ABSTRACT

Marketing Strategy Based On Analysis Method Ansoff 4C (Change, Competitor, Customer and Company) As Improvement Efforts In Dental Clinic Visits
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The problem in this study was the decreasing of the visits number in dental clinic on January to December 2014, decreased to 306 from 604 in January to September 2015 (percentage decrease of 49%). This research was a descriptive study with cross sectional data collection, location was in RSIM dental clinic and PPK 1 in Krian East Java. the study period was January to June 2016.

The results were: (1) Segmentation and the marketing target of dental clinic patients in RSIM is patient with BPJS membership. (2) Positioning Dental clinic RSIM as "the top choice, complete, safe and comfortable dental clinic for patients with BPJS membership". (3) The change was BPJS external policies regarding from government that manages JKN for dental clinic. (4) The Competitors of RSIM Dental clinic services is Anwar Medika Hospital that was located in District of Balong Bendo. (5) In patients who had dental service utilization in RSIM dental clinic was good. (6) (Company) The condition of the company through the aspects of asset (tangible and intangible) was good. (7) The SWOT analysis is in quadrant II. (8) The marketing strategies using Ansoff matrix was in quadrant product development. (9) Ansoff marketing strategy recommendations were Conducting seminar or knowledge transfer with PPK 1 on a regular basis, Conducting Social events involving some dentists, Digital marketing, conducting the communication system with the patients through website, facebook, twitter, instagram. Suggestion of this research was to build a consistent marketing effort through increasing cross-selling to the medical staff at RSIM.

Keywords: Marketing Strategy, Change, Competitor, Customer, Company