ABSTRAK

Delinda Febriani: Strategi *Customer Relations* Firdaus Hospital dalam Mempertahankan Kepercayaan Masyarakat melalui Pelayanan Humanis

Customer relations menjadi bagian dari upaya rumah sakit dalam mempertahankan kepercayaan pasien melalui pengelolaan interaksi secara berkelanjutan. Proses tersebut tidak hanya berkaitan dengan pelayanan medis, tetapi juga mencakup cara rumah sakit mengenali kebutuhan pasien, memahami perbedaannya, membangun komunikasi, serta menyesuaikan pelayanan. Kondisi tersebut menjadi penting bagi Firdaus Hospital karena kepercayaan masyarakat perlu dipertahankan melalui pengalaman pelayanan yang memperhatikan kebutuhan dan kenyamanan pasien.

Penelitian ini bertujuan untuk menganalisis strategi *customer relations* Firdaus Hospital dalam mempertahankan kepercayaan masyarakat melalui pelayanan humanis berdasarkan model IDIC dari Peppers dan Rogers yang meliputi *Identify, Differentiate, Interact, Customize*. Penelitian ini menggunakan paradigma konstruktivistik dengan pendekatan deskriptif kualitatif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi partisipasi pasif, observasi digital, dan dokumentasi.

Hasil penelitian menunjukkan bahwa strategi *customer relations* Firdaus Hospital dalam mempertahankan kepercayaan masyarakat terbentuk melalui keterkaitan empat tahapan utama. (1) *Identify* dilakukan melalui pengumpulan informasi kebutuhan, pengalaman, serta riwayat interaksi pasien. (2) *Differentiate* dilakukan berdasarkan status penjaminan, usia, dan hubungan pasien dengan rumah sakit. (3) *Interact* dilakukan melalui interaksi tatap muka, survei pengalaman, komunikasi digital, serta kegiatan bersama komunitas dan korporasi. (4) *Customize* dilakukan melalui penyesuaian komunikasi dan sikap pelayanan sesuai kondisi serta kebutuhan pasien.

Berdasarkan hasil penelitian, dapat disimpulkan bahwa strategi *Customer Relations* Firdaus Hospital dalam mempertahankan kepercayaan masyarakat melalui pelayanan humanis dilakukan melalui keterkaitan antara *identify, differentiate, interact,* dan *customize*. Penerapan keempat aspek tersebut tidak hanya membentuk pemahaman yang lebih kontekstual terhadap pasien, tetapi juga menciptakan hubungan yang lebih spesifik, berkelanjutan, dan personal. Keterkaitan tersebut memperkuat pengalaman pelayanan yang berorientasi pada kebutuhan pasien serta mendukung upaya mempertahankan kepercayaan masyarakat.

Kata kunci: *Customer Relations*, Pelayanan Humanis, Kepercayaan Masyarakat, Firdaus Hospital

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ABSTRACT

Delinda Febriani: ***Customer Relations Strategy of Firdaus Hospital in Maintaining Public Trust through Humanistic Services***

Customer relations constitute an important aspect of hospitals' efforts to maintain patient trust through sustained relationship management. This process extends beyond medical services to include how hospitals identify patients' needs, recognize differences among patients, establish communication, and adapt services accordingly. These aspects are particularly important for Firdaus Hospital, where maintaining public trust requires service experiences that address patients' needs and comfort.

This study aims to analyze the customer relations strategy of Firdaus Hospital in maintaining public trust through humanistic services based on the IDIC model developed by Peppers and Rogers, which comprises Identify, Differentiate, Interaction, And Customize. This study employs a constructivist paradigm with a descriptive qualitative approach. Data were collected through in-depth interviews, passive participant observation, digital observation, and documentation

The findings indicate that the customer relations strategy at Firdaus Hospital in maintaining public trust is formed through the interconnection of four key aspects. (1) Identify involves gathering information on patients' needs, experiences, and interaction histories. (2) Differentiate is based on patients' insurance or payment status, age, and relationship with the hospital. (3) Interact is carried out through face-to-face interactions, patient experience surveys, digital communication, and activities with community and corporate partners. (4) Customize involves adapting communication and service attitudes to patients' conditions and needs.

Based on the findings, the customer relations strategy at Firdaus Hospital in maintaining public trust through humanistic services is characterized by the interconnectedness of identify, differentiate, interact, and customize. The integration of these aspects not only facilitates a more contextual understanding of patients but also fosters relationships that are more specific, continuous, and personal. This interconnectedness strengthens patient-oriented service experiences and supports efforts to maintain public trust.

Keywords: *Customer Relations, Humanistic Services, Public Trust, Firdaus Hospital*