

Customer Relations Management of Rumah Sehat and Apotek UGM in Maintaining Customer Loyalty

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ABSTRACT

Yogyakarta is known as a city of education and tourism, in order to support national development must be based on health that pays attention to the health of its people. Therefore, the Yogyakarta city government needs to provide adequate health facilities or health services, both in terms of service and quality. As of 2022 until now, the pharmacy business is growing throughout Indonesia. This requires pharmaceutical personnel for pharmaceutical services and health supplies. Various pharmaceutical activities in pharmacies ensure that the community receives optimal drug services. The ideal concept of a pharmacy is an attitude of totality in providing services to consumers/patients. In an effort to create customer loyalty, Pharmacy Facility Owners (PSA) in collaboration with Pharmacy Manager Pharmacists (APA) need to have a good marketing strategy.. One form of marketing strategy that can help and support the business is the Customer Relationship Management (CRM) strategy. The purpose of this research is to find out how Customer Relations Management of Rumah Sehat and Apotek UGM in maintaining customer loyalty. This research is a descriptive qualitative research using data collection techniques in the form of observation, interviews, and documentation. The results of this study indicate that the aspects of Customer Relationship Management are very influential in maintaining customer loyalty. This study concludes that the aspects of CRM which include email integration, lead conversion, feedback improvement, document recording, relationship management, sales calls, and email marketing have an influence on customer loyalty at Rumah Sehat and Apotek UGM. The novelty of this research is to find out the effect of CRM on customer loyalty at Rumah Sehat and Apotek UGM and how much influence CRM has on customer loyalty.

Keywords: Customer Relations Management, Rumah Sehat and Apotek UGM, Customer Loyalty.

INTRODUCTION

Yogyakarta is known as a city of education and tourism, in order to support national development must be based on health that pays attention to the health of its people. Therefore, the Yogyakarta city government needs to provide adequate health facilities or health services, both in terms of service and quality. Therefore, according to the health Office website, there will be 620 units of pharmacies or pharmaceutical services by 2022 in the city of Yogyakarta. Based on these data, Yogyakarta, which is known as a student city, not only upholds the value of education, but also provides health services that are quite guaranteed.

The ideal concept of a pharmacy is to provide services to consumers/patients in totality. The status or condition of patients who come to the pharmacy is a status or condition that cannot be delayed. The demand of patient needs need to be prioritized so that patients get what they want or need. If the patient's needs are met properly and in accordance with what they expect, it will increase their loyalty to the pharmacy (Krisnawati, 2019). The health service business is a performance of health workers who prioritize good service and maintain and care for customers. Health

services focus on and uphold the principle of trust based on customer loyalty which is the breath of the company (Mahanani, 2013).

Currently, the pharmaceutical business is growing throughout Indonesia. This requires pharmacists for pharmaceutical services and health supplies. Various pharmaceutical activities in pharmacies ensure that the community receives optimal drug services. From a technical perspective, the community as consumers has the right to gain access to the drugs they need, both prescription and over-the-counter drugs (Krisnawati, 2019).

Table 1. Database Health Industries

APLIKASI DATA DAERAH ISTIMEWA YOGYAKARTA											
Elemen :		Jumlah Sarana Industri dan Industri Farmasi									
No	Bidang Urusan	Elemen	Tahun					Satuan	Rifer Data	Sumber Data	
1	2	3	2019	2020	2021	2022	2023			9	10
1	Kesehatan	Jumlah usaha kecil obat tradisional	32,00	45,00	33,00	33,00	-	Unit	Tahunan	Dinas Kesehatan	
2	Kesehatan	Jumlah instalasi farmasi	6,00	6,00	6,00	6,00	-	Buah	Tahunan	Dinas Kesehatan	
3	Kesehatan	Jumlah PDB (Pedagang Besar Farmasi)	46,00	48,00	51,00	54,00	-	Buah	Tahunan	Dinas Kesehatan	
4	Kesehatan	Jumlah Perusahaan Produk Alat Kesehatan	3,00	13,00	13,00	14,00	-	Buah	Tahunan	Dinas Kesehatan	
5	Kesehatan	Jumlah Perusahaan Penytor Alat Kesehatan	4,00	70,00	88,00	88,00	-	Unit	Tahunan	Dinas Kesehatan	
5.1	Kesehatan	Jumlah perusahaan cabang Penytor Alat Kesehatan	25,00	21,00	27,00	27,00	-	Unit	Tahunan	Dinas Kesehatan	
6	Kesehatan	Apothek	500,00	500,00	541,00	620,00	-	Unit	Tahunan	Dinas Kesehatan	
7	Kesehatan	Toko Obat	42,00	42,00	45,00	49,00	-	Unit	Tahunan	Dinas Kesehatan	

