

Calibrate Links: Decode Insights, Connect Precisely

Dibimbing | PT LAPI Laboratories

Deck Presentation | 2025





Irvandias Sanjaya, S.Psi., CPC., CT.

Founder at Kerja Cer-Dias | Coach |
Trainer | Consultant | Sportscaster |
Entrepreneur | Learning Developer
LinkedIn Power Profile

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Speaker Profile

- Experienced **People Development Professional** with 7+ years in **talent management, career consulting, coaching, and training** across **national and SEA Region**.
- Accumulated **550+ hours of coaching, training, and consulting experience**, assisting **250+ brands** across academic, business, government, community, and media sectors.
- **Coach Specialist** at **Rumah Siap Kerja (ex)**, and several reputable brands, conducting 750+ coaching sessions with a consistent **4.9/5 feedback rating**.
- **Public Speaker & Facilitator for 100+** career development, employability, and personal growth webinars/workshops, reaching **over 50,000 participants**.
- Recognized as [LinkedIn Power Profile 2018](#).
- Certified in **Coaching, Public Speaking, and Training**, with awards from **Temasek Foundation, Ashoka, U.S. Department of State, Asia Foundation, etc.**

[Professional Portfolio](#)



Listed Portfolio

Academic



Business



Government



Community



Media



Others



and many more!

Be **READY?** For The Session

To obtain an optimum learning result, let's follow these ground rules!

Raise Hand if there's
concern/questions
along the way.

Actively participate
throughout the session
(reciprocal approach).

Turn off devices to
ensure the learning
journey landed in safe
and sound experience.





Be **READY?** For The Session

To obtain an optimum learning result, let's follow these ground rules:

Deal on'Derdil'?

• Set aside time to study
• Turn off mobile phones
• Turn off notifications
• Turn off the TV
• Turn off the radio
• Turn off the computer

• A video participant
• Turn off the phone
• Turn off the computer
• Turn off the radio
• Turn off the TV
• Turn off the computer

• Turn off the device
• Turn off the computer
• Turn off the radio
• Turn off the TV
• Turn off the computer
• Turn off the device
• Turn off the computer
• Turn off the radio
• Turn off the TV
• Turn off the computer

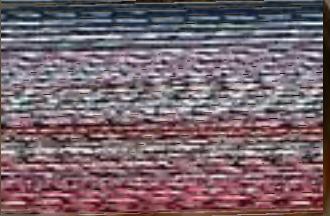
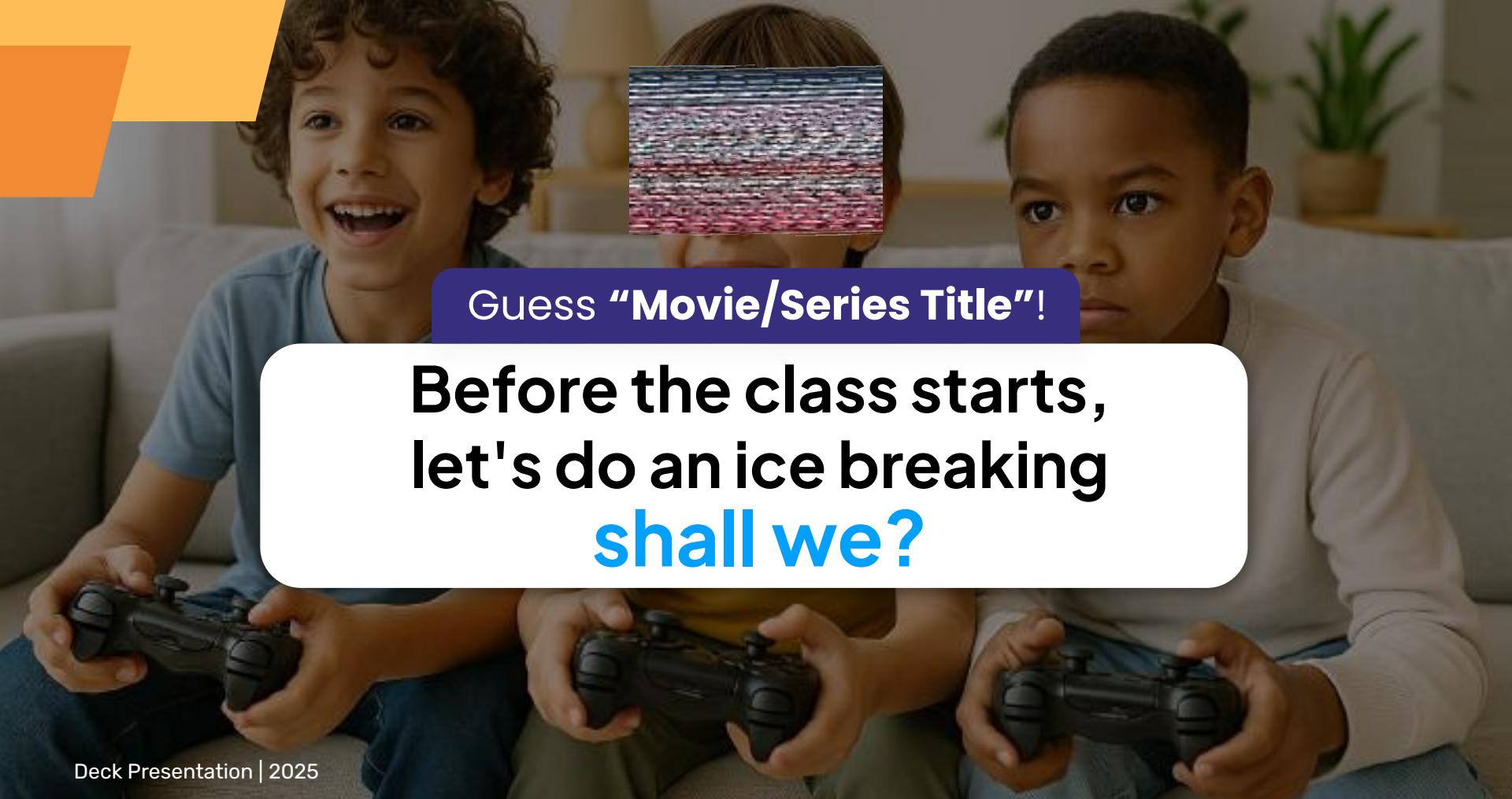
*Bonus available



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Guess “Movie/Series Title”!

Before the class starts,
let's do an ice breaking
shall we?

Guess “Movie/Series Title”!



Cek Toko Sebelah

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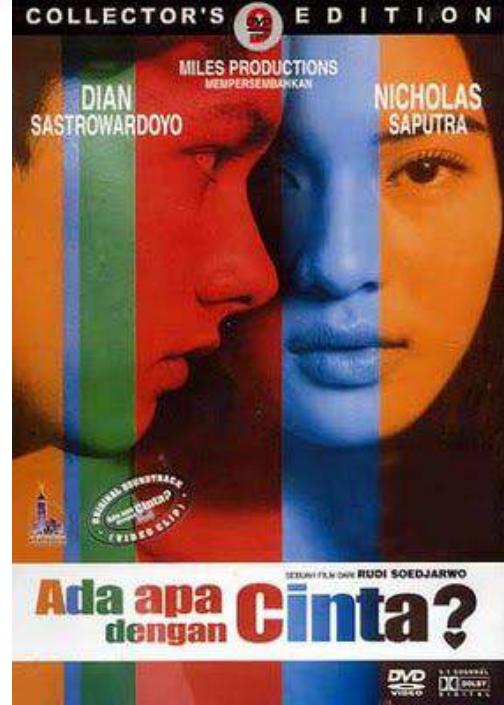
Guess “Movie/Series Title”!



Alice in Wonderland

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Guess “Movie/Series Title”!



Ada Apa Dengan Cinta

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ARE YOU READY?

