

# PT. Spektrum Kreasi Pratama's Marketing Communication Strategy in Building Value Creation Through Personal Selling (Case Study of Dr. Ainun Habibie Regional Hospital, Parepare City)

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## Article Info

### Article history:

Received Aug, 2025

Revised Aug, 2025

Accepted Aug, 2025

### Keywords:

Marketing Communication  
Strategy;

Personal Selling;

Value Creation

## ABSTRACT

In an era of increasingly fierce business competition, companies must be able to design effective marketing communication strategies, especially in the service sector, such as healthcare services. One approach that is still relevant and effective is personal selling, which allows companies to build long-term relationships with clients through direct communication. This study examines PT. Spektrum Kreasi Pratama's marketing communication strategy in creating value through personal selling, with a focus on Dr. Ainun Habibie Regional Hospital in Parepare City. This study aims to analyze the influence of personal selling strategies in creating value creation, identify the challenges faced in its implementation, and explore how this strategy influences the hospital's decision to choose PT. Spektrum Kreasi Pratama as a partner for medical equipment calibration services. This study uses a descriptive approach with data collection techniques through in-depth interviews, participatory observation, and documentation. The results of the study indicate that personal selling plays an important role in building stronger relationships, increasing trust, and strengthening customer loyalty. However, communication challenges and market competition are obstacles that need to be overcome. This study concludes that personal selling is key to creating sustainable value creation and facilitating a successful partnership between PT. Spektrum Kreasi Pratama and healthcare institutions.

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## 1. INTRODUCTION

In an era of increasingly competitive business environment, companies are required to design effective marketing communication strategies to optimally reach the market. This is especially crucial in the service sector, including healthcare, which offers consumers not only products but also experiences and trust. One approach that remains relevant and effective in marketing

communication strategies is personal selling. Through direct interaction between salespeople and potential customers, companies can build stronger relationships, understand consumer needs more deeply, and create long-term added value [1].

Marketing communications is an integral part of a company's strategy to effectively reach its target market. In this context, personal selling plays a crucial role as an element of the promotional mix. [2] explain

that personal selling aims not only to sell products but rather to build long-term relationships with clients through direct communication. This approach allows companies to more deeply understand client needs and provide tailored solutions, creating sustainable and mutually beneficial value.

One important aspect of personal selling is value creation, which refers to the creation of shared value between the company and the client. [3] emphasize that personal selling serves to strengthen the relationship between the company and the client by providing relevant added value for both parties. Personal selling conducted with the right approach can increase customer trust and loyalty, which in turn strengthens the company's position in the market. [4] add that personal selling plays a crucial role in building strong interpersonal relationships, which strengthens consumer trust in the products or services offered. In this context, value creation is not only about the functional benefits of the product or service, but also about creating a valuable experience for the client through more personal and communicative interactions.

PT. Spektrum Kreasi Pratama is a company engaged in the procurement of creative products and services, including promotional media, branding, event management, and integrated visual communication solutions. This company is committed to supporting various institutions, including the healthcare sector such as hospitals, in building image, communication, and added value through innovative and targeted marketing strategies. By prioritizing a personalized approach such as personal selling, PT. Spektrum Kreasi Pratama not only acts as a service provider, but also as a strategic partner that helps its clients shape positive perceptions and increase public trust in the products or services offered. PT. Spektrum Kreasi Pratama, as a company engaged in medical device calibration services, plays a vital role in maintaining the quality standards of medical devices in hospitals and other healthcare facilities [5].

Medical device calibration is a crucial step in ensuring accuracy, precision, and safety in

patient diagnosis and therapy. Medical devices used in service facilities such as hospitals, community health centers, and clinics must be regularly tested and calibrated by authorized institutions to ensure they continue to function according to established standards. Unfortunately, healthcare workers' knowledge and awareness of the importance of calibration remains low. Calibration practices tend to be unscheduled and poorly documented, even though medical devices are crucial assets that support the continuity of medical services to the public [6]. As mandated by Minister of Health Regulation No. 54 of 2015, inaccurate devices can endanger patient safety by misleading examination or diagnostic results. Therefore, calibration is not only an administrative obligation but also a professional responsibility to ensure the quality, efficacy, and safety of medical devices.

