

ABSTRACT

(Literature Review)

STRATEGIES FOR INCREASING COMPETITIVENESS WITH “SWOT” ANALYSIS IN HOSPITAL PHARMACEUTICAL INSTALLATIONS

Elvia Sumarni Rodiyyin

The large role of the Pharmacy Installation in the Hospital requires a development strategy that aims to increase the competitiveness of the hospital itself. This study aims to determine the strategy to increase competitiveness in the Hospital Pharmacy Installation by using SWOT analysis in identifying the internal and external environment. The design of this research is a literature review. Researchers searched for manuscripts through official databases (One Search, Researchgate, and Google Scholar) with research topics according to keywords (SWOT analysis, strategy, competitiveness), then screened manuscripts and determined the manuscripts to be reviewed, namely 3 journals entered. on the inclusion criteria. The results of the research from three journals conducted by a literature review are strategies in terms of strength by optimizing cooperation with suppliers, conducting research and comparative studies, increasing human resource capabilities. The strategy in terms of weaknesses is making suggestion boxes and handling customer complaints, improving services and focusing on patients, as well as adding science and technology facilities. The strategy in terms of opportunities is to increase promotions, increase the budget to increase the completeness of drugs. The strategy in terms of threats is to evaluate pharmacy work, open drug counseling services. The suggested pharmaceutical installation development strategy for hospitals is currently based on a SWOT analysis that the authors can suggest to hospitals, namely the need to fulfill the availability of drugs in pharmaceutical logistics. Medicines are very necessary and very important for inpatients, with the availability of complete and fulfilled drugs so that prescriptions do not get bought outside the hospital.

Keywords : *Pharmacy Installation, SWOT Analysis, Development strategy*