

Doctor Adam Talib's Public Relations Strategy in Improving the Quality of Patient Service

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ABSTRACT: As time goes by, hospitals are now facing an era of global competition in various medical fields. The rapid development of science and technology in the medical field has created competition between hospitals. This increasingly fierce competition requires hospitals to provide the best service. This study aims to determine the public relations strategy in improving the quality of service at the Adam Talib Hospital. This research is qualitative. The data obtained using interview, observation, and documentation techniques. The results of this research are the strategies applied by public relations, namely: 1. One Rate Service, 2. Service Without Down Payment, 3. Employee Training, 4. Evaluation Meeting, 5. Customer Satisfaction Survey, 6. 24 Hour Laboratory Service, 7. Customer 24 Hours Service. The obstacles faced were: 1. Patients went home at their own request, 2. Covid 19, 3. High competition, 4. Negative testimonials, 5. Patients did not understand medical language. Then the efforts made are: 1. Collaborating with Kitabisa, 2. Promoting on Social Media, 3. Implementing Health Protocols, 4. Using language that is easy for patients to understand. There is a strategy that is applied in addition to creating a good image of the Adam Talib Hospital but also to increase the number of new customers, increase patient trust, increase relationships with other parties, and increase customer loyalty.

Keywords: Public Relations Strategy, Service Quality, Hospital



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INTRODUCTION

In this era of globalization, people are faced with many facilities in agencies. So there are so many agencies that compete to attract the attention of the public to like the agency. Various kinds of facilities and even new breakthroughs designed by the agency to become the best institution and increasingly known by the public.

As time goes by, hospitals are now facing an era of global competition in various medical fields. The existence of a hospital is absolutely necessary because everyone who has health problems needs to be treated and one of the places that provide health services is a hospital. As one of the agencies that provide public services in the health sector, hospitals are very important as a source of public health.

Based on the Law of 2009 and the Regulation of the Minister of Health of 2010 which has now been updated to the Regulation of the Minister of Health of the Republic of Indonesia Number 72 of 2016, hospitals are health service institutions that provide plenary individual health services that provide inpatient, outpatient, and emergency services. Hospitals as business entity organizations in the health sector have an important role in realizing optimal public health status. Meanwhile, according to WHO (World Health Organization) hospitals are an integral part of social and health organizations with the function of providing complete services, healing diseases and preventing disease. To society. The hospital is also a training center for health workers and a medical research center.

The rapid development of science and technology in the field of medicine has created competition between hospitals. This can be seen from the increasing number of agencies or organizations that establish hospitals, either funded by the government or the private sector. The hospital industry is currently facing stiff competition with the increasing ease of licensing private hospitals. The location no longer takes into account the distance between hospitals, so the main competition is based on the quality of service, the cost of care, and the medical personnel offered.

Figure 1.1
Number of hospitals in Indonesia



Source : dataindonesia.id

Based on data obtained by researchers from dataindonesia.id stated that the increasing number of hospitals every year, both general and special hospitals. Therefore, hospitals are companies that must strive to maintain the quality of their services. Hospitals are health service facilities where medical service problems most often receive complaints and complaints from the public. Public dissatisfaction is usually caused by the negligence of hospital staff in providing medical services to the community as patients. Today's reality, the general public, especially hospital consumers, are increasingly critical of the quality of service they receive.

For this reason, hospitals are competing to improve the quality of service, the quality of service equipment, and staff friendliness so as not to lose consumers.