However, there is a significant gap between actual conditions on the ground and the ideal expectations that should be realized in the implementation of medical device calibration services. In reality, although medical device calibration is crucial for maintaining the quality of medical services, many parties do not yet understand its urgency. Many hospitals and healthcare facilities focus more on medical equipment maintenance than on calibration, which may be considered a less urgent activity. On the other hand, theoretically, medical device calibration services should be an integral part of medical device quality management, in line with the importance of technology in modern medicine.

This study aims to explore how appropriate marketing communication strategies can help increase market understanding and awareness of the importance of medical device calibration. Although many medical institutions are not yet fully aware of the importance of regular medical device calibration, this presents a challenge for PT. Spektrum Kreasi Pratama in communicating the value and benefits of this service to the market.

Previous research, as described by [7], shows that good marketing communications can

educate the market and raise awareness about the importance of medical device calibration. However, many hospitals and healthcare facilities still ignore the importance of calibration as part of quality management and patient safety. This research focuses on further understanding how marketing communications strategies, particularly those based on personal selling, can help bridge this gap and provide a better understanding of the importance of calibration services to the market.

This study aims to identify effective marketing communication strategies to raise awareness of the importance of medical device calibration. The purpose of this study is to contribute to the development of marketing communication strategies in the healthcare sector, specifically in building understanding and awareness of the importance of medical device calibration. Therefore, this study is expected to provide insight into how personal selling can significantly and measurably increase added value in healthcare service collaborations.

## 2. LITERATURE REVIEW

### 2.1 *Marketing Communications*

Marketing communications is a key element in marketing a product or service, with the primary goal of informing, persuading, and reminding target consumers about the company and its products. Marketing communications focuses on delivering the right message through various effective channels to increase consumer awareness, interest, and ultimately, purchasing decisions [8].

According to [2], marketing communications can be divided into several important components, including advertising, sales promotions, public relations, direct marketing, and personal communications such as personal selling. Personal selling, as one element in the promotional mix, focuses on direct interaction between salespeople and consumers to build

deeper relationships, understand consumer needs, and provide appropriate solutions [2]. In this context, marketing communications aims not only to sell products, but also to create long-term, mutually beneficial relationships between companies and consumers.

### 2.2 *Personal Selling*

Personal selling is a highly personalized form of marketing communication, where direct interaction between the seller and the buyer is conducted to influence purchasing decisions. According to [9], the primary goal of personal selling is to build strong relationships between companies and customers by providing relevant added value to both parties. In personal selling, face-to-face interactions serve to build trust and increase customer loyalty, ultimately strengthening the company's position in the market.

Meanwhile, [4] emphasize that personal selling is not just about sales presentations, but also encompasses stages of education, consultation, and negotiation that focus on solutions that meet the client's needs. This is particularly relevant in service industries, such as medical device calibration, where consumers (hospitals) require in-depth technical information to make informed purchasing decisions.

### 2.3 *Value Creation*

Value creation refers to the process of creating mutual benefits between companies and consumers through more personal interactions. This theory focuses on how companies not only offer products or services but also provide solutions that improve consumers' quality of life. [9] explain that personal selling is an effective way to create value because it allows companies to offer more specific solutions based on a deeper understanding of consumer needs.

In the context of medical device calibration, value creation involves increasing hospital confidence in the quality of the medical devices used, as well as ensuring patient safety. According to [2], value creation through personal selling will strengthen long-term relationships between companies and consumers, which in turn increases loyalty and encourages ongoing purchasing decisions.

#### 2.4 Marketing Services

In service marketing, especially in the healthcare sector, the services offered are intangible and often require a more personalized approach. [10] states that services are a form of economic activity whose output is not a physical object, is consumed simultaneously with the production process, and provides additional benefits to consumers, such as convenience, entertainment, or solutions to problems they face. [2] emphasize the importance of personalization in service marketing, because intangible services require effective communication to ensure that consumers understand the value of the service provided.

According to [11] marketing services in the healthcare industry must prioritize trust and transparency, given that these services directly impact patient safety. Therefore, marketing communications in healthcare must prioritize ethical values and ensure that the messages delivered are consistent and relevant to consumer needs.