(Source: research data Aplikasi Dataku DIY, 2022)

Rumah Sehat and Apotek UGM in the city of Yogyakarta are also trying to increase customer loyalty. The intense competition in the health industry requires Rumah Sehat and Apotek UGM to increase customer loyalty so as not to switch to other health agencies or pharmaceutical institutions in Yogyakarta, therefore the efforts made by the company are to apply Customer Relations Management to each customer. Efforts to improve good relations can be made between the company and customers/patients, both existing customers/patients and prospective customers/patients of Rumah Sehat and Apotek UGM. These efforts exist at Rumah Sehat and Apotek UGM by providing free delivery services, no pharmacist no service, service with heart, smart, zero defect, and the image of the people's pharmacy. However, in the temporary observation of researchers, there are still shortcomings in terms of technology development, namely not being able to manage customer/patient information data properly. Companies are often not serious about implementing customer relationship management. The most common assumption is that by providing services in accordance with the uniqueness of the product, it will get the attention of customers and will be conceptualized as competition but forget about consistency.

The application of CRM is needed by businesses today, so that customers become more loyal in the future. The CRM system also makes it easier for businesses to develop strategies that are more focused on customer relationship management to turn leads into loyal customers or make it easier for sales to make sales.

From this description, the researcher wants to find out more about the impact of the Customer Relations Management strategy carried out by Rumah Sehat and Apotek UGM on its customers/patients. So based on this background, the researcher wants to reveal a problem, namely how Customer Relations Management of Rumah Sehat and Apotek UGM in maintaining customer loyalty. The purpose of this research is to find out how the customer relations management of Rumah Sehat and Apotek UGM.

LITERATURE REVIEW

The first previous research, Prima Ayu Rizqi Maharani in research on Customer Relations Management as One of the Public Relations Efforts of Banking Service Companies to Create a Good Image (2013). Discusses marketing trends in the 21st century that shift from a transactional approach to a relational approach with a focus on meeting the needs, satisfaction, and enjoyment that affect business customers. The banking services business map has ever-changing demands so that public relations are required to be creative in providing the best service to customers to get a good image. The result obtained from this research is that a good image is the most important thing that determines people's initial interest in a bank. If the service provided is perfunctory without considering the various things that

will be experienced in the future, then do not blame the customer if they leave our bank and move to another bank that promises more perfect service (excellence). Because efforts to create a good corporate image do take a long time, while efforts to destroy an image only take seconds. Meanwhile, in Prima Ayu Rizqi Mahanani's research, she examines the influence of customer relationship management to create a good image.

Second, Moh.Hasyim in the Implementation of Customer Relationship Management (CRM) Strategy in Increasing Customer Loyalty (Case Study at Grand Kalpataru Syariah Hotel Malang) (2014). The focus of this research is to find out that companies and organizations must prioritize customers and improve communication with buyers better.

The key to success in a competitive market lies in customer preference and loyalty. Customer loyalty can be a guarantee of the company's survival. Grand Kalpataru Syariah Hotel understands the significance of customer loyalty. So, hotel management implements a strategy, namely Customer Relations Management (CRM). It is expected that with the implementation of CRM strategies, Grand Kalpataru Syariah Hotel can maintain its customer base and continue to increase the level of customer loyalty. The results of this study show that the implementation of CRM strategies through 4 processes, including:

(1) Hotel management collects customer data by using the Front Office (FO) where relationships are built, personal contact with guests, and the database system used by the hotel. Currently, this process is still done manually, this is a concern for the management so at some stage a database management system will be implemented.

