ABSTRACT

Affinity Marketing Efforts Improving BOR IRNA In RSUD Bhakti Dharma Husada Surabaya

Hospital performance is measured by the BOR, condition of RSUD BDH is not yet reached so that the background for this study is “BOR Targets IRNA in the RSUD BDH Surabaya to an estimated 60% not reached until the end of 2014”. The general objective of the research proposed recommendations appropriate affinity marketing efforts to increase utilization at the IRNA RSUD BDH. Research methods: quantitative study of style, type of unit analysis of the RSUD BDH, the sampling technique probability, using formula Slovin. The total sample as many as 198, Faskes I consists of 27, potential community IRJ 86, IGD 10 and IRNA 75.

The results: Faskes I more than 50% to meet the requirements of membership, 85% were able to organize a comprehensive health services and 13 (48.1%) carried the capitation payment system. Access to RSUD BDH, IRJ respondents mostly use motorcycles as much as 69.8%, respondents IGD use motorcycles as much as 60%. Satisfaction with the service of IRNA with elements RATER of more than 70% of respondents are satisfied. Faskes I support to RSUD BDH did the cross-endorsements among the partnering more than 70%.

Recommendation: RSUD BDH affinity marketing: 1) Support from Faskes I with the cooperation. 2) Provide incentives together to Faskes I. Incentives together can be a sharing of knowledge, ease of service facilities for members Faskes I. 3) Using networking system the SIM RS to support the service IRNA. Improving medical care by increasing the operating room. Provide facilities for the patient and the patient's family.

Suggestions: 1) Do the mapping of Faskes I BPJS partners who are willing support to the RSUD BDH. 2) Addition to affinity marketing activities to the community also focus more to Faskes I. 3) Conduct monitoring and evaluation of service IRNA. 4) Complete facilities for the patient and the patient's family. 5) Proposes the addition of the plan to the Government of the city of Surabaya lyn through the Department of Transportation to facilitate access to the RSUD BDH.

Key word: affinity marketing, cross-endorsement, shared incentives, enhancement package.