### 3. METHODOLOGY

#### 3.1 Nature of Research

This descriptive analytical study aims to explain the marketing communication strategy implemented by PT. Spektrum Kreasi Pratama in marketing medical device calibration services at Dr. Ainun

Habibie Regional Hospital in Parepare City. Descriptive research aims to systematically describe phenomena and events based on existing data [12].

#### 3.2 Research methods

The approach used is qualitative descriptive, which aims to describe existing conditions based on real data in the field. [13] states that descriptive methods are used to analyze data without generating generalizations.

#### 3.3 Research Object

The object of this research is the marketing communication strategy implemented by PT. Spektrum Kreasi Pratama in promoting medical device calibration services.

#### 3.4 Unit of Analysis

Units of analysis include:

- a. Marketing communication activities such as advertising, sales promotion, public relations, and personal selling.
- b. Promotional materials used by the company.
- c. Internal elements of the company, such as marketing managers or related staff.

#### 3.5 Data Collection Techniques

- a. In-depth Interview  
To dig up information related to marketing communication strategies through face-to-face or online interviews with informants.
- b. Participatory Observation  
Researchers are involved in promotional activities to obtain more in-depth data regarding corporate communications.
- c. Documentation

Analyze promotional materials used by PT. Spektrum Kreasi Pratama, such as brochures and social media content.

### 3.6 Data Analysis Techniques

- a. Data Reduction, namely, filtering and simplifying the data obtained to focus on relevant themes.
- b. Data Presentation, namely, arranging data in a form that is easy to understand, such as a table or graph.
- c. Drawing Conclusions, namely, testing conclusions based on the data analysis that has been carried out to ensure accuracy and consistency.

## 4. ANALYSIS AND DISCUSSION

In this discussion, researchers will present the findings obtained from research related to the personal selling strategy implemented by PT. Spektrum Kreasi Pratama in building value creation with hospitals, as well as the challenges faced in this process.

### 4.1 The Influence of Personal Selling Strategy in Building Value Creation

This study aims to understand how personal selling strategies influence value creation between PT. Spektrum Kreasi Pratama and clients. Personal selling is an approach used to build long-term relationships with clients through direct communication, in order to build client trust and loyalty.

- a. Personal Selling Strategy  
Personal selling is implemented by establishing direct relationships through interpersonal communication. PT. Spektrum Kreasi Pratama focuses on face-to-face meetings and presentations to understand client needs more personally and provide appropriate solutions. This approach aims to create shared value in long-term, mutually beneficial relationships, in accordance with the theory of [2].
- b. Approaches in Personal Selling  
This personal selling approach relies heavily on two-

way communication, with a focus on emotional engagement to meet client needs. PT. Spektrum Kreasi Pratama ensures that communication is active and subjective, understanding client needs to create stronger relationships. This aligns with the approaches described by [2], [9].

- c. Value Creation and The Influence of Personal Selling

Personal selling plays a crucial role in value creation, namely the creation of shared value between companies and clients through mutually beneficial relationships. Research shows that personal selling is effective in increasing transactions, strategic partnerships, and client trust, while minimizing complaints. With this approach, companies successfully strengthen client relationships and create sustainable value, in accordance with the theory of [2].

- d. Changes in Perception and Belief

The implementation of personal selling at PT. Spektrum Kreasi Pratama has successfully transformed client perceptions into more positive ones. Clients have greater trust in the company, increasing loyalty and preference for the services provided. Client trust is further enhanced by effective communication and the fulfillment of their needs.

- e. Evaluation of the Impact of Personal Selling

Personal selling strategy evaluation is conducted by measuring transaction growth, client satisfaction, and long-term relationships. Indicators of success include contract signings, transaction quality, and minimal hospital complaints. Personal selling plays a role in increasing

trust and creating lasting relationships, as per the theory of [2].

#### 4.2 Challenges Faced in Implementing Personal Selling Strategies

This study identifies various challenges faced by PT. Spektrum Kreasi Pratama in implementing a personal selling strategy. Although personal selling has the potential to build strong relationships with clients, several obstacles affect the smoothness of the sales process.

##### a. Challenges in Personal Selling

The main challenges companies face include difficulty understanding client needs, intense competition, and communication barriers. Furthermore, limited time also hinders effective communication and decision-making. According to [2], challenges often arise from the salesperson's inability to accurately identify client needs and deliver relevant solutions.

