

**RFM SEGMENTATION ANALYSIS AS THE BASE OF THE COMPANY
MARKETING STRATEGY: CASE STUDY OF MEDICAL DEVICE
COMPANY PT ABC**

THESIS



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MASTER OF MANAGEMENT

PROGRAM STUDY

BAKRIE UNIVERSITY

JAKARTA

AUGUST 2026

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Submitted as one of the requirements to attain the Master of Management degree



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STATEMENT OF ORIGINALITY

**I hereby declare that this thesis is my own original work.
All sources of information, whether quoted directly or referenced indirectly,
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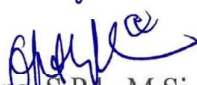
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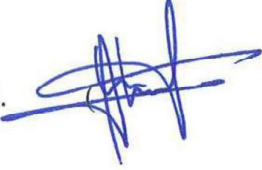
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has been successfully defended before the Examination Committee and accepted as part of the requirements for the attainment of the Master of Management degree in the Master of Management Program – Bakrie University.

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PUBLICATION APPROVAL STATEMENT

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RFM SEGMENTATION ANALYSIS AS THE BASE OF THE COMPANY MARKETING STRATEGY: CASE STUDY OF MEDICAL DEVICE COMPANY PT ABC

Marc Giulio Richard

ABSTRACT

The medical device industry is characterized by rapid technological innovation, regulatory complexity, and intense competition, requiring firms to adopt customer-centric strategies to sustain growth. PT ABC, a vendor of radiology high-pressure syringes in Indonesia, has experienced declining sales performance due to shifts in hospital procurement policies and evolving customer expectations. This study investigates the application of Recency, Frequency, and Monetary (RFM) segmentation as the foundation for PT ABC's marketing strategy.

Employing a mixed-methods approach, the research integrates quantitative RFM analysis of institutional purchasing data with qualitative insights from interviews with procurement officers and healthcare professionals. The RFM framework enables the classification of customers into distinct behavioural segments, highlighting high-value loyal clients, moderate contributors, and at-risk groups. Findings reveal that differentiated engagement strategies—such as loyalty programs for high-value customers, reactivation campaigns for inactive buyers, and tailored value propositions for price-sensitive institutions—can enhance customer retention and sales performance.

Theoretically, this study extends the application of RFM segmentation into the underexplored business-to-business healthcare sector, demonstrating its adaptability to complex procurement environments. Practically, it provides PT ABC with actionable recommendations for strengthening customer relationships, improving competitive positioning, and achieving sustainable growth. By aligning marketing initiatives with data-driven segmentation, the research underscores the strategic importance of integrating RFM analysis into customer relationship management within the medical device industry.

Keywords: RFM segmentation, customer behaviour, medical device industry, B2B marketing strategy, value proposition

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