(2) Hotel management analyzes customer data, mainly based on the number of arrivals. They identify target customers based on the frequency of how often they visit.

(3) Hotel management has developed various CRM programs to retain customers by providing (membership cards and special customer service), converting good customers into value customers, and dealing with unprofitable customers.

(4) The implementation of the CRM program involves the entire company internally. Meanwhile, the impact of the implementation of the CRM program on customer loyalty is evident from the increase in the level of the number of visitors and hotel revenue over the past three months. Although this study aims to examine customer relationship management, the objectives are different. Meanwhile, Moh. Hasyim's research studied the application of customer relationship management strategies to increase customer loyalty (case study at Grand Kalpataru Syariah Hotel Malang).

The last research was Dinda Suka Rangga Wati, et al, in examining the Role of Customer Satisfaction in Product Innovation on Customer Loyalty (Study on Upnormal Warunk Consumers) (2019). The focus of study in this study is the variables studied in this study are product

innovation, customer satisfaction and customer loyalty. The number of samples taken was 100 Warunk Upnormal consumers using purposive sampling method who had the criteria of having bought products and visited Warunk Upnormal, domiciled in Denpasar City, and graduated from high school.

The results of the analysis and discussion of research on the role of customer satisfaction in mediating the effect of product innovation on customer loyalty (Warunk Upnormal Customer Study in Denpasar City Bali) can be concluded that product innovation has a positive effect and has an impact on customer loyalty. Customer satisfaction exerts a positive influence, and this also applies to customer loyalty. The important role of customer loyalty and customer satisfaction is in mediating the impact of innovation on customer loyalty. When compared to other studies, this research is equally focused on customer loyalty, but this research specifically explores how customer relationship management at Rumah Sehat and Apotek UGM contributes to maintaining customer loyalty while Dinda Sukma Rangga Wati and I.G.A.K Sri Ardani's research examines the role of customer satisfaction with the product. Innovation to customer loyalty. (research on unusual and disadvantaged consumers). Researchers use two frameworks, the first is the Customer Loyalty Indicator, consisting of:

- (1) Repeat Purchases is a sign of the extent to which customers are loyal in buying a product regularly. This reflects the extent to which customers continue to choose products from the company on a regular basis.
- (2) Retention describes the extent to which customer loyalty is resistant to negative influences on the company. Customers with this level of retention are not easily tempted by other products that may have lower prices or more features, and the like.
- (3) Recommendation, referring to the overall image of the company. Within this context, customers have the ability and desire to submit recommendations for the company's products to people in their environment who are close to them.

According to Buttle 2007, p. 48 in (Anastasha Onna, et al, 2014), "Customer Relations Management (CRM) is a key business strategy for a company that combines internal operations and interactions with all external activities in an efficient manner so as to generate profits for specific customers. According to the opinion of Temporal and Troot (2002) as cited in Anastasha et al (2014), CRM is basically cooperation with each potential customer with the aim of creating a win-win situation, where added value is given to each customer."consumers' daily lives. And in return, they show loyalty to you." The second theory is the relationship between CRM and customer service.

The second theory is the relationship between CRM and customer loyalty. CRM maintains relationships with customers so that the relationship creates a mutually

beneficial relationship and can be established on an ongoing or continuous basis. The correlation between Customer Relationships Management (CRM) and customer loyalty is very strong because the goal of CRM is to build customer loyalty relationships. The concept of CRM according to Lovelock and Writz 2011 in (M. Wildan Habibillah, et al, 2018) "Explains that customer relationship management is an effort to form and maintain relationships with customers, where these relationships can be one way to increase customer loyalty."

According to Kotler and Keller 2009 in (M. Wildan Habibillah, et al, 2018) showing that CRM is the steps to manage detailed data about each customer and manage everything carefully, this is done with the aim of increasing customer loyalty. Explanations and definitions from several experts show the relationship between CRM and customer loyalty. Good relationships with customers through CRM will be a bridge in the process of growing customer loyalty.