##### b. Barriers to Sales and Communication

Communication barriers are a common problem in personal selling, such as misunderstandings or mismatches between client needs and the services offered. [14] suggest that communication can be disrupted by various external factors (noise), which slows down the sales process. It is crucial for companies to ensure clear and effective communication to build better relationships.

##### c. Competition and Administrative Restrictions

Competition with other companies and administrative restrictions often hinder personal selling. Companies need to develop unique strategies and stand out in a competitive marketplace. [15] state that building mutually beneficial

relationships can overcome these challenges through effective communication.

##### d. Strategy Overcoming Challenges

To address these challenges, companies focus on building strong relationships with clients and understanding specific technical needs, such as medical device calibration. Furthermore, companies strive to improve performance to meet client expectations. [16] state that a strong Customer Relationship Management (CRM) strategy will help companies overcome communication and competitive challenges and strengthen long-term client relationships.

#### 4.3 The Influence of Personal Selling on Hospital Decisions in Choosing PT. Spektrum Kreasi Pratama

This study aims to explore how personal selling influences hospitals' decisions in selecting PT. Spektrum Kreasi Pratama as a service provider partner, considering factors such as service quality, price, and trust.

##### a. Factors Influencing Purchasing Decisions

Hospital decisions are influenced by various factors, including legality, service quality, price, and schedule flexibility. The primary influencing factors are the company's legality and accreditation. PT. Spektrum Kreasi Pratama seeks to build trust by demonstrating its credibility. [15] theory emphasizes that trust and commitment are important factors in purchasing decisions.

##### b. The Influence of Personal Selling on Decisions

Direct interaction in personal selling plays a significant role in increasing hospital trust in the company.

Consistent, professional, and value-added personal selling can be a key differentiator between PT. Spektrum Kreasi Pratama and its competitors. [9] state that effective personal selling strengthens relationships with clients and influences their decisions.

c. Service Provider Partner Selection Criteria

Hospitals select partners based on service quality, legality, and price. PT. Spektrum Kreasi Pratama successfully builds strong relationships with hospitals through effective communication and a more personalized approach. The quality of technical services, such as medical device calibration, is a key factor in hospitals' decisions.

d. Trust and Reputation in Decisions

A company's trust and reputation are crucial in a hospital's decision to choose a partner. Through personal selling, PT. Spektrum Kreasi Pratama can increase trust in hospitals, ultimately influencing their decision to collaborate. [17] theory of Integrated Communications (IMC) suggests the importance of aligning communication across multiple channels to build a strong reputation.

e. Development and Improvement of Personal Selling Strategy

For long-term success, companies need to develop and improve their personal selling strategies. This includes leveraging technology, social approaches, and regular training in interpersonal communication and negotiation. [2] suggest that developing a sustainable strategy

is essential for maintaining long-term client relationships, while [18] emphasize the importance of adapting to market changes and client needs.

## 5. CONCLUSION

Based on the research results, it can be concluded that the personal selling strategy implemented by PT. Spektrum Kreasi Pratama has succeeded in creating value between the company and the Dr. Ainun Habibie Regional Hospital in Parepare City. Through a more personal communication approach and direct interaction, the company builds close relationships, increases trust, and strengthens client loyalty. However, the company faces challenges in terms of communication barriers, intense competition, and difficulties in understanding client needs. Personal selling has also been shown to have a significant influence on the hospital's decision to choose PT. Spektrum Kreasi Pratama as a partner for providing medical device calibration services, with factors such as service quality, speed, and company reputation being the main considerations. The company needs to improve communication and provide regular training for its sales team in interpersonal communication, technical presentations, and negotiations to be more effective in understanding and meeting client needs. Second, the use of technology such as digital communication platforms and CRM systems needs to be optimized to increase efficiency and responsiveness in communication, while maintaining a relevant, personal approach. Third, the company must continue to innovate in services and increase its competitive advantage, including developing new products and services that are in line with evolving hospital needs and medical technology. By strengthening its legality and accreditation, PT. Spektrum Kreasi Pratama can strengthen trust and expand its reach in the market.

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