Say it “I’m Ready!” loudly and clear



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2	Listening and Responding: The Misconception in Between	4	Conflict and Difficult Conversation

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1	Why Adaptive Communication Matters	3	Personality and Communication Styles: Color Personality
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Indonesia court finds drugmakers at fault over toxic cough syrup, awards parents

By Stanley Widianto

August 23, 2024 12:13 PM

Even if not LAPI's case, the industry perception is vulnerable.

ANALYSIS OF FACTORS INFLUENCING MEDICINE PURCHASE DECISIONS IN CILEGON

Have you ever noticed/witnessed **these phenomenon?**

Drawing on a sample of 225 physicians, dentists, and pharmacists, data were collected via an online Likert-scale questionnaire and analyzed using confirmatory factor analysis and structural equation modeling (SEM). Results indicate that product safety and benefits were strongly significant positive predictors ($\beta = 0.241, p < 0.001; \beta = 0.201, p < 0.001$, respectively), while price and promotion communication do not exert significant influences. Incentives also demonstrate a significant positive influence on purchase decisions ($\beta = 0.200, p = 0.047$), whereas other independent variables including brand image, fail to show a direct effect. Model fit indices ($\chi^2/df = 1.122, GFI = 0.90, RMSEA = 0.018, p = 0.287$) confirm an overall good fit. These findings underscore the critical role of maintaining high product standards and ethical incentive programs in strengthening brand perception and stimulating purchase behavior in a competitive pharmaceutical landscape. Theoretical contributions include the integration of marketing, consumer behavior, and brand management theories within a single SEM framework. Practically, pharmaceutical firms operating in emerging markets should prioritize consumer safety evaluation and transparent incentive mechanisms to enhance brand image.

Consumer Characteristics Impact on Expected Medicine Information: Cross sectional study at Apotek Wulan Pekutatan

Wulan Pekutatan

Chi-square test

Convenience sampling

Chi-square test

The research used a cross-sectional approach at the Wulan Pekutatan Pharmacy, Jembrana Regency, Bali Province. Samples were taken using the convenience sampling technique. Respondents are patients willing to complete a questionnaire, are over 17 years old, can read and write, and have previously visited a pharmacy. The chi-square test determines consumer characteristics that influence the expected drug information according to patient characteristics. The research succeeded in collecting 96 respondents. There are twelve types of information asked of respondents. The results showed that the type of information respondents expected significantly differed ($P<0.05$) in several characteristics. Patient groups who choose different types of information include male and female patients, adult and elderly patients, health workers and non-health workers, married patients, and unmarried/divorced patients. Patients with income levels above the regional minimum wage and below the minimum wage. It can be concluded that consumer characteristics influencing the drug information they expect include gender, age, occupation, marital status, and income.



Indonesia court finds drugmakers at fault over toxic cough syrup, awards parents

By Stanley Widlanto

August 23, 2024 12:13 PM

Even if not LAPI's case, the industry perception is vulnerable.

<https://www.reuters.com/business/pharmaceuticals/indonesia-court-finds-drugmakers-fault-over-toxic-cough-syrup-awards-parents-2024-08-23/>

ANALYSIS OF FACTORS INFLUENCING MEDICINE PURCHASE DECISIONS IN CILEGON

This study examines the impact of four key influencing variables: product quality, price, promotional communication, and incentives on brand image and purchasing decisions among medical providers in Cilegon, Indonesia. Drawing on a sample of 225 physicians, dentists, and pharmacists, data were collected via an online Likert-scale questionnaire and analyzed using confirmatory factor analysis and structural equation modeling (SEM). Results indicate that product quality and incentives exert statistically significant positive effects on brand image ($\beta = 0.241, p < 0.001; \beta = 0.201, p < 0.001$, respectively), while price and promotional communication do not exert significant influence. Furthermore, incentives also demonstrate a significant positive influence on purchase decisions ($\beta = 0.200, p = 0.047$), whereas other independent variables, including brand image, fail to show a direct effect. Model fit indices (CMIN/DF = 1.122, GFI = 0.90, RMSEA = 0.018, $p > 0.050$) confirm an overall good fit. These findings underscore the critical role of maintaining high product standards and ethical incentive programs in strengthening brand perception and stimulating purchase behavior in a competitive pharmaceutical landscape. Theoretical contributions include the integration of marketing, consumer behavior, and brand management theories within a single SEM framework. Practically, pharmaceutical firms operating in emerging markets should prioritize consumer health education and transparent incentive mechanisms to enhance both brand

Consumer Characteristics Impact on Expected Medicine Information: Cross sectional study at Apotek Wulan Pekutatan

Wulan Pekutatan

View source

Health workers and patients have different perceptions regarding the information that needs to be provided when dispensing medication. Differences in perception can make ineffective communication, so providing drug information in pharmaceutical services is not optimal. This research aims to examine the influence of consumer characteristics on the drug information expected at the Wulan Pekutatan Pharmacy. The research used a cross-sectional approach at the Wulan Pekutatan Pharmacy, Central Java Province. Samples were taken using the convenience sampling method. Respondents who complete a questionnaire are over 17 years old, can read and write Indonesian, and work in a pharmacy. The chi-square test determines consumer characteristics that influence the expected drug information according to patient characteristics. The research subjects consist of health workers and patients. There are twelve types of information asked of respondents. The information respondents expected significantly differed ($P < 0.05$). Consumers who choose different types of information include male and female patients, health workers and non-health workers, married patients, and patients whose income levels above the regional minimum wage and below the regional minimum wage. Consumer characteristics influencing the drug information they expect include gender, marital status, and income.



Indonesia court finds drugmakers at fault over toxic cough syrup, awards parents

By Stanley Widianto

August 23, 2024 12:13 PM

<https://e-jurnal.jurnalcenter.com/index.php/micjo/article/view/1149>

Even if not LAPI's case, the industry source says, it is vulnerable.

ANALYSIS OF FACTORS INFLUENCING MEDICINE PURCHASE DECISIONS IN CILEGON

This study examines the impact of four key marketing variables product quality, price, promotional communication, and incentives on brand image and purchasing decisions among medical practitioners in Cilegon, Indonesia. Drawing on a sample of 225 physicians, dentists, and pharmacists, data were collected via an online Likert-scale questionnaire and analyzed using confirmatory factor analysis and structural equation modeling (SEM). Results indicate that product quality and incentives exert statistically significant positive effects on purchase decisions ($\beta = 0.284, p = 0.011; \beta = 0.205, p = 0.003$, respectively), while price and promotional communication do not exhibit significance. Furthermore, incentives also demonstrate a significant positive influence on purchase decisions ($\beta = 0.205, p = 0.047$), whereas other independent variables, including brand image, fail to show a direct effect. Model III indicates ($\chi^2/df = 1.122$, $CFI = 0.99$, $RMSEA = 0.018, p = 0.881$) confirms an overall good fit. These findings underscore the critical role of monitoring high product standards and ethical incentive programs in strengthening brand perception and stimulating purchase behavior in a competitive pharmaceutical landscape. Theoretical contributions include the integration of marketing, consumer behavior, and brand management theories within a single SEM framework. Practically, pharmaceutical firms operating in emerging markets should prioritize consistent quality assurance and transparent incentive mechanisms to enhance both brand equity and sales performance.



Indonesia court finds drugmakers at fault over toxic cough syrup, awards parents

By Stanley Widianto

August 23, 2024 12:13 PM

Even if not LAPI's case, the industry perception is vulnerable.