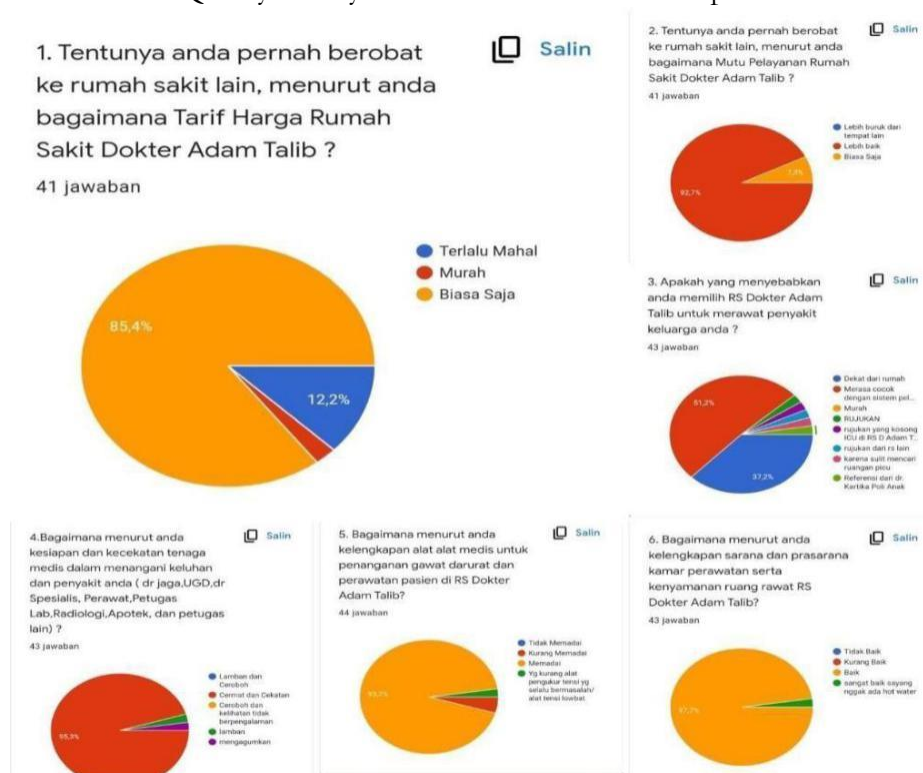
To retain patients, hospitals must always maintain patient trust by paying attention to patient needs in order to meet the wishes and expectations of the services provided. Patients expect not only

medical services, but also comfort, good accommodation, and a harmonious relationship between hospital staff and patients.

Doctor Adam Talib Hospital located in Cibitung is one of the hospitals that has experienced the impact of tight business competition in the field of health services. Doctor Adam Talib Hospital was established in 2008 precisely on Jl. Teuku Umar No. 25, West Cikarang, Bekasi. Doctor Adam Talib Hospital has a differentiation from other hospitals that applies a policy of one single tariff / single rate for all medical services, even if patients are treated in class 3 or VIP class though. Doctor Adam Talib Hospital also implements a service policy without a down payment, where casein is served first until completion after that only pay all medical expenses. Since 2013 Adam Talib Doctor Hospital has also implemented a halal hospital management policy where all medical procedures, corporate governance, medicines, and food are able to contribute optimally in providing excellent and ethical health services.

Doctor Adam Talib Hospital is also a private hospital that gets a lot of public attention, especially the Muslim community. Doctor Adam Talib Hospital has become one of the alternatives for people in the Bekasi Regency area and outside Bekasi Regency. This is because the quality of service at Doctor Adam Talib Hospital is very good. The results of the customer satisfaction survey on the quality of service of Doctor Adam Talib Hospital are as follows.

Figure 1.2
Service Quality Survey of Doctor Adam Talib Hospital



Source : Public Relations of Doctor Adam Talib Hospital

The first diagram shows that the cost of treatment at Doctor Adam Talib Hospital is not too cheap and not too expensive. The second diagram states that the quality of service at Doctor Adam Talib Hospital is better than other hospitals. The third diagram states that patients choose treatment at Doctor Adam Talib Hospital because they feel it matches the quality of service. The fourth diagram states that the readiness and dexterity of medical personnel in handling patient complaints and diseases is very careful and dexterous. The fifth diagram states that the completeness of medical

equipment for emergency management and patient care is adequate. Furthermore, the sixth diagram states that the completeness of the facilities and infrastructure of Doctor Adam Talib Hospital is good.

Although the quality of service at Doctor Adam Talib Hospital is very good in the eyes of the public, it still has to maintain and improve the quality of service considering the tight business competition in the field of health services. The tight business competition in the health service industry can be seen from the number of hospitals located in the district.

