

**STRATEGIC ANALYSIS OF PRIMARY CARE
ELECTRONIC MEDICAL RECORD PROVIDER IN
THE HEALTHCARE INDUSTRY: CASE STUDY AT
PT. XYZ**

Thesis

As a partial fulfilment to achieve a Master Degree
Study Program in Master of Business Administration



Submitted by

Vania Utami Putri

21/486311/PEK/27812

To

**FACULTY OF ECONOMICS AND BUSINESS
GADJAH MADA UNIVERSITY**

2023

Master of Business Administration
Faculty of Economics and Business
Universitas Gadjah Mada

AUTHORIZATION

**STRATEGIC ANALYSIS OF PRIMARY CARE
DIGITAL TRANSFORMATION IN THE HEALTHCARE
INDUSTRY: CASE STUDY AT PT. XYZ**

prepared and compiled by

Vania Utami Putri

21/486311/PEK/27812

Has been defended before the Board of Examiners

On July 13, 2023

Board of Examiners

Examiner I



Dr. Dra. Diah Retno Wulandaru, MBA.,

Examiner II



Dr. Willy Abdillah, M.Sc.

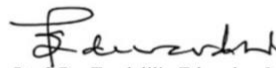
Examiner III/Advisor



Wakhid Slamet Ciptono, MBA, MPM, Ph.D.,

The Thesis has been accepted
as a partial fulfillment to achieve a Master of Business Administration degree
Yogyakarta, July 13, 2023

Director of Master of Business Administration Program



Prof. Dr. Tandelilin Eduardus, M.B.A.

NIP 195610131983031002

Mengetahui,
Wakil Dekan Bidang Akademik
Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada



Bayu Sutikno, SE., M.S.M., PhD.

NIP 197805202005011002