ANALYSIS OF FACTORS INFLUENCING MEDICINE PURCHASE DECISIONS IN CILEGON

This study examines the impact of four key influencing variables (product quality, price, perceived communication, and incentives) on brand image and purchasing decisions among medical providers in Cilegon, Indonesia. Drawing on a sample of 225 physicians, dentists, and pharmacists, data were collected via an online Likert-scale questionnaire and analyzed using confirmatory factor analysis and structural equation modeling (SEM). Results indicate that product quality and incentives exert statistically significant positive influences on purchase ($\beta = 0.241$, $p < 0.001$; $\beta = 0.201$, $p < 0.001$, respectively), while price and perceived communication do not exert significant influences. Perceived incentives also demonstrate a significant positive influence on purchase decisions ($\beta = 0.200$, $p = 0.047$), whereas other independent variables, including brand image, fail to show a direct effect. Model fit indices ($\chi^2/df = 1.122$, $GFI = 0.90$, $RMSEA = 0.018$, $p = 0.261$) confirm an overall good fit. These findings underscore the critical role of maintaining high product standards and ethical incentive programs in strengthening brand perception and stimulating purchase behavior in a competitive pharmaceutical landscape. Theoretical contributions include the integration of marketing, consumer behavior, and brand management theories within a single SEM framework. Practically, pharmaceutical firms operating in emerging markets should prioritize consumer quality evaluation and transparent incentive mechanisms to enhance brand image.

<https://e-journal.unmas.ac.id/index.php/Medicamento/article/view/6596>

Consumer Characteristics Impact on Expected Medicine Information: Cross sectional study at Apotek Wulan Pekutatan

Wulan Pekutatan

Health workers and patients have different perceptions regarding the information that needs to be provided when dispensing medication. Differences in perception can make ineffective communication, so providing drug information in pharmaceutical services is not optimal. This research aims to determine the influence of consumer characteristics on the drug information expected at the Wulan Pekutatan Pharmacy. The research used a cross-sectional approach at the Wulan Pekutatan Pharmacy, Jembrana Regency, Bali Province. Samples were taken using the convenience sampling technique. Respondents are patients willing to complete a questionnaire, are over 17 years old, can read and write, and have previously visited a pharmacy. The chi-square test determines consumer characteristics that influence the expected drug information according to patient characteristics. The research succeeded in collecting 95 respondents. There are twelve types of information asked of respondents. The results showed that the type of information respondents expected significantly differed ($P < 0.021$) in several characteristics. Patient groups who choose different types of information include male and female patients, adult and elderly patients, health workers and non-health workers, married patients, and unmarried/divorced patients, patients with income levels above the regional minimum wage and below the minimum wage. It can be concluded that consumer characteristics influencing the drug information they expect include gender, age, occupation, marital status, and income.



Interactive

Quick Question

“Can these phenomena impact
your **daily business ops**? ”

*Raise your hand



Indo
over

By Stanley I

August 23, 20

Different customer segment

=

Different quality expectation

Indonesia court finds drugmakers at fault over toxic cough syrup, awards parents

By Stanley Widianto

August 23, 2024 12:13 PM

Even if not LAPI's case, the industry perception is vulnerable.

Meaning?

So employee Needs Adaptive Communication with Researchers and Customers

Marketing incentives ($\beta = 0.241, p < 0.001; \beta = 0.201, p < 0.001$, respectively) with price and promotion communication do not exert significant influence. Purchasing incentives also demonstrate a significant positive influence on purchase decisions ($\beta = 0.200, p = 0.047$) whereas other independent variables including brand image, fail to show a direct effect. Model fit statistics (CMIN/DF = 1.122, GFI = 0.90, RMSEA = 0.018, $p > 0.05$) confirm an overall good fit. These findings underscore the critical role of maintaining high product standards and ethical incentive programs in strengthening brand perception and stimulating purchase behavior in a competitive pharmaceutical landscape. Theoretical contributions include the integration of marketing, consumer behavior and brand management theories within a single SEM framework. Practically, pharmaceutical firms operating in emerging markets should prioritize consumer health evaluation and transparent incentive mechanisms to enhance customer

Preference. Samples were taken using the convenience sampling technique. Respondents are patients willing to complete a questionnaire, are over 17 years old, can read and write, and have previously visited a pharmacy. The chi-square test determines consumer characteristics that influence the expected drug information according to patient characteristics. The research succeeded in collecting 96 respondents. There are twelve types of information asked of respondents. The results showed that the type of information respondents expected significantly differed ($P < 0.05$) in several characteristics. Patient groups who choose different types of information include male and female patients, adult and elderly patients, health workers and non-health workers, married patients, and unmarried/divorced patients. Patients with income levels above the regional minimum wage and below the minimum wage it can be concluded that consumer characteristics influencing the drug information they expect include gender, age, occupation, marital status, and income.



Interactive

Quick Question

“Have you ever heard of
Adaptive Communication?”

*Raise your hand

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Interactive

Prologue Question

“Describe your **initial thoughts on what is adaptive communication**

on behalf of personal reason?”

***1 of participant can open mic and share the reason**



What Is Adaptive Communication?

Adaptive communication is the strategic approach of tailoring your communication style to suit the specific needs, context, and goals of your audience. It's about ensuring your message is not just heard, but truly understood and resonated with.

Clarity

Ensuring your message is understood without ambiguity.

Empathy

Connecting with your audience's perspective and feelings.

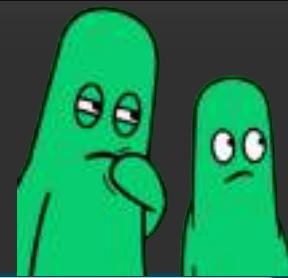
Effectiveness

Achieving the desired outcome from your communication.

Think of a neurobiologist doctor explaining a complex diagnosis. They don't use the same jargon with every patient; instead, they adapt their explanation to each individual's understanding, ensuring clarity and reassurance.



What Is Adaptive Communication?



Adaptive communication is the strategic approach of **tailoring your communication style to suit the specific needs, context, and goals of your audience**. It's about ensuring your message is **not just heard, but truly understood** and **resonated with**.



The ability to adapt your communication style is not just about being a good communicator; it's about being a smart and empathetic leader who understands that one size does not fit all.

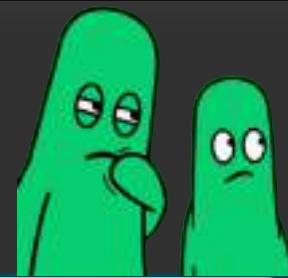
<https://www.leadershiplessons.co/p/conflict-collaboration-adaptive-communication>



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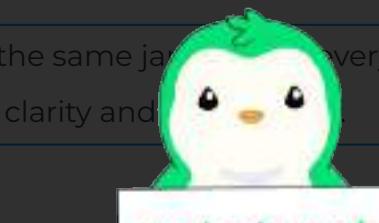
Empathy

Connecting with your **audience's perspective and feelings.**

Effectiveness

Achieving the **desired outcome** from your communication.

Think of a **doctor** explaining a condition to a patient; instead, the doctor tailors their explanation to each individual patient's needs, ensuring clarity and understanding.





What Is Adaptive Communication?

Adaptive communication is the strategic approach of **tailoring your communication style** to the specific needs, context, and goals of your audience. It's about ensuring your message is **not just heard, but truly understood** and **resonated with**.



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Think of a **neurobiologist doctor** explaining a complex diagnosis. They don't use the same jargon with every patient; instead, they adapt their explanation to each individual's understanding, ensuring clarity and reassurance.

What Is Adaptive Communication?

Adaptive communication is the strategic approach of tailoring your message to the needs, context, and goals of your audience. It's about making sure your message is understood and resonated with.



Clarity

Ensuring your message is understood without ambiguity.

Empathy

Connecting with your audience's perspective and feelings.

Effectiveness

Achieving the desired outcome from your communication.

“Baby Language”

“**Baby language**” means explaining something to the public (public/private), then it refers to **simplifying complex ideas so that anyone** — even without background knowledge — can understand them easily.

The Transformative Impact of Adaptive Communication

Embracing adaptive communication yields far-reaching benefits, transforming not just how you connect, but your overall success and influence.



Stronger Relationships

Build deeper trust and understanding in all personal and professional interactions.



Enhanced Collaboration

Foster better team dynamics, leading to increased innovation and productivity.