METHOD

The research method used by the author is a qualitative research method with descriptive methods. This type of qualitative research is research that aims to understand the phenomena experienced by research subjects, such as behavior, perceptions, motivations, actions, and others, by describing them in the form of words and language expressions. This research is conducted in a natural environment and uses various scientific methods, which aim to gain a deeper understanding of the phenomenon. The research method belongs to the qualitative research type which emphasises an in-depth understanding of phenomena in a natural context and with a more comprehensive description (Moleong, 2012: 6). Emphasises in-depth understanding of the phenomenon. phenomena in a natural context and a more comprehensive description (Moleong, 2012: 6).

Research is conducted on natural objects so that they are not manipulated, and the presence of researchers does not affect the dynamics of the object of research. In qualitative research, the researcher acts as a research instrument (human instrument), and data collection is not based on theory, but is guided by the facts found during research in the field (Saebani, 2008: 122-123). The research was carried out at the Rumah Sehat and Apotek UGM Jl. Dr. Sardjito No. 25, Terban, Kec. Gondokusuman, Yogyakarta City, Special Region of Yogyakarta 55223. The object of this research is Customer Relations Management of Rumah Sehat and Apotek UGM in Maintaining Customer Loyalty.

The data collection techniques used in this study include: The interview method conducted by researchers to collect information regarding the CRM system implemented by Rumah Sehat and Apotek UGM with the aim of maintaining customers. The interview method involves

asking certain questions that have been determined or prepared in advance. Second, using the observation method. Observation is a systematic and direct observation of the symptoms under study. Meanwhile, according to Sanusi as cited in Sulistyowati (2020), observation is a method of collecting data through the process of recording the behavior of subjects (people), objects (things), and meaningful event in a system without any questions or communication with the individuals studied.

Then the data that has been reduced in the form of interview data, observation and documentation will be presented as a representation of data which can be in the form of tables, graphs, pictograms, and others. By presenting the data, it can be organized in interrelated patterns so that it is easier to understand. The final step is conclusion drawing and data verification. The results of data presentation related to CRM at Rumah Sehat and Apotek UGM were then made conclusions by researchers in accordance with the formulation of research problems. The results of qualitative research are new discoveries that have never been done before. In addition to the discovery/description of an object that is still vague becomes clearer after research, this can be a cause-and-effect relationship or interaction.

The purpose of the researcher in making observations is to present the direct result of observations in the field in order to understand the actual conditions at Rumah Sehat and Apotek UGM. Finally, the documentation method is a data collection method often used in social research. In general, the documentation method is used to track historical data or written information relevant to the research topic (Mukhamad Saekan, 2010). Examples of documents that support this research are documents and files related to CRM activities, which aim to strengthen the results of interviews and observations.

In analyzing this research, data validation in this study uses source triangulation. In the Big Indonesian Dictionary (KBBI), validation means attestation or testing the truth of something. While data refers to real information or material that can be used as the basis for a study (analysis or conclusion). Checking the validity of data through triangulation techniques is used with the intention or purpose that the trust in the data in the research can be accounted for (Guzman & Oktarini, 2018). The steps of data analysis carried out by researchers in this study are: collecting all data from interviews, observations and documents related to the research are collected and combined. In this data collection is carried out with a period of time per day or month, so that the data obtained varies and a lot. The information used is in the form of data related to CRM activities at Rumah Sehat and Apotek UGM starting from the interview process, observation, and documentation. The amount of data obtained in the field needs to be analyzed through a data reduction process. Data reduction means summarizing and focusing on the

main data, focusing on the important things, and looking for patterns that match the theme. Data from interviews, observations and documents related to CRM at Rumah Sehat and Apotek UGM are then sorted based on the needs and types of data, both primary and secondary data groups. Furthermore, at this stage, sorting will be carried out so that the data obtained has a clear picture and facilitates additional data collection by researchers.

RESULT AND DISCUSSION

Rumah Sehat and Apotek UGM is one of the business units of Gadjah Mada University under the management of PT Gama Multi Usaha Mandiri, which is oriented towards improving public health. Strategically located in the largest residential area, offices, educational institutions in Yogyakarta and located next to the main road which makes access to Rumah Sehat and Apotek UGM very easy. In addition, the location of the UGM Healthy House and Pharmacy which is adjacent to three major hospitals in Yogyakarta makes the UGM Healthy House and Pharmacy an alternative choice for the community in obtaining health services.