Seeing the tight competition in the health care industry, Doctor Adam Talib Hospital needs to think seriously, uniquely and precisely, targeted communication is one of the key strategies. To improve the existence of these agencies, a division of work is needed that is able to become a mediator that bridges between management and its stakeholders. From here the existence of public relations is functioned through harmonious relationships and mutualism symbiosis between agencies and their stakeholders. Corporate public relations is the backbone of an agency. If the agency wants to get a good reputation in the eyes of the public, then the agency must have public relations that can improve the image of the agency. The role of public relations is not only to disseminate information to the public but also to be able to build public trust about the agency. In addition, to create and develop a positive image, public relations must be a good informant for the agency. This is because many people are more selective in choosing agencies.

The situation related to the problem to be examined in this issue is that improving the quality of service in hospitals and other facilities is very important. As an institution that provides medical services to the community, hospitals need to review all levels of society by providing quality services in accordance with the established standards.

This study focused on examining public relations strategies in improving the quality of service to patients at Doctor Adam Talib Hospital. Meanwhile, hospitals as public health service providers should pay attention to the quality of their services. The better the service provided, the better the image of the hospital. Conversely, if the quality of service is poor, it has a negative impact on the company. Therefore, the role of public relations is very important for Doctor Adam Talib Hospital to maintain and improve its image and establish good relations between the company and the wider community.

Literature Review

The preparation of this research requires a review of the research that has been done. The following is a summary of several studies conducted by previous researchers and is necessary and can be used as supporting data regarding the Public Relations Strategy of Doctor Adam Talib Hospital in Improving Service to Patients.

Intan Muharni. 2018. Public Relations Strategy in Improving Hospital Service Quality. Islam Siti Khadijah Palembang. *Journal of Intellectuality: Islamic, Social, and Science* Volume 7 No 1. pp. 31-40. Palembang, with the results of the study showing that the public relations strategy at Siti Khadijah Islamic Hospital as a whole is in accordance with the theory of public relations, namely holding open houses to inform company programs such as visits and social services, sending press releases if there are cases, and creating a company website to form a positive image in the eyes of the public.

Ryandra Dwi Daza Putra, Atjih Sukaesih, and Silawati. 2019. Strategy for the implementation of the Public Relations function of the Kuok Health Center in improving excellent service for BPJS Health patients. *Journal of Da'wah and Communication Student Research* Volume 1 No 1. Pages

12-20.Riau. with the results of the research, namely the implementation of the public relations function of the Kuok Health Center, it has implemented a strategy in improving excellent service. This can be seen from the four functions of public relations, namely as expert advisors, communication facilitators, problem solving facilitators, and communication technicians who have improved services in terms of speed, accuracy, friendliness, and comfort of the Kuok Health Center.

Rika Nofriani,Hayatullah Kurniadi.2020.Public Relations Strategy and Its Relation to Improving Service Quality at Rokan Hulu District General Hospital. Journal of Da'wah and Communication Student Research Volume 2 No 1. pp. 26-37.Riau. With the results of public relations research at Rokan Hulu District Hospital, Public Relations has a section to promote and market and carry out human resource development. In improving the quality of hospital services, public relations carry out strategies ranging from the process of fact collection, planning, communication and action and evaluation. The public relations function in hospitals is also carried out by making programs, namely counseling, questionnaires, serving third parties, newspaper clippings, cooperation with capil making birth certificates, preparing publication materials, carrying out hospital promotions and holding marketing promotions. Service lies in the Field of Service. Public relations and services have different functions, but coordinate with each other in an effort to achieve the vision and mission of the hospital, one of which can be achieved through good service to all hospital stakeholders.

Riyandi Wispinaldi,Darmawati.2021.Public Relations Strategy of RSJ Tampan in providing BPJS services to the general public.Research Journal of Da'wah and Communication Students Volume 3 No 2.Pages 86-94.Riau. With the results, first, public relations defines problems seen from public relations as a facilitator of problems that arise, second, planning and public relations programs provide online and offline communication services to the community, third action and communication. Fourth, evaluation, Public Relations as a supervisor and follow-up in the implementation of programs that have been implemented in serving the general public. Based on the results of research by researchers in the field that public relations have carried out good strategies in providing BPJS services to the general public.