Greater Influence

Positions leaders and professionals for greater impact and success in their fields.

It's the difference between merely talking and truly communicating, unlocking potential in every exchange.

Adaptive vs Traditional Communication

Traditional Communication

Traditional communication **uses static, one-size-fits-all messages**. It lacks flexibility and often fails to meet diverse audience needs, leading to misunderstandings and inefficiencies.

Adaptive Communication

Adaptive communication dynamically **adjusts messages based on real-time audience data**. It enhances clarity, engagement, and effectiveness, making it ideal for modern, fast-paced environments.





Interactive

Warranty policy was updated, but stores still use old scripts. What closes the policy-practice gap fastest?

**A. Tell the store to
“read the PDF
carefully”**

**B. Provide a 1-pager
with updated
talk-track + 10-min
huddle Q&A**

**C. Escalate
non-compliant stores to
HR immediately**



Interactive

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C. Escalate
non-compliant stores to
HR immediately

👉 Turns policy into practice fast: a concise script reduces variability; live Q&A surfaces edge cases and builds buy-in. “Read the PDF” (A) doesn’t change behavior; HR escalation (C) creates fear, not clarity.

Table of Contents

1	Why Adaptive Communication Matters	3	Personality and Communication Styles: Color Personality
2	Listening and Responding: The Misconception in Between	4	Conflict and Difficult Conversation



Interactive

Can anyone explain...

Have we ever **heard** the term
active listening at work?

*Raise your hand

I HEAR YOU



LISTEN

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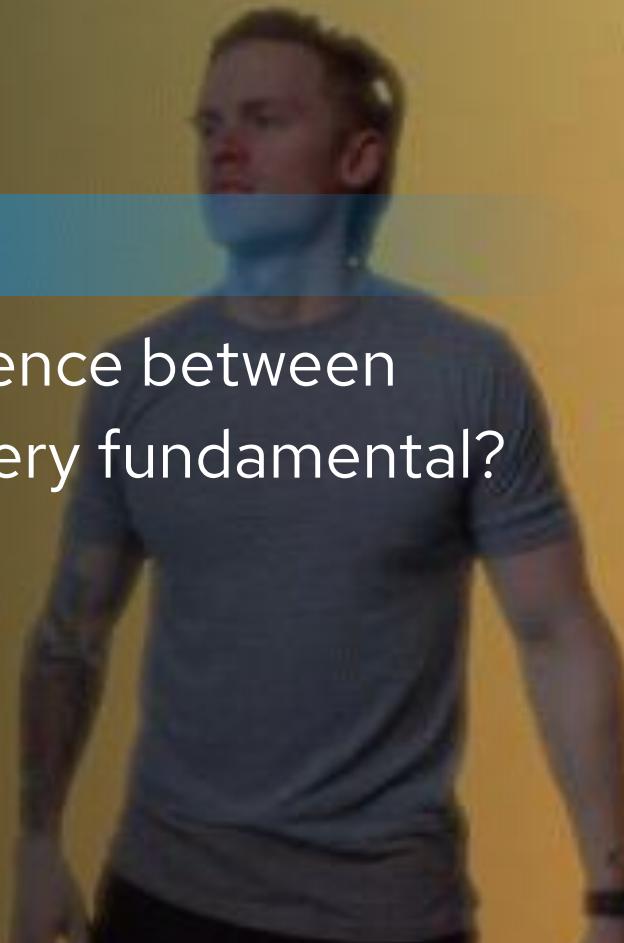


Interactive

Can anyone explain...

Are we noticed the difference between
Listen and **Hear** in the very fundamental?

*Raise your hand

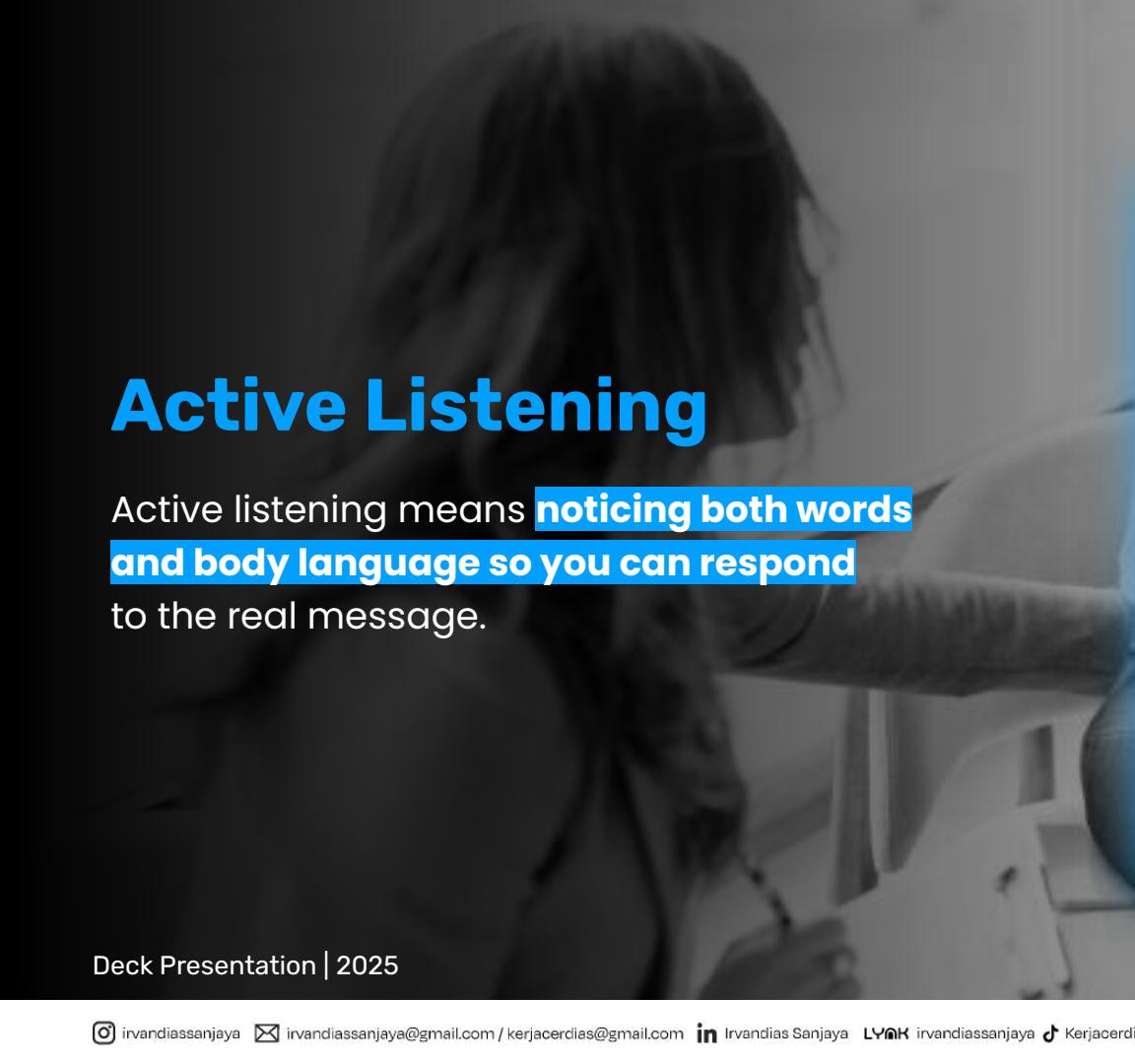


Did You Know?

Listening is not the same as hearing

<https://www.open.edu/openlearncreate/mod/oucontent/view.php?id=80994§ion=3.1>





Active Listening

Active listening means **noticing both words and body language so you can respond** to the real message.

Most people do not listen with the intent to *understand*.

Most people listen with the intent to *reply*.