Rumah Sehat and Apotek UGM was established on August 14, 2000, by the Faculty of Pharmacy UGM as a forum and learning media in health care facilities. The UGM Healthy House and Pharmacy was established on August 14, 2000, by the Faculty of Pharmacy UGM as a place and learning media in health care facilities. In 2021, Rumah Sehat and Apotek UGM won the best "Provider Performance FOI" award. Therefore, Rumah Sehat and Apotek UGM strive to provide good and optimal health and pharmaceutical services. There are several Customer Relations Management (CRM) programmes conducted by Rumah Sehat and Apotek UGM that are used to retain customers.

a) Efforts made by Rumah Sehat and Apotek UGM in efforts to increase and maintain customer loyalty can be summarized in two programs, as follows: Free Delivery Order. Free Delivery Order is one of the activities or services of Rumah Sehat and Apotek UGM by providing free drug delivery services. However, this free drug delivery service itself has terms and conditions that apply to deliveries within a 3KM radius and apply to purchases of at least IDR 50,000.00. The purpose of the Free Delivery Order is to make it easier for customers to buy medicine. Therefore, customers/patients can enjoy the convenience and this strategy is carried out with the aim of making customers/patients loyal. Loyal customers are shown by the return of customers/patients to buy medicine and Service with Humanitarian Principles.

Since 2019 until now, the increase in customers has tended to increase, this is because Rumah Sehat and Apotek UGM always provide convenience in services to customers. In an effort to improve services to customer loyalty, CRM has been able to provide services and handle complaints from customers. This is all evident from the words of customers

who say that Rumah Sehat and Apotek UGM are complete in terms of their services. The analysis of elements or aspects of Customer Relations Management (CRM), among others: (1) Email Integration Email integration aims to boost business by building strong relationships with customers. It helps in managing all contact or client information in one platform and simplifies the ordering process. This is also done by Rumah Sehat and Apotek UGM in collecting drug purchase history data from customers/patients.

(2) Lead Conversion in marketing, Lead conversion is the process of converting prospects or potential customers into actual customers. The term "lead" can refer to a person or company that has shown interest in a product or service in some way, such as through a form or online registration. Online registration carried out for this activity such as in telemedicine services, telemedicine is an online registration channel provided by Rumah Sehat and Apotek UGM.

In addition, Rumah Sehat and Apotek UGM also provide services to facilitate customers and patients. For example, they offer telemedicine, which is a technology-based health service that allows users to consult a doctor without the need to meet physically or remotely. This is done to provide diagnostic consultations and patient care management that are more accessible to the public, especially those living in areas with a limited number of doctors. In addition, the more affordable prices allow more people to take advantage of these telemedicine services. There are five main reasons to consider using telemedicine, which are better access, lower cost efficiency, greater convenience, meeting the needs of younger generation users, and reducing the shortage of medical staff.



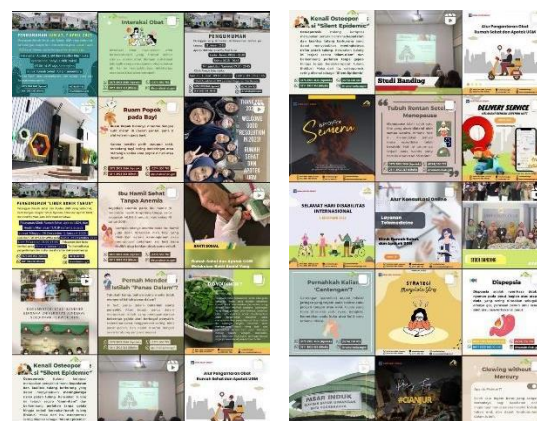
Picture 1. The flow of Telemedicine services for Rumah Sehat and Apotek UGM

(3) Improvement Feedback in a service at a company is very important. The delivery of feedback is a cultural and technical issue of the company. The company needs to build a management culture where people will feel safe and comfortable when speaking up. Examples of Improved Feedback activities at Rumah Sehat and Apotek UGM are evaluation and follow-up in handling customer complaints. Rumah Sehat and Apotek UGM have steps that become

important evaluation materials in handling and following up on customer complaints. For example, Rumah Sehat and Apotek UGM in providing Improved Feedback services, namely PIO services, PTO services and MESO.

