

Pengembangan sistem manajemen mutu guna peningkatan layanan pasien Klinik A+ Dental Care Jakarta Pusat = Development of quality management system for improving patient services at A+ Dental Care Clinic Jakarta Pusat

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Abstrak

Kemampuan sebuah perusahaan untuk bertahan dalam kompetisi di industri yang dijalani akan sangat membantu untuk keberlangsungan perusahaan. Seperti kebanyakan UMKM lainnya, terdapat tantangan yang saat ini dihadapi oleh Klinik A+ Dental Care. Dengan dilakukannya proses Business Coaching bertujuan untuk membantu memperbaiki sistem pada Klinik A+ Dental Care agar perusahaan ini dapat lebih bertahan di dunia bisnis. Penelitian ini dilakukan dengan serangkaian wawancara dengan pemilik dan observasi pada proses bisnis Klinik A+ Dental Care, sebuah klinik gigi pratama. Dengan suatu pelaku usaha bisnis berpegang teguh terhadap sistem manajemen mutu yang baik akan memudahkan untuk memiliki diferensiasi berkelanjutan. Dengan ini dilakukan beberapa analisis yang mencakup analisis internal dan analisis eksternal. Metodologi analisis yang dilakukan adalah Analisis Business Model Canvas, Analisis Marketing Mix, Analisis STP, Analisis Du Pont, Analisis PESTLE, Analisis Porter's Five Forces, Analisis SWOT, Analisis Gap, dan Analisis Pareto. Sehingga diberikanlah Solusi berdasarkan prinsip sistem manajemen mutu yaitu prinsip customer focus, prinsip process approach, dan prinsip evidence-based decision making.

.....A company's ability to survive competition in the industry it operates in will be very helpful for the company's sustainability. Like most other MSMEs, there are challenges currently being faced by the A+ Dental Care Clinic. By carrying out the Business Coaching process, the aim is to help improve the system at the A+ Dental Care Clinic so that this company can survive better in the business world. This research was conducted with a series of interviews with the owner and observations of the business processes of A+ Dental Care Clinic, a primary dental clinic. Having business actors who adhere to a good quality management system will make it easier to have sustainable differentiation. With this, several analyzes were carried out including internal analysis and external analysis. The analysis methodology used is Business Model Canvas Analysis, Marketing Mix Analysis, STP Analysis, Du Pont Analysis, PESTLE Analysis, Porter's Five Forces Analysis, SWOT Analysis, Gap Analysis, and Pareto Analysis. Therefore, the solution is provided based on the principles of a quality management system, namely the customer focus principle, the process approach principle, and the evidence-based decision making principle.