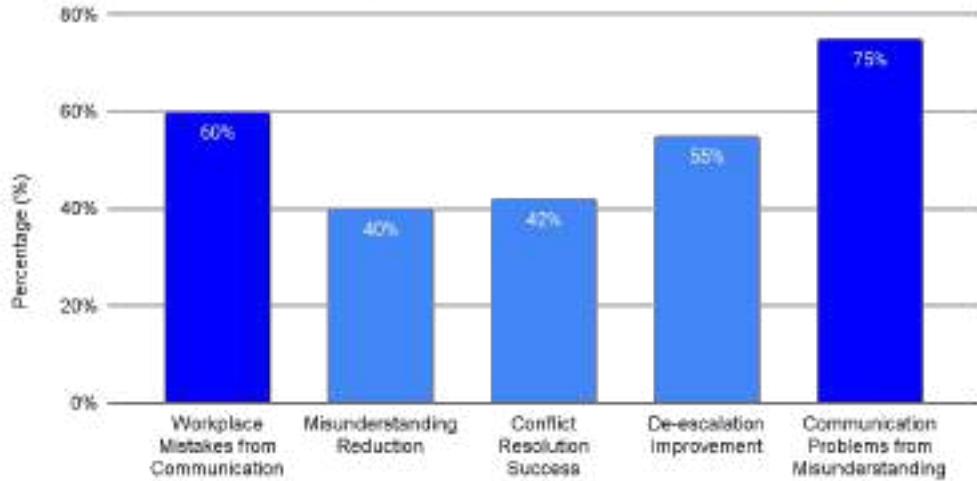
– Stephen R. Covey

ilovemylsi.com

Listen actively

Reduces Mistakes, Conflicts & Misunderstandings

Impact of Active Listening



Sources:

<https://jobera.com/active-listening-statistics/>
<https://wifitalents.com/active-listening-statistics/>
<https://zipdo.co/active-listening-statistics/>
<https://worldmetrics.org/>

<https://gitnux.org/active-listening-statistics/>
<https://https://gitnux.org/active-listening-statistics/>

KEY INSIGHTS

60% workplace mistakes come from poor communication, but **active listening can cut them by 40%**.

70% work mistakes happen because people don't communicate well, and better listening fixes it.

Active listening **boosts conflict resolution** by about 42% and **calms 55% more disputes**.

3 in 4 communication problems come from **misunderstandings**, and active listening clears them up.

Listen actively

Boosts Productivity, Collaboration & Innovation



Sources:

<https://jobera.com/active-listening-statistics/>
<https://wifitalents.com/active-listening-statistics/>
<https://worldmetrics.org/>

<https://sparkmoor.com/active-listening-in-the-workplace-boosting-team-collaboration-and-productivity/>
<https://pumble.com/learn/communication/communication-statistics/>

KEY INSIGHTS

Active listening can **enhance collaboration and productivity** by up to 25%.

It **boosts productivity 30%, creativity 20%, and goal success 50%**.

Teams with managers who listen actively are **up to 67% more productive**.

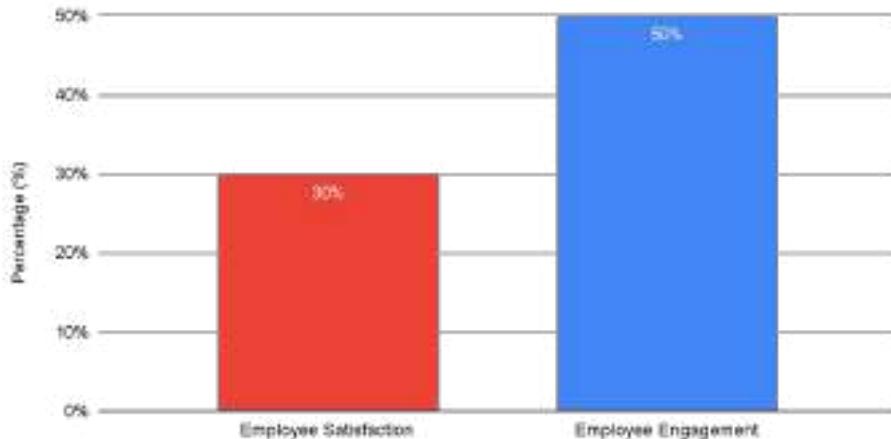
Problem-solving become 30% faster, and project delivery within budget improves by 50% when communication is strong.

Teams that feel heard **engage more and earn 21% extra profit**.

Listen actively

Enhances Employee Satisfaction, Retention & Engagement

Impact of Active Listening



KEY INSIGHTS

Managers trained in active listening see **30% higher employee satisfaction**.

[Jobera](#)

Employees feel **16% more satisfied** when their managers listen attentively.

[Jobera](#)

Organizations prioritizing listening report **50% higher employee engagement**.

[WifiTalents](#)

Acting on feedback **keeps staff 11x more likely to stay**.

[humanemergence](#)

It's also true in medical/pharma context

ANALYSIS OF CUSTOMER SATISFACTION WITH DRUG PURCHASE SERVICES AT HALODOC

- Lili Murniati - Fakultas Farmasi, Institut Sains dan Teknologi Nasional, Indonesia
- Refika Alfitria - Fakultas Farmasi, Institut Sains dan Teknologi Nasional, Indonesia
- Jerry Pantan - Fakultas Farmasi, Institut Sains dan Teknologi Nasional, Indonesia
- Corvina Koen - Fakultas Farmasi, Institut Sains dan Teknologi Nasional, Indonesia

How to cite (IEEE): L. Murniati, R. Refika, J. Pantan, and C. Ivana, "ANALYSIS OF CUSTOMER SATISFACTION WITH DRUG PURCHASE SERVICES AT HALODOC," *Jurnal Manajemen Kesehatan Indonesia*, vol. 12, no. 2, pp. 329-338, Aug. 2024. <https://doi.org/10.14710/jmki.12.2.2024.329-338>

Citation Format: IEEE

Download Citation



Abstract

The swift progress of technology and information in contemporary times opens up avenues for expanding marketing networks, introducing novel products or services, and seamlessly integrating online activities. Online platforms for pharmaceutical sales streamline the process for consumers, offering convenience in finding desired medications at competitive prices and ensuring swift access. This study aims to assess customer commitment concerning the quality of pharmaceutical procurement services offered through the Halodoc app. Through purposive sampling, data collection was conducted via questionnaire administered to 422 Halodoc users capable of assessing service quality. Utilizing the E-service quality (e-CSQ) methodology for analysis, consumer satisfaction with drug purchasing services was measured. Findings revealed high satisfaction levels across various dimensions: reliability at 87.40%, responsiveness at 91.10%, guarantee at 92.06%, empathy at 87.90%, and physical evidence at 91.28%, culminating in an overall Customer Satisfaction Index (CSI) score of 90.98%. Hence, it can be inferred that patients utilizing the Halodoc application expressed significant satisfaction with the service provided.

<https://ejournal.undip.ac.id/index.php/jmki/article/view/62660/0>

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For pharmaceutical services, aspects of listening (empathy) and quick response are very important



It's also true in medical/pharma context

ANALYSIS OF CUSTOMER SATISFACTION WITH DRUG PURCHASE SERVICES AT HALODOC

▲ Lili Mardiana - Ph.D.
▲ Rejekiya Rejekiya - Fakultas
▲ Jerry Paskiran - Fakultas
▲ Corinna Hana - Fakultas

How to cite (IEEE): L. Mardiana, R. Rejekiya, J. Paskiran, C. Hana, "ANALYSIS OF CUSTOMER SATISFACTION WITH DRUG PURCHASE SERVICES AT HALODOC," Jurnal Manajemen dan Bisnis, vol. 1, no. 1, pp. 1-10, 2023.

Citation Format: IEEE

Abstract

The swift progress of technology in various fields, including pharmaceutical services, has made it easier for consumers to access pharmaceutical products. This study aims to analyze consumer satisfaction with drug purchase services at Halodoc. The research method used is a questionnaire survey involving 1,000 respondents. The results show that the overall satisfaction index (ESI) is 87.40%, with a response rate of 87.40%. The dimensions of satisfaction include convenience, product quality, and service quality. The results indicate that there is a significant correlation between convenience and overall customer satisfaction.