(4) Documentation Recording or other terms, namely archiving data. This activity is very important for a company.

Paper or digital document archives that contain information created, generated, executed, or received in connection with transaction activities. This is the same as what is done by Rumah Sehat and Apotek UGM in managing the personal documents of customers/patients. The document is stored or registered in the service history list of the Rumah Sehat and Apotek UGM system on the computer. For activities related to CRM Documentation The records published on Instagram social media are related to the content and reel activities of Rumah Sehat and Apotek UGM.



Picture 2. Feed Instagram Rumah Sehat dan Apotek UGM

(Source data: Social media Rumah Sehat and Apotek UGM)

(5) Email Marketing is one of the online marketing methods carried out by sending emails to consumers or prospective consumers. The objectives are very diverse, for example, such as educating potential customers, conducting branding activities, and aiming to increase sales. However, it is different from Rumah Sehat and Apotek UGM, where branding activities aimed at increasing sales are only carried out on social media, for example Instagram. Based on the data obtained by researchers, the use of email marketing is in line with social media, thus creating connections and convergence in reaching customers.

(6) Sales Call is an activity where staff from the sales & marketing division visit offices or companies that are clients or regular customers. However, it is different from Rumah Sehat and Apotek UGM which markets what services are offered which are carried out directly by the multimedia division team. One of them is by educating the surrounding community about maintaining health and

providing information on services that are in accordance with standards. Both in terms of treatment, care, and health improvement.

(7) Relationship Management or maintaining relationships with customers/patients is a strategy or plan regarding the marketing of products to services. Rumah Sehat and Apotek UGM implement a service strategy where the hope is to provide good service. The service strategies carried out by the UGM Healthy House and Pharmacy include:

(a). No Pharmacist No Services, to ensure that pharmaceutical services are carried out in accordance with professional standards and applicable laws and regulations. This policy has started since the pandemic hit by providing health workers who are ready and excellent to serve both online and offline. This means that the quality of service that is right on target is a top priority.

(b). Serving with heart, instilling in all employees that sincerity in providing services is the key to customer loyalty.

(c). Smart, performing services intelligently and responsibly.

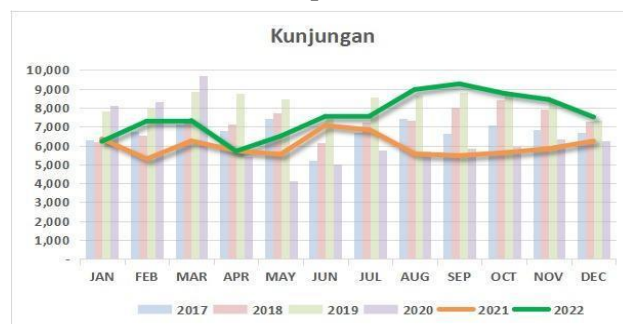
(d). Zero defect, service accuracy is number one to ensure patient safety.

(e). Pharmacy Public Image, building an image of Rumah Sehat and Apotek UGM as a health care facility that provides the best service to the community. From the From the qualitative data, it can be seen that, the success of increasing customer/patient visits at the UGM Healthy House and Pharmacy, this can be seen from the data for 2017-2022, it can be concluded that the analysis of CRM factors to maintain good relations with customers with the aim of customer retention has been around for a long time. Analyzing customer loyalty can also be done.

This builds customer loyalty to Rumah Sehat and Apotek UGM. However, implementing the existing CRM requires maximum effort. Every year, creative and innovative ideas are needed to impress customers and reduce negative impressions of services at Rumah Sehat and Apotek UGM. Maintaining CRM is one of the bridges between customers' business and pharmacists. Pharmacists must always check and update the customer database and pay attention to customer accounts so as not to write a repetitive customer/patient history list. The addition of human resources also needs to be done, this can be done by adding a marketing or sales marketing team that can focus more on the marketing process.

