

ABSTRAK

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Strategi *Customer Relationship Management* Dalam Mencapai Kepuasan Peserta di Badan Penyelenggara Jaminan Sosial (BPJS) Kantor Cabang Utama Yogyakarta Periode 2015

Tahun Skripsi : 2017 xi + 151 Halaman + 10 Gambar + 4 Bagan + 8 Tabel

Daftar Pustaka: 21 Buku (1998-2014) + 2 Jurnal + 6 Internet

Penelitian ini merupakan penelitian yang menganalisis tentang bagaimana pelaksanaan *customer relationship management* di instansi pemerintah Badan Penyelenggara Jaminan Kesehatan (BPJS) Kantor Cabang Utama Yogyakarta dalam mencapai kepuasan peserta di periode 2015. Tujuan dari penelitian ini adalah mengetahui bagaimana pelaksanaan *customer relationship management* di Badan Penyelenggara Jaminan Kesehatan (BPJS) Kantor Cabang Utama Yogyakarta periode 2015 dalam mencapai kepuasan pesertanya serta apa saja faktor pendukung dan penghambat dalam pelaksanaannya.

Penelitian ini menggunakan metode penelitian kualitatif, metode pendekatan studi kasus dan memiliki jenis deskriptif kualitatif. Penelitian ini menggunakan teknik pengumpulan data dengan metode wawancara kepada informan dan studi dokumen perusahaan. Untuk menguji validasi data yang diperoleh dari hasil wawancara dan studi dokumen, penelitian ini menggunakan teknik triangulasi data.

Hasil penelitian ini menunjukkan bahwa pelaksanaan *customer relationship management* di BPJS Kesehatan KCU Yogyakarta memiliki tiga konsep yakni CRM Strategis, CRM Operasional, dan CRM analitis yang tersemat dalam program *contact center*, briefing pagi dan *customer visit* yang disertai kegiatan dukungan seperti *service of excellence* (pelayanan prima) dan penanganan komplain untuk meningkatkan kualitas pelayanan. Namun dalam sebuah perencanaan analisis situasi/SWOT belum menunjukkan orientasi yang tepat sehingga akan sulit mencapai kinerja maksimal dalam program. Sumber daya yang dimiliki BPJS Kesehatan KCU Yogyakarta di sub-divisi pengelolaan *contact center* masih terbilang minim sehingga hal ini menjadi faktor penghambat kinerja layanan. BPJS Kesehatan KCU Yogyakarta juga belum memaksimalkan dalam pengukuran pesertanya padahal pengukuran kepuasan yang lebih spesifik akan menghasilkan hasil yang lebih memuaskan.

Kata kunci : *Customer Relationship Management*, Kepuasan Pelanggan, BPJS

ABSTRACT

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Customer Relationship Management Strategy In Achieving Participants
Satisfaction In Health Insurance Administration Board (BPJS) Main Branch
of Yogyakarta In 2015
Year of Essay : 2017 + 151 pages + 10 figures + 4 charts + 8 tables
Bibliography : 21 books (1998-2014) + 2 Journal + 6 internets

This research is a research that analyze about how the implementation of customer relationship management in government agencies Health Insurance Administration Board (BPJS) Main Branch of Yogyakarta in achieving participants satisfaction in 2015. The purpose of this research is to know how the implementation of customer relationship management in Health Insurance Administration Board (BPJS) Main Branch of Yogyakarta in the periode 2015 in achieving participants satisfaction as well as to find out what are the supporting factor and obstacles in its implementation.

This research uses qualitative research methods, case study approach method and has a qualitative descriptive type. This research uses data collection technique by interview method to informant and document study company. To test the validity of data obtained from interviews and document studies, this study used data triangulation techniques.

The results of this research show that the implementation of customer relationship management in Health Insurance Administration Board (BPJS) Main Branch of Yogyakarta has three concepts namely Strategic CRM, CRM Operational, and analytical CRM embedded in contact center program, morning briefing and customer visit accompanied by support activities such as service of excellence (excellent service) and complaint handling to improve service quality. However in a situation analysis plan / SWOT has not shown the right orientation so it will be difficult to achieve maximum performance in the program. Human resources owned Health Insurance Administration Board (BPJS) Main Branch of Yogyakarta in the sub-division of contact center management is still fairly minimal so this becomes a factor inhibiting service performance. Health Insurance Administration Board (BPJS) Main Branch of Yogyakarta also has not maximized in the measurement of its participants whereas the measurement of more specific satisfaction will result in more satisfactory results.

Keywords: Customer Relationship Management, Customer Satisfaction, BPJS