<https://ejournal.pps.ub.ac.id/index.php/jmb>

Even though LAPI is not a pure e-commerce retailer, it shows that digital consumers are very sensitive to services/products and that many complaints arise due to mismatched expectations.

Home | Home

Receive 3,782 Consumer Complaints In 2024, Ministry Of Trade: 97 Percent Of E-commerce

09 Januari 2025, Lihat Laporan Terbaru

The Role of Customer Satisfaction Mediates the Effect of Responsiveness on Repurchase Intention through Tokopedia In Denpasar and Badung Cities

Therefore listening, responding, and adapting to customers complaints is crucial

<https://voi.id/en/economy/188250>

<https://voi.id/en/economy/449770>

Interactive

Can anyone explain...

How **to train ourselves** to
become a **good listener** ?

*Any ideas are welcome



I HEAR YOU

Deck Presentation | 2025

Our Expectation

Emotionally supported

Didengerin

Aman

Nyaman

Relax

Lega

The Reality

Adu nasib

GUE dulu....

Lu mah enak

Gue si paling susah

Lu sih MASIH MENDING
Lah GUE....

Empathetic Listening vs Hear that intent to Reply

Give full attention

Listen with your **ears, eyes, and heart**

Try to **feel what they feel**

Don't judge, interrupt, or try to "fix" them right away

Empathetic listening is about **truly** understanding the other person's feelings, thoughts, and perspective.

The goal is to connect, not correct.

Interrupt or talk over someone

Focus on your **own story, advice, or opinion**

Can't remember what the other person said

You respond with "Yeah, but..." or "Me too!" too quickly

Listening with the intent to reply means you're hearing words but already preparing your response.

Your focus shifts to **what you'll say next**.

Active Listening

Appreciate by showing that you're listening: Uh-huh / OK / Yes, I see / Good / Really?

Ask questions to clarify and offer encouragement: What do you mean when you say...? / And then? / What happened next?

R A S A

RECEIVE APPRECIATE SUMMARIZE ASK

Receive the message, pay attention to the person speaking.

Summarize the main idea: It sounds like... / In other words, what you are saying is... / So in a nutshell... / Sounds like you are saying...

Active Listening

CASE STUDY: Let's imagine a team member, Rina, is explaining a challenge with a project deadline to you as the supervisor

Step	What it means	Example
Receive	Pay full attention to the speaker—tune in both verbally and non-verbally.	You look at Rina, pause your task, silence when she speaks, giving her your full attention.
Appreciate	Convey acknowledgment and empathy through small verbal (like "uh-huh") or nonverbal cues (like nodding/slightly smiling).	You say, " I hear you're really stretched, I understand, " and offer a sympathetic nod.
Summarize	Reflect back what you've heard using your own words (e.g., "So what I'm hearing is...").	You respond, " So you're finding the current timeline too tight, especially given the resource constraints in code reviews—do I have that right? "
Ask	Pose follow-up or clarifying questions after summarizing (e.g., "Can you elaborate on...").	You follow up with, " Would it help if we shifted some tasks or extended the review period to alleviate the pressure? "

Active Listening

CASE STUDY: Let's imagine a team member, Rina, is explaining a challenge with a project deadline.

NO.1
Let's Practice



<https://bit.ly/adaptivecommunicationworksheet>



Interactive

In a daily discussion, you ask for ideas and get silence. What do you do?

A. Add 3–5 seconds
wait-time;
paraphrase first
response; invite
build-ons

B. Fill the silence
with your own
answer

C. Drop open questions



Interactive

In a daily discussion, you ask for ideas and get silence. What do you do?

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B. Fill the silence with your own answer

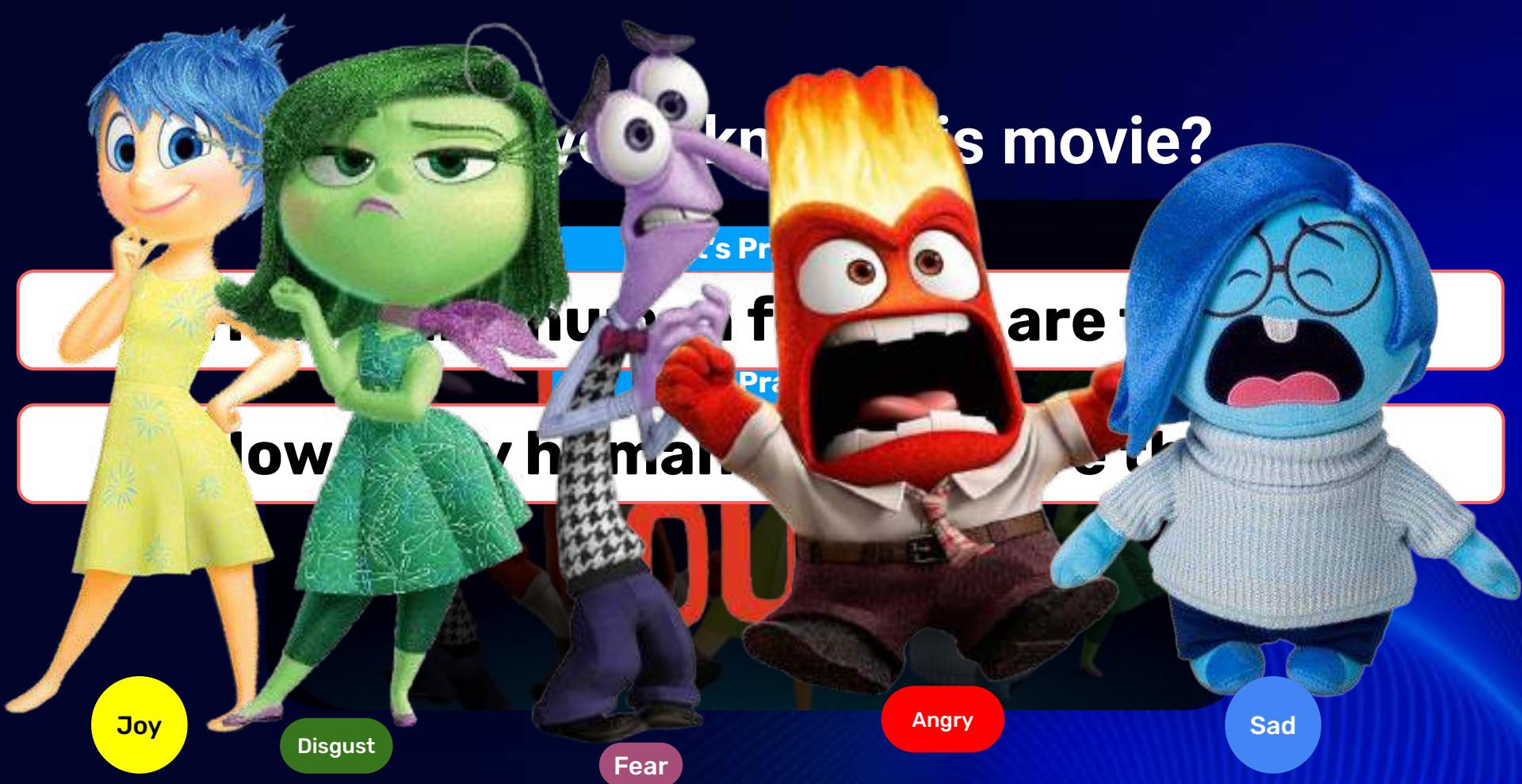
C. Drop open questions



Classic active-listening moves that raise participation and idea quality. Filling silence (A) shuts voices down; dropping open questions (C) kills learning signals.