Dwi Fathiannisa,Sri Ekowati P.2020.Public Relations Strategy in Improving Outpatient Services as an International Accredited Hospital.Jurnal Ikon December Volume 26 No 3.Pages 31-40.Jakarta. with the results of this study show that there are positive impressions and responses from patients seeking treatment at Friendship Hospital which has an impact on the emergence of trust / public trust in Friendship Hospital so that it greatly impacts on improving service quality.

Delores J. Leonard,Charles Needham.2020.Strategies Hospital Manager Use to Improve Customer Services. Open Journal Of Business And Management.Pages 820-852.USA. The purpose of this study is to explore the strategies of hospital managers to improve service to customers. The results of this study are three main themes in improving services, namely interpersonal communication, overcoming problems in hospitals, and providing training to employees .

METHOD

This type of research is qualitative descriptive research. This research intends to present data systematically and accurately regarding facts and phenomena in the field. This study intends to examine matters related to the public relations strategy of Doctor Adam Talib Hospital in improving hospital services to patients.

Bogdan and Taylor (2018: 4) explain that qualitative research is a research procedure that produces descriptive data in the form of written or spoken words of people and observed behavior. Data collection techniques through observation, interviews, documentation, and data sources.

RESULT AND DISCUSSION

Discussion

Public relations is a field or function of public service needed by every company. The public relations division has a function to detect and evaluate public opinion regarding the company. At Doctor Adam Talib Hospital, public relations play an important role, one of which is fostering and maintaining good relations with the internal and external public to create a positive image of the company in the eyes of the public and evaluate public opinion. This is in accordance with the theory presented by J.C.Seidel (2018: 11) which states that public relations is a continuous process of management efforts to obtain goodwill and understanding from its customers, employees, and the general public.

The communication function at Doctor Adam Talib Hospital is the same as explained by Rudolf. V. Verderber (2016: 23) is to build and maintain relationships such as conducting patient visits, reminding patients of post-hospitalization control schedules, meetings, conducting CSR activities, and holding health talk shows.

The public relations performance of Doctor Adam Talib Hospital is in accordance with the public relations objectives conveyed by Edward, Gladys, Odgen Bimock, and Louis Koening which states that public relations have a purpose Positively try to obtain and add judgment and services to both an organization and a company and defensively defend themselves against negative public opinions, when attacked and the attack is brazen, Even though the organization is innocent. This is evidenced by the efforts made to create a positive reputation for the company such as establishing good relations with the internal and external public, running CSR programs, defending the company, improving service quality and replying to negative public comments by providing explanations and polite words.

In line with Charles S. Steinberg said that the purpose of public relations is to create a pleasant public opinion about the activities carried out by the company. This was done by the public relations of Doctor Adam Talib Hospital by conveying various information about Doctor Adam Talib Hospital on Instagram social media. Social media is used to speed up the dissemination of information. As we know, social media is now very effective in leading people to have a certain assessment. The information conveyed is patient testimonials, training for medical personnel, and Instagram Live Talkshow. The next way that the public relations of Doctor Adam Talib Hospital is to use persuasive communication such as inviting the public to vaccinate at Doctor Adam Talib Hospital for free, and inviting the public to take part in talk shows that discuss health problems.

As Tjiptono said (2014: 157) the quality of service at Doctor Adam Talib Hospital is very good. It is in accordance with what the patient expects. When going to the hospital, patients expect to get fast responsive service, friendly officers, fast administration processes, and care about patients. The patient's opinion on the service at Adam Talib Hospital is that the registration process is fast because it uses an online system and can register via Whatsapp, patients can be handled first without paying a down payment, a comfortable environment, and patient and friendly officers.

