look at visit numbers which tend to fluctuate. One method that is expected to increase the competitiveness of the PKU Muhammadiyah Sukoharjo Hospital is Customer Relationship Management (CRM), which is a business strategy that combines processes, people and technology. Helps attract sales prospects, convert patients into customers, and retain existing, satisfied and loyal patients. If customer relationship management continues to be improved, customer satisfaction will continue to increase which will then have a significant impact on the customer level (Pratiwi, 2021). PKU Muhammadiyah Sukoharjo Hospital is a type C hospital located at Jl. Major Sunaryo No. 37 Gawan, Sukoharjo Village, Sukoharjo District, Sukoharjo Regency, Central Java Province. In facing competition among the many hospitals that exist in the

PKU Muhammadiyah Sukoharjo Hospital coverage area, various efforts have been made by the marketing team consisting of the core marketing team, Hospital Development Team, Public Relations and IT, among others, by posting service information on the Hospital's Instagram, making short educational films that are broadcast on the hospital's YouTube channel, carrying out reviews on Google reviews, establishing closeness with patients through messages on the Whatsapp application. However, from the various efforts that have been made by the marketing team, it turns out that they feel they are not optimal enough, this is proven by the number of patient visits which have not increased significantly, visitors on the YouTube channel and Instagram social media are still low.

## **RESEARCH METHOD**

This research uses the method quasi experimental with design one group pretest-posttest design. Respondents will given a test before treatment. Independent variable in this research is participation respondents in Customer Relationship Management (CRM) training, while the dependent variable is knowledge of Marketing methods with Customer Relationship Management (CRM). Knowledge is defined as the ability to answer questions on a questionnaire correctly.

## **RESULT AND DISCUSSION**

The subject population consisted of 16 who were part of the Marketing Team at PKU Muhammadiyah Sukoharjo Hospital which consisted of the Marketing, Public Relations and IT Teams. Respondents also consisted of various ages ranging from 23 – 38 years old. All respondents filled out the knowledge questionnaire completely so that 16 samples could be analyzed. From the normality test it was found that the data was normally distributed so the paired T test was used. The paired T test is used to determine whether there is a difference in the means of two samples that are related to each other. In this case it is a pre-test and post-test. In this paired T test there are two types of hypotheses, namely  $H_0$  and  $H_a$ .  $H_0$  is defined as there is no difference in knowledge between before and after training, while  $H_a$  is defined as there is a difference in knowledge between before and after training. In making decisions, this technique takes the condition that if  $p > 0.05$  then  $H_0$  is

accepted or there is no difference between before and after training. If  $p < 0.05$  is found, then  $H_0$  is rejected or there is a difference between before and after training. From the results of the analysis using the paired T test, it was found that there was no marketing team whose knowledge had decreased before and after the training. Meanwhile, the marketing team whose knowledge has increased is 16 people. No marketing team has the same knowledge before and after training. Meanwhile, the results of the comparative analysis of knowledge during the pre-test and post-test resulted in  $p = 0.000$ . The results of the analysis state that the p value is 0.000, which means the p value  $< 0.005$ . This can be interpreted as saying that  $H_0$  is rejected, which shows that there is a significant difference in the cadres' knowledge between before and after training. The results of research data analysis show that there is a significant difference in the level of knowledge of the marketing team before training and after training. This is in line with research conducted at the PKU Muhammadiyah Sukoharjo Hospital regarding increasing the knowledge of the Hospital marketing team through Customer Relationship Management (CRM) training. The results showed that there was an increase in the knowledge and skills of the marketing team regarding Customer Relationship Management (CRM) methods through training.

### **CONCLUSION**

There is a significant difference regarding the marketing team's knowledge between before and after Customer Relationship Management (CRM) training at PKU Muhammadiyah Sukoharjo Hospital

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