Table of Contents

1	Why Adaptive Communication Matters		Personality and Communication Styles: Color Personality
2	Listening and Responding: The Misconception in Between	4	Conflict and Difficult Conversation



Let's take a look at the following



Let's take a look at the following



What if these **characters** represented
different workplace **personalities**?



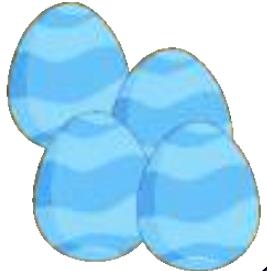
Let's take a look at the following



When team members don't take time to understand each other's natural traits and responses, **collaboration suffers**.

Learning about color personalities helps us recognize, respect, and adapt to these differences—creating a stronger, more cohesive, and empathetic work environment.





Let's do **ice breaking**

Did you know that there are basic personality colors? Can you name the colors?

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Blue

Gold

Green

Orange

Let's do **ice breaking**

Did you know that there are basic personality colors? Can you name the colors?

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how

Each person is a unique blend of the four colors.

Source: Torretta, A., & Bovitz, L. (2021)

Let's do **ice breaking**

Did you know that there are basic personality colors? Can you name the colors?





Interactive

Quick Question

“Have you ever heard of
Color Personality Test?”

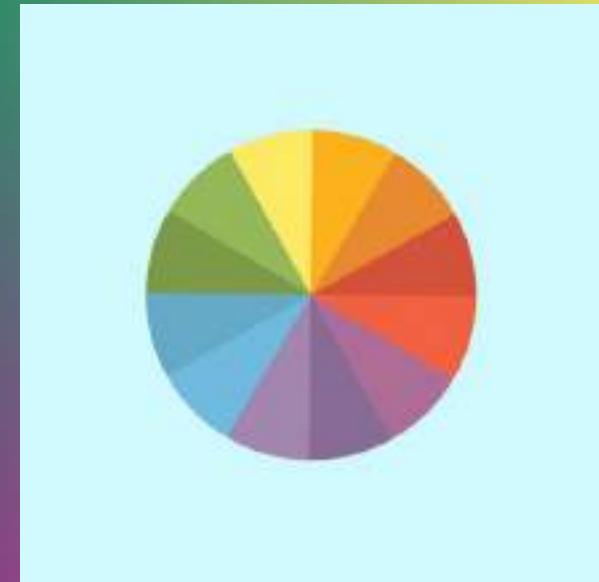
*Raise your hand



The True Colors Personality Theory

The True Colors Personality Theory, created by **Don Lowry** in **1978**, is an inventory designed to help you better understand yourself and others,

that drew heavily on the work of Isabel Briggs-Myers, Katherine Briggs, & David Keirsey, which categorizes individuals into **four color-coded personality types**: **Blue**, **Gold**, **Green**, and **Orange**



Principles of True Colors Personality Theory

We're All a Mix of Colors

Everyone has all four colors in their personality, but usually one or two are stronger or more dominant.

Ease of Understanding and Application

The system is easy to learn and use in everyday life—at work, in school, or at home.

All Colors Are Equal

There's no "best" or "worst" color—each one has its own values and strengths.

Better Understanding, Less Conflict

When we understand ourselves and others better, we communicate more effectively and reduce misunderstandings.

Validity and Limitations of the True Colors Personality Theory

Advantages:

- Easy to understand and apply
- Useful for cross-functional teams
- Enhances self-awareness and empathy

Limitations:

- Not as scientific as psychometric tools like MBTI or Big Five
- Risk of stereotyping if used rigidly
- Does not capture the complexity of personality dynamics

“True Colors” is a tool for communication and reflection, not a formal personality diagnostic tool.

True Colors Key Ideas

01

Each color is reflective of your personality

02

MOST identify with a primary and a secondary color. These are your preferred styles.

03

The colors you don't choose still show some of your traits, but they are not your preferred style.

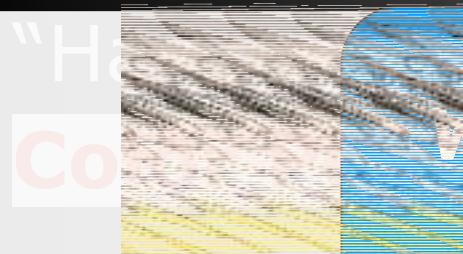
04

True colors is valuable for improving your effectiveness in working with others.



Interactive

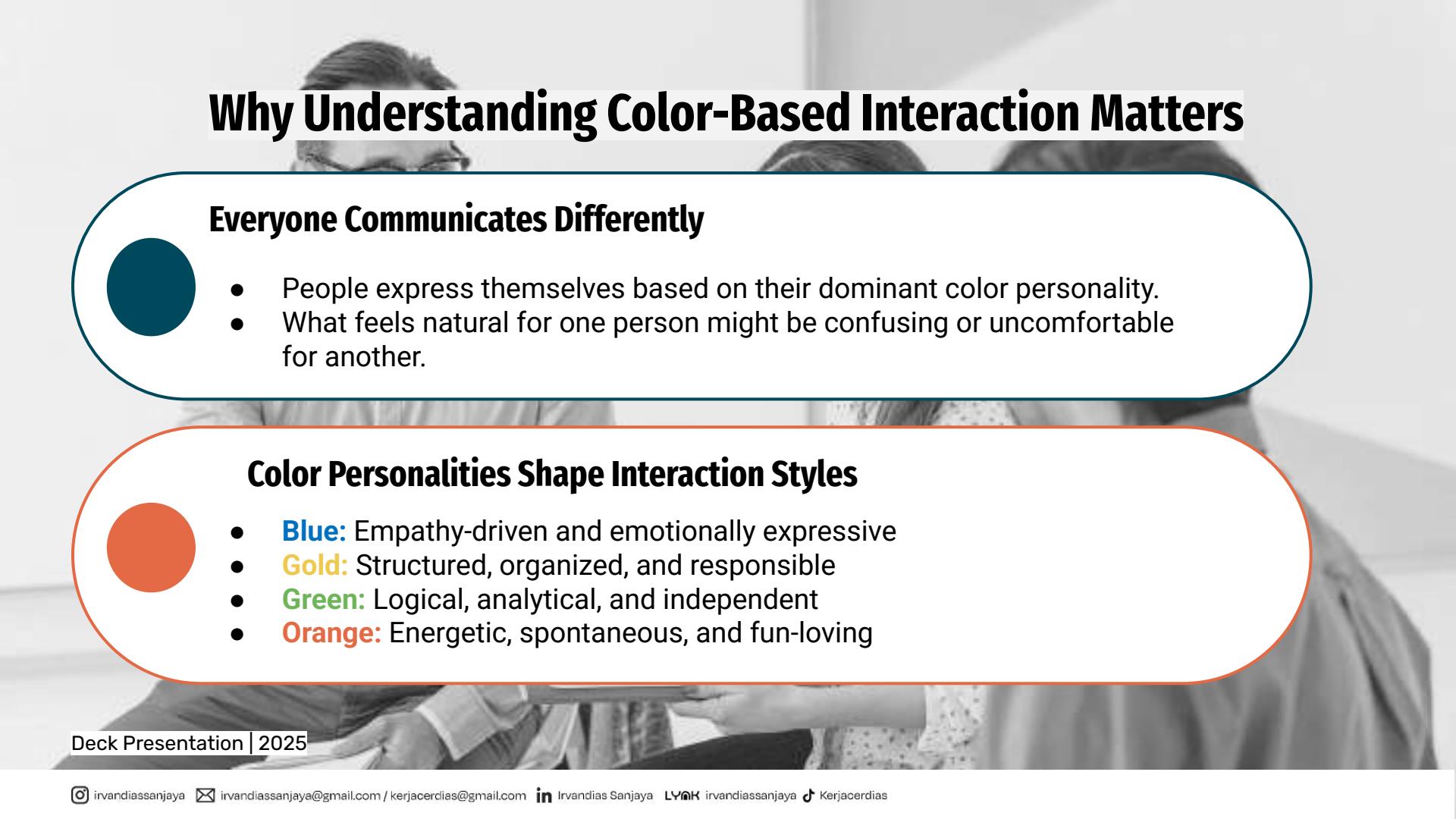
Quick Question



What are the four Color Personality Types?