The strategy carried out by the public relations of Doctor Adam Talib Hospital is also in line with the opinions of academics who say that there are several ways to improve the quality of service, namely:

1.Employee Training

Doctor Adam Talib Hospital routinely conducts employee training to improve the quality of its human resources and to provide good service, quality human resources are also needed.

2. Easily adapts to changes

The rapid growth of hospitals led to very fierce competition. For this reason, business actors in the field of health services must easily adapt to many changes. In this case, Adam Talib Doctor Hospital has adapted to face changes that occur as currently many companies are promoting by creating content on social media.

3. Serve Quickly and Precisely

Everyone always wants to get fast service, for that Adam Talib Doctor Hospital makes a service without a down payment where patients are welcome to get treatment first and then after finishing receiving treatment patients pay for treatment. In addition, the customer service staff of Doctor Adam Talib Hospital is required to always be fast response in replying to patient messages, this is done so that patients do not have to wait too long to get the information needed.

4. Hearing Customer Complaints

Doctor Adam Talib Hospital always listens to the complaints of its customers, as evidenced by the routine of public relations managers making patient visits.

5. Providing the Best Solution

Doctor Adam Talib Hospital provides the best solution for patient complaints. For example, it provides a solution to register patients who lack costs to join the KitaBisa program where patients get medical expenses through fundraising.

6. Customer feedback

After finishing serving patients, Doctor Adam Talib Hospital never forgets to ask its patients to fill out customer satisfaction surveys.

In carrying out its strategy, the public relations of Doctor Adam Talib Hospital has carried out its role in accordance with the theory conveyed by Ruslan (2020: 45), including:

1. Experts. As an experienced and highly capable public relations practitioner, he can find solutions in solving relationship problems with his public. The form of the solution is to register patients to join the KitaBisa program which is a fundraising program for underprivileged patients, requiring 24-hour fast response customer service staff to reply to customer messages so that customers immediately get the information needed, implementing strict health protocols during a pandemic so that patients do not need to be afraid of contracting the virus when seeking treatment at the hospital.

2. Communication Facilitator

Public relations practitioners act as communicators or mediators to assist management in terms of hearing what the public wants and expects from the organization concerned, as well as must be able to explain the desires, policies, and expectations of the organization to the public. So that with mutual communication carried out by public relations, mutual understanding, trust, respect, and good tolerance can be created from both parties. Efforts that have been made by the public relations of Doctor Adam Talib Hospital as a communication facilitator are to conduct patient visits and make customer satisfaction surveys. This is done as material for public relations evaluation which will be submitted to management what needs to be improved from Doctor Adam Talib Hospital. Furthermore, in disseminating information from the company to the external public, the public relations of Doctor Adam Talib Hospital uses social media, brochures, and banners, sponsorships, and talk shows.

3. Problem Solving Process Facilitator

This role is part of the management team to assist organizational leaders both as advisors so as to take execution actions (decisions) in overcoming problems or crises that are being faced rationally and professionally. In carrying out the service improvement strategy, if you get complaints about poor service from Doctor Adam Talib Hospital, give a quick response to complaints submitted by patients. The quick response was that the Public Relations of the Doctor Hospital immediately sought the truth about the reports received. The problem is then discussed by staff so that it can be evaluated.

Furthermore, the results of the evaluation were immediately carried out so that the problems that occurred did not make a bad image of Doctor Adam Talib Hospital.

4. Communication Technician

Public relations activities are essentially part of communication techniques with the characteristics of two-way communication between institutions or organizations with the public or vice versa. After carrying out these activities, the public relations analyze to find out the effect, whether it has a good impact on the image or vice versa becomes negative so that it is less profitable for the organization. One of the strategies carried out by to improve service quality is to provide a call center and Whatsapp that is active 24 hours. With this media, communication between patients and Doctor Adam Talib Hospital will be faster and more efficient so that they can quickly respond to information needed by patients or complaints.

