ABSTRAK

PERANCANGAN MODEL BISNIS
HOME CARE "MAICA"

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Angka kelahiran yang tinggi disertai dengan risiko gangguan kesehatan fisik, mental, dan ancaman kematian bagi ibu pasca persalinan. Sesuai dengan pedoman kesehatan yang berlaku di Indonesia dan ketentuan Organisasi Kesehatan Dunia, perawatan bagi ibu pasca persalinan sangat dianjurkan untuk dilakukan di rumah untuk mendapatkan lingkungan yang nyaman dan dukungan penuh dari keluarga. *Home Care* "Maica" hadir sebagai penyedia layanan perawatan yang dilakukan di rumah oleh tenaga kesehatan yang profesional dan berpengalaman. Berbagai program unggulan dan personalisasi layanan menjadi nilai tambah perusahaan yang membedakan dengan pesaing, sehingga *Home Care* "Maica" menjadi salah satu peluang bisnis yang menjanjikan.

Penelitian ini bertujuan untuk menganalisis peta empati pelanggan dan merancang model bisnis *Home Care* "Maica". Desain penelitian ini menggunakan analisis kualitatif yang didukung oleh analisis kuantitatif melalui metode pengumpulan data melalui kuesioner dan wawancara. Pendekatan kualitatif dilakukan dengan survei kepada 32 responden dan wawancara mendalam kepada pelaku usaha sejenis. Kegiatan pengumpulan data untuk penelitian ini dilaksanakan pada bulan September untuk survei calon pelanggan dan bulan November 2023 untuk wawancara. Selanjutnya, metode kuantitatif dilakukan untuk menganalisis hasil perhitungan finansial untuk mengevaluasi kelayakan rancangan model bisnis *Home Care* "Maica".

Hasil penelitian menunjukkan bahwa calon pelanggan *Home Care* "Maica" tertarik untuk menggunakan layanan yang ditawarkan dan menginginkan layanan yang berkualitas, fleksibel dan mudah diakses. Berdasarkan analisis aspek finansial, model bisnis *Home Care* "Maica" menghasilkan *Net Present Value* (NPV) yang bernilai positif sebesar Rp 181.257.372 sedangkan *Internal Rate of Return* (IRR) yang diperoleh adalah sebesar 16%, yang lebih tinggi dibandingkan dengan suku bunga Jakarta Interbank Offered Rate (JIBOR) sebesar 7,2%, serta *Payback Period* (PBP) dibawah 2 tahun. Hal ini menunjukkan bahwa rancangan model bisnis *Home Care* "Maica" layak untuk dijalankan.

Kata Kunci: *Home Care*, Layanan, Peta Empati, Model Bisnis

ABSTRACT

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The high birth rates which are accompanied by the risk of physical and mental health problems are a deadly threat for mothers after giving birth. Following the applicable health guidelines in Indonesia and the provisions of the World Health Organization, postpartum care for mothers is highly recommended to be delivered out at home to provide a comfortable environment and full support from the family to the mothers. Home Care "Maica" is an example of an institution that provides home care carried out by experienced medical professionals. As an institution that provides leading and personalized medical care, Home Care "Maica" has become a promising business opportunity since it managed to distinguish itself from its competitors.

This research aims to analyze the customer empathy maps and design the business model suitable to Home Care "Maica". This research used a qualitative method which was supported by a quantitative method through the collection of data using questionnaires and interviews. The qualitative method was carried out by surveying 32 correspondents and by performing in-depth interviews with fellow business actors in the field of home care. Data collection activities for this research were executed in September for the surveys and in November 2023 for the interviews. Moreover, the quantitative method was carried out to analyze the financial calculation of Home Care "Maica" to evaluate the feasibility of its business model.

The result shows that the potential customers of Home Care "Maica" seek a high-quality service and are interested in using the service provided by the business. It is because the services provided by Home Care "Maica" considered to be of high quality, flexible, and accessible. According to the analysis of the financial aspect, the business model applied by Home Care "Maica" generated a positive Net Present Value (NPV) of Rp 181.257.372, an Internal Rate of Return (IRR) which is 16% higher than the interest rate of Jakarta Interbank Offered Rate (JIBOR) (7,2%), and a less than 2 years Payback Period (PBP). These findings show that the business model used by Home Care "Maica" is feasible to implement.

Keywords: Home Care, Service, Empathy Maps, Business Model