*Raise your hand

Why Understanding Color-Based Interaction Matters



Everyone Communicates Differently

- People express themselves based on their dominant color personality.
- What feels natural for one person might be confusing or uncomfortable for another.

Color Personalities Shape Interaction Styles

- **Blue:** Empathy-driven and emotionally expressive
- **Gold:** Structured, organized, and responsible
- **Green:** Logical, analytical, and independent
- **Orange:** Energetic, spontaneous, and fun-loving

Blue

Blue personalities **focus on people, relationships, and personal growth**—for themselves and others. When they communicate, they start by **building or restoring a connection**, and then naturally include the information they want to share within that relationship.

Communication Style

- Friendly
- Helpful
- Empathetic
- May use metaphors to embellish points
- Optimistic
- Expressive with emotion
- Fosters or maintains harmony

Blues may feel hurt if interactions are too cold/logical. They also can "over-communicate" or spend too much time discussing issues and lose focus.

Famous Faces with a Blue Personality



Johnny Depp



Princess Diana



John Lennon

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Tips for talking to a BLUE

- Acknowledge them
- Show appreciation
- Include them
- Have patience
- Don't "bark" orders



Gold

Gold personalities are typically **respectful** and **dependable**. They **pay attention to details** to **understand their role**, and they **carefully consider what's appropriate** before giving a response.

Communication Style

- Purposeful
- Plans ahead
- Respectful
- Appropriate
- Supportive of policies & rules
- Detail-oriented
- Chronological
- Loyal & Devoted

Golds may get frustrated with lack of structure.

Famous Faces with a Gold Personality



Hugh Jackman



Queen Elizabeth II



Anne Hathaway

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Tips for talking to a GOLD

- Be prepared
- Give details
- Be consistent
- Show respect
- Don't interrupt
- Recognize their contributions
- Stay on target



Green

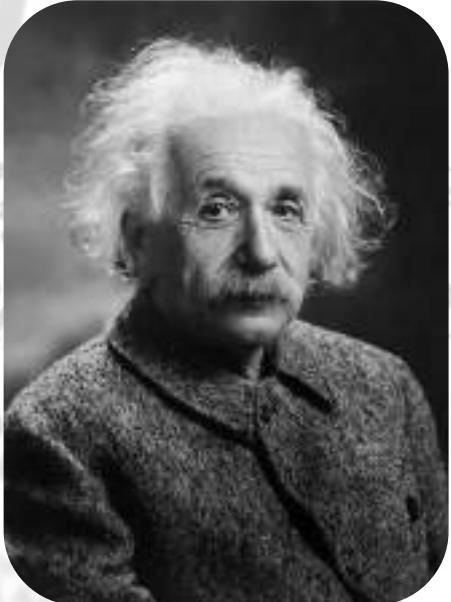
Green personalities usually **communicate to share or gather information**. In conversations, they **focus more on the topic or issue** rather than on building a personal connection.

Communication Style

- Logical and Objective
- Includes Facts & Information
- Wry Sense of Humor
- Big Picture
- Conceptual
- Questioning
- Critiquing

Greens may withdraw if the conversation lacks depth or logic. They also may focus only on errors and improvements, forgetting to give positive feedback or acknowledge others.

Famous Faces with a Green Personality



Albert Einstein



Mark Zuckerberg



George Clooney

Tips for talking to a GREEN

- Allow them time to ponder
- Skip the "small talk"
- Avoid redundancy
- Give big picture then fill in details (if asked)
- Don't misinterpret their need for info as interrogation



Orange

Orange personalities tend to **speak up as soon as they have an idea.**

Focused on action and speed, they often **get straight to the point** without using soft or indirect language.

Communication Style

- Casual & playful
- Spontaneous
- Now-oriented
- Fast-paced
- Changes subjects quickly
- Straightforward
- Active & involved
- Mobile

Oranges may lose interest in long, rigid conversations. They also may be too flippant or humorous, lacking tact, which can hurt others' feelings.

Famous Faces with an Orange Personality



Britney Spears



Leonardo DiCaprio



Steve Jobs

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Tips for talking to an ORANGE

- Move with them while they multitask
- Appreciate their flair
- Allow options and flexibility
- Lighten up



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Stakeholder

/'stāk, (h)ōldər/



Interactive

Quick Question

“Have you ever heard of
The term of **stakeholder**
once in a time?”

*Raise your hand



Stakeholder

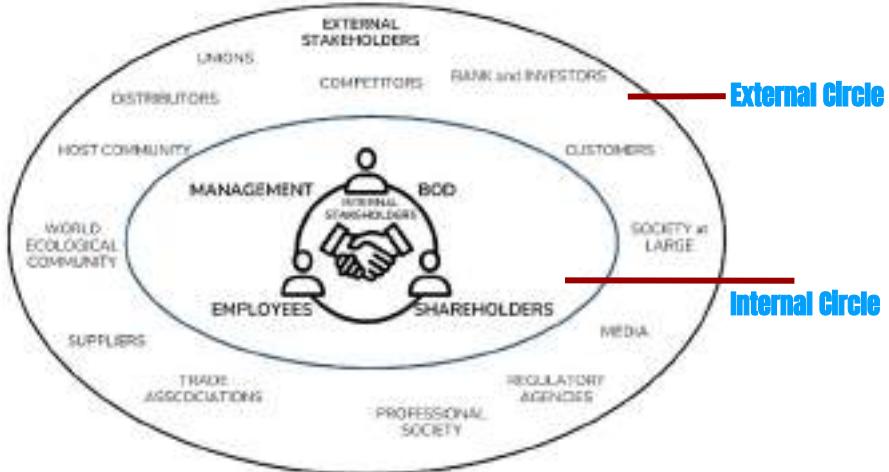
/'stāk, (h)ōldər/

"Individual or group that has an **interest** in
any **decision or activity** of an organization."

(International standard of social responsibility, ISO 26000)



Circle of Stakeholder



Assertive Communication by Style

Gold

Traits: responsible, structured, dependable, detail-oriented.

Green

Traits: logical, analytical, independent, ideas-oriented.

Blue

Traits: people-oriented, empathetic, value harmony and authenticity.

Orange

Traits: energetic, spontaneous, adaptable, risk-taking.

Approaching Communication by Style

Individual Activity:

- Each of you **pick one important stakeholder** but you still feel that hard to manage communication with them
- Guess their **Color Personality style** that you think the person represents better
 - Gold**: responsible, structured, dependable, detail-oriented.
 - Green**: logical, analytical, ideas-oriented.
 - Blue**: people-oriented, empathetic, value harmony and cooperation.
 - Orange**: energetic, spontaneous, adaptable, risk-taking.
- **Construct your struggles** with them in relation to communication
- Define what you shall improve to **elevate the relationship**



Stakeholder Working Style

↔ Map your stakeholder Working Style

Role: Founder of Kerja Cerdas

Department: Executive Level

No	Name	Title/Role	Color	Expectation/Concern	Room to Improve
1	Mr. H	Business Partner	Blue	May feel concerned if the partnership becomes too transactional or lacks personal rapport.	Can benefit from balancing empathy with directness in communication.



Interactive

Multi-brand campaign launch keeps slipping. How to mitigate it?

A. Ask “everyone”
to commit harder

B. Let each function
manage its own
sub-timeline

C. Publish a RACI
(Approve/Do/Consult/I
nform) and review
blockers daily



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nform) and review
blockers daily

👉 Restores accountability via clear who approves/does/consults/informs + tight cadence.
“Try harder” **(A) lacks structure; siloed sub-timelines** and **(C) fragment ownership**.



Are there any **questions?**



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