The quality of service at Doctor Adam Talib Hospital is in accordance with the dimensions of service quality delivered by Kotler, namely:

1. Tangibles (Real Evidence), the existence of concrete evidence of the company's activities carried out. Such as the organizational structure, medical and non-medical equipment, employees, and uniforms used for duty show an employee at Doctor Adam Talib Hospital.
2. Reability (Reliability), is the ability to perform the promised service performance consistently and accurately. The real proof is that Adam Talib Doctor Hospital always provides the best service consistently such as admins who are quick to respond, there is no discrimination against patients, and can receive treatment without a down payment.
3. Competence is the possession of the ability and knowledge needed to display the services offered. In providing medical services to patients are always handled by professional officers. In order for the performance of medical officers at Doctor Adam Talib Hospital to be better, training and training for medical and non-medical officers were carried out.
4. Courtesy (courtesy), in serving patients all staff are required to do 5S (Smile, Greetings, Greetings, Politeness, Courtesy).
5. Access, is the ability to approach and ease of relationship with service providers. To find out all information related to Doctor Adam Talib Hospital, patients do not need to wait long to wait for a response because customer service staff is active 24 hours and will reply to patient messages as soon as possible.
6. Communication is the ability to speak in a way that is easily understood by consumers, keeping consumers informed in a language they understand. Doctor Adam Talib Hospital provides language staff for patients who do not understand the language of indonesia. The officer understood Javanese, Sundanese, and English.
7. Understanding the customer is trying to know consumers and their needs. Doctor Adam Talib Hospital always tries to understand what its patients need, for that the public relations of Doctor Adam Talib Hospital routinely make patient visits.

Based on the results of interviews conducted by researchers with public relations of Doctor Adam Talib Hospital, the public relations strategy carried out is in accordance with the theory of Ahmad S. Adnanputra which states that the public relations strategy is the optimal alternative chosen to be pursued to achieve the goals of an organization or company. This is proven by the existence of a public relations strategy that aims to improve the quality of service to improve the positive image of Doctor Adam Talib Hospital. Which results from the strategy states that the customer is satisfied with the service provided.

Overall, the public relations of Doctor Adam Talib Hospital have carried out functions in accordance with the exposure of Cutlip and Center, namely:

Fact Collection

The fact gathering carried out by the public relations of Doctor Adam Talib Hospital was to discuss with companies that collaborated with Doctor Adam Talib Hospital about what complaints were faced by the company. As for the facts found, many companies complain about the length of days of hospitalization of employees who are treated at other hospitals. Furthermore, the collection of facts carried out by Doctor

Adam Talib Hospital is actively reading news about services in various hospitals, the fact found is that there are patients who die because they do not immediately get treatment because some hospitals require patients to pay a down payment first then the patient can receive treatment. The next fact collection is to coordinate with the customer service department to find out whether there are patients who want to move to another hospital or not, the result is that there are some patients who want to move to another hospital because of limited costs. During the Covid-19 pandemic, Doctor Adam Talib Hospital experienced a decrease in the number of patients because people were afraid to go to the hospital. The collection of facts carried out is to find out the causes of people afraid to go to the hospital, how fast the transmission rate is, how to prevent infection. The fact found is that people are afraid to go to the hospital for fear of contracting the virus where the virus can be transmitted in seconds, as for the prevention that can be done by using masks, maintaining distance, diligently washing hands, and for health workers are required to use complete personal protective equipment. Furthermore, the fact found by the public relations of Doctor Adam Talib Hospital is that the quality of employee performance greatly affects the quality of services provided.

Planning

After the data collection stage, public relations proceed to the planning stage. At this stage, the publicist thinks about solving the problem and identifies the people who will solve the problem later. This planning stage should not be neglected but carefully considered as it also determines the success of the entire PR work. The planning must be based on data and facts obtained, not at the whim of public relations. Based on the formulation of the problem, a planning and decision-making strategy is drawn up to make a work program that is in line with public needs. The planning carried out by the public relations of Doctor Adam Talib Hospital made a policy of one-rate services and services without down payments which the purpose of the policy is to make it easier for patients to immediately get treatment and get the same service regardless of the patient's economic level. The next plan, public relations collaborates with KitaBisa where patients can receive assistance for medical expenses through fundraising. The next planning is for public relations to create training and training programs for employees where the purpose of the program is to improve the quality of employee performance.