Based on the CRM implementation described above, it can be seen from the results of patient visit data to determine the level of customer loyalty shown in the following table:

Table 3 Diagram of Customer/Patient Visits to Rumah Sehat and Apotek UGM



(Source data: Customer/Patient Visits to Rumah Sehat and Apotek UGM 2017-2022)

Table 4 Diagram of Customer/Patient Visits to Rumah Sehat and Apotek UGM (by month)

KUNJUNGAN PASIEN											
	2,013	2014	2015	2016	2017	2018	2019	2020	2021	2022	Kenaikan
JAN	5,492	5,038	4,823	4,950	6,294	6,214	7,838	8,110	6,351	6,221	-2%
FEB	4,947	5,947	4,498	5,300	6,721	6,563	7,969	8,317	5,292	7,290	38%
MAR	5,798	5,557	5,716	6,865	7,146	7,339	8,840	9,715	6,247	7,324	17%
APR	5,930	5,307	4,883	5,687	6,784	7,136	8,759	5,410	5,721	5,701	0%
MAY	5,934	5,582	5,707	5,585	7,432	7,704	8,459	4,122	5,538	6,499	17%
JUN	5,670	5,015	5,449	5,710	5,224	6,169	7,410	5,034	7,068	7,544	7%
JUL	5,108	3,781	4,456	5,205	6,688	7,256	8,562	5,753	6,821	7,572	11%
AUG	4,476	5,419	5,588	7,517	7,409	7,324	8,674	5,700	5,559	8,966	61%
SEP	5,693	5,760	5,910	6,760	6,645	8,009	8,795	5,869	5,471	9,265	69%
OCT	5,560	5,741	6,180	6,655	7,107	8,441	8,770	5,944	5,625	8,761	56%
NOV	5,275	5,093	5,347	6,581	6,840	7,906	8,348	6,372	5,837	8,434	44%
DEC	5,307	6,739	5,340	6,520	6,671	7,293	7,339	6,252	6,240	7,508	20%
TOTAL	65,190	64,979	63,897	73,335	80,961	87,354	99,763	76,598	71,770	91,085	27%

(Source data: Customer/Patient Visits to Rumah Sehat and Apotek UGM th 2013-2022 (by month))

From the figure, it is known that CRM is consistently implemented and has become a performance indicator for UGM Health and Pharmacy House in building the company's image through intense communication and prioritizing customer satisfaction. So that implementation in the field can be seen gradually, the graph shows an increase and an average of 6500 visits per month calculated from 5 years of implementing customer relationship management.

CONCLUSION AND RECOMMENDATION

Rumah Sehat and Apotek UGM, especially in its CRM strategy, always improve the quality and quantity of each service. The activities carried out by Rumah Sehat and Apotek UGM, especially in the CRM strategy, prioritise every form of promotion carried out, such as free delivery services with applicable terms and conditions. This is done to keep customers, especially students and the general public, loyal to Rumah Sehat and Apotek UGM.

The benefits of implementing CRM at Rumah Sehat and Apotek UGM can be felt by all parties, both companies, employees, and customers. Rumah Sehat and Apotek UGM believe that the implementation of CRM can maintain the company's business existence in the long term and can increase customer loyalty so as not to move to competitors. For employees, the existence of CRM makes their work easier because of a clear customer database. Meanwhile, customers get more facilities from the

company and make it easier for customers to have two-way communication and get products according to customer expectations.

While this service has always been successful, it is not without its drawbacks. There are several shortcomings that need to be considered and evaluated, namely: Evaluation of the implementation of customer programs as an implementation of Customer Relationship Management (CRM) must be further improved to reduce the risk of miss communication in the delivery and understanding of programs held every month. Rumah Sehat and Apotek UGM are expected to be able to update existing technology, namely software and hardware in supporting customer data storage so that they can continue to update data. In addition, the application of Customer Relationship Management (CRM) at Rumah Sehat and Apotek UGM is further enhanced by utilizing and being more active, especially on social media to collect information and provide information to customers / patients.

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