

ABSTRACT

The important aspect to keep a good relationship with the customer is a good service. There are still some problems found in Puskesmas Limba B of Gorontalo City as the health instance, such as registration to get the health service, and taking the prescription in pharmacies. The research aims to develop the e-CRM (Electronic Customer Relationship management) which is a business strategy by using electronic to give the service, in order to give a better to the patient. In its development, e-CRM implements Research and development method, in order to the service will run properly. In stages, there is a free trial of the system in a the form of question and answer to the parties of the Puskesmas and the patients. The main focus of this system is the result of question and answer of the patients, because it refers to the concept of e-CRM which is a service for the patients. The research result of the development system shows that the patient treatment services in Puskesmas is more effective, efficient, and accurate. There is also a personal message feature that allows the patient to interact with the doctor and get the information of the Puskesmas Limba B of Gorontalo City.

Keywords : *Service, E-CRM, System Development*

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