Action and Communication

Communication carried out by the public relations of Doctor Adam Talib Hospital is by visiting patients regularly. The purpose of the visit was to ask patients how the treatment was received, whether the service at Doctor Adam Talib Hospital was good, and whether there were other complaints. With the direct visit, public relations immediately know how patients treated at Doctor Adam Talib Hospital feel as well as an effort to establish good relationships with patients. Furthermore, public relations promote on Instagram and Tiktok social media containing patient testimonials and services available at Doctor Adam Talib Hospital, always informing the schedule of specialist doctors through Whasapp status, and patients can make treatment schedules via Whatsapp so that patients can register easily without having to go to the hospital first.

Evaluation

The way to tell if a process has been successful is to evaluate the steps that have been completed. The purpose of evaluation is to measure the effectiveness of the entire process. The evaluation carried out by Doctor Adam Talib Hospital is to hold an employee performance evaluation meeting once a month to see whether the employee's performance is as expected, whether there is a decline in employee performance, what are the advantages and disadvantages of its employees. In addition, public relations also always conduct customer satisfaction surveys. The survey uses a Google Form sent to the patient's phone number. With the performance evaluation meeting and customer satisfaction survey as a reference for what needs to be improved from Doctor Adam Talib Hospital.

Based on the observations of researchers, Adam Talib Doctor Hospital has carried out its obligations based on Law No. 44 of 2009, namely:

1. Provide correct information about the doctor's practice schedule, medical expenses, illnesses suffered by patients, drugs used.
2. To provide quality, effective, and anti-discrimination services, Adam Talib Doctor Hospital implements One Rate service where all patients get the same services as drugs consumed, medical personnel who handle, and food menus provided.
3. Provide emergency services to patients by implementing No Down Payment services where patients can immediately receive treatment without having to pay a down payment first.

Furthermore, based on Law of the Republic of Indonesia Number 44 of 2009, Article 18 concerning Hospitals, Adam Talib Doctor Hospital is a hospital that provides health services in all fields and types of diseases. The medical services provided by Doctor Adam Talib Hospital are neurologists, internal medicine specialists, general surgeons, gynecologists, orthopedic specialists, pediatric specialists, dental and oral specialists, pulmonary specialists, heart specialists, plastic surgeons, urology specialists, thoracic surgeons, neurosurgery specialists. As for management, Doctor Adam Talib Hospital is a private hospital because it is managed by an agency with profit purposes in the form of a limited liability company (PT).

Based on the data obtained by researchers, the strategy carried out by the public relations of Doctor Adam Talib Hospital has been carried out well and consistently. There is a strategy applied not only to create a good image of Doctor Adam Talib Hospital but also to increase the number of new customers, increase patient trust, increase relationships to collaborate with other parties, and increase customer loyalty.

CONCLUSION

Based on the results of research and discussions that have been analyzed by researchers about the public relations strategy of Doctor Adam Talib Hospital in improving service quality, the researcher explained the following conclusions:

1. The strategies carried out by the public relations of Doctor Adam Talib Hospital in improving the quality of service are:
 - a. One Tariff Service
 - b. Service Without Down Payment
 - c. Training and Training for Employees
 - d. Employee Performance Evaluation Meeting
 - e. Customer Satisfaction Survey
 - f. 24 Hour Laboratory Service
 - g. 24 Hour Customer Service
2. In carrying out strategies in improving service quality, the public relations of Doctor Adam Talib Hospital face various obstacles, namely:
 - a. Patients go home at their own request
 - b. The rapid growth of hospitals
 - c. Covid-19 pandemic
 - d. Negative Testimonials
 - e. The patient does not understand medical language

3. Efforts made by the public relations of Doctor Adam Talib Hospital to overcome these obstacles are:
 - a. Establish cooperation with KitaBisa
 - b. Promoting on Social Media
 - c. Implement strict health protocols
 - d. Use language that is easy for the patient to understand.

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