TESIS

UPAYA MENINGKATKAN *BED OCCUPANCY RATE* BERDASARKAN ANALISIS KARAKTERISTIK KONSUMEN, *BRAND IMAGE* DAN KEPUTUSAN PEMBELIAN PASIEN UMUM DI RUMKITAL Dr. RAMELAN SURABAYA

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PROGRAM MAGISTER
PROGRAM STUDI ADMINISTRASI DAN KEBIJAKAN KESEHATAN
SURABAYA
2013

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TESIS

Untuk memperoleh gelar Magister Kesehatan
Minat Studi Manajemen Pemasaran dan Keuangan Pelayanan Kesehatan
Program Studi Administrasi dan Kebijakan Kesehatan
Fakultas Kesehatan Masyarakat
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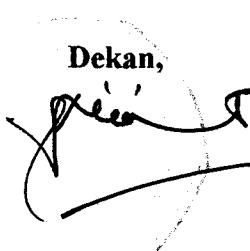PROGRAM STUDI ADMINISTRASI DAN KEBIJAKAN KESEHATAN
SURABAYA
2013

PENGESAHAN

Dipertahankan di depan Tim Penguji Tesis
Minat Studi Manajemen Pemasaran dan Keuangan Pelayanan Kesehatan
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dan diterima untuk memenuhi persyaratan guna memperoleh gelar
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pada tanggal 15 Agustus 2013

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             3. Ernawaty, drg., M.Kes
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PERSETUJUAN

TESIS
Diajukan sebagai salah satu syarat untuk memperoleh gelar
Magister Kesehatan (M.Kes.)
Minat Studi Manajemen Pemasaran dan Keuangan Pelayanan Kesehatan
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KATA PENGANTAR

Puji syukur penulis panjatkan kehadirat Tuhan Yang Maha Kuasa atas segala rahmat dan karuniaNYA, penulis dapat menyelesaikan tesis yang berjudul **"Upaya Meningkatkan** *Bed Occupancy Rate* **Berdasarkan Analisis Karakteristik Konsumen,** *Brand Image* **dan Keputusan Pembelian Pasien Umum di Rumkital Dr. Ramelan Surabaya"** tepat pada waktunya.

Tesis ini berisikan pemahaman karakteristik individu, karakteristik sosial, karakteristik psikografis dan *brand image* Rumkital Dr. Ramelan yang dipersepsikan pasien umum baik yang menggunakan dan yang tidak menggunakan rawat inap di Rumkital Dr. Ramelan.

Dengan segala kerendahan hati, penulis menyampaikan ucapan terima kasih kepada yang terhormat Widodo J.P., dr., M.S., M.PH., Dr.PH. selaku pembimbing utama yang telah memberikan banyak waktu, motivasi, pemikiran, dan perhatian, membimbing, dan mengarahkan dalam penyusunan penelitian ini.

Terima kasih pula penulis sampaikan kepada Dr. R. Darmawan Setijanto, drg., M.Kes. selaku pembimbing yang dengan sabar dan perhatian memberikan semangat, bimbingan dan dukungan sehingga penelitian ini dapat diselesaikan.

Penulis juga menyampaikan ucapan terima kasih kepada:
1. Rektor Universitas Airlangga atas kesempatan yang diberikan untuk mengikuti dan menyelesaikan pendidikan di Universitas Airlangga.
2. Dekan Fakultas Kesehatan Masyarakat Universitas Airlangga Prof. Dr. Tri Martiana, dr., M.S.
3. Ketua Program Studi Administrasi dan Kebijakan Kesehatan, Dr.Thini Nurul R., Dra.Ec., M.Kes.
4. Ketua Minat Studi Manajemen Pemasaran dan Keuangan Pelayanan Kesehatan Program Magister FKM Universitas Airlangga Surabaya Dr. Nyoman Anita Damayanti, drg., M.S. yang senantiasa memberikan semangat.
5. Seluruh staf pengajar dan keluarga besar AKK FKM Unair.
6. Tim penguji tesis yang terdiri dari ketua penguji: Dr. Sri Hartini, S.E., M.Si, Widodo J.Pudjiraharjo, dr. M.S., M.PH., Dr. PH, Dr. R. Darmawan Setijanto., drg., M.Kes, Ernawaty, drg., M.Kes, Dr. Sudibyo, drg., M.Kes. yang telah menguji dan membimbing dalam penyempurnaan tesis ini.
7. Mas Kukuh, mbak Ade, mbak Ira, mas Husni atas bantuan dan dukungannya.
8. Kadepbangdiklat Rumkital Dr. Ramelan, Dr. AV. Suhardiningsih S Kp., M. Kes yang telah memberikan arahan, dukungan dan bimbingan mulai dari awal penelitian, FGD, hingga penulis dapat menyelesaikan tesis ini.
9. Teman-teman seperjuangan MPKPK 2011 yang telah memberikan semangat dan bantuannya sehingga tesis ini dapat selesai tepat pada waktunya.

10. Kedua orang tuaku tercinta yang selalu memberikan dukungan dan doanya kepada penulis.
11. Suamiku tercinta, drg. Haris Nasutianto., M.Kes dan "pangeran kecilku" Pradipta Baskara yang senantiasa memberikan semangat, bantuan, dan doanya sehingga penulis dapat menyelesaikan tesis ini.

Akhirnya penulis sampaikan terima kasih kepada semua pihak yang tidak dapat penulis sebutkan satu persatu yang telah memberikan semangat, bantuan dalam penyelesaian tesis ini. Semoga Tuhan YME membalas semua kebaikan yang telah diberikan kepada penulis. Dan semoga tesis ini dapat memberikan manfaat.

Surabaya, 15 Agustus 2013

Penulis

SUMMARY

Efforts to Increase Inpatient Bed Occupancy Rate (BOR) Based on Analysis of Consumer Characteristics, Brand Image and Purchase Decisions of Public Patients in Navy Hospital Dr. Ramelan Surabaya

Dr. Ramelan Navy Hospital (Rumkital Dr. Ramelan) is a hospital managed by the Health Department of the Navy of the Republic of Indonesia. Rumkital Dr. Ramelan is accepted as first level referral hospital for military members and their families in Eastern Indonesia. The vision of Rumkital Dr. Rumkital is becoming the first choice hospital for the Navy, the military community and public.This means that Rumkital Dr. Ramelan used to provide services limited to military members and their families. Today it has changed and broaden its services to public. Patients at Rumkital Dr. Ramelan could be categorized into 3 groups: the first group is intended for the military personnels (Army, Navy, Air Forces) and their families, whereas the second group is occupied by patients from general citizens. In addition, the third group consists of those who are covered by health insurance.

The composition of the patients distribution seeking treatment in Rumkital Dr. Ramelan comprises: 43 % of patients from military personnels and their families, 35 % of patients who are covered by health insurance and less than 22% of public patients. Based on contribution groups of patients according to treatment class, where the public patient contribution is low, then the problem of this research is the "low contribution of public patients in the inpatient wards at Rumkital Dr. Ramelan from 2009 to 2012 which was counted around 25.4% - 36.6%".

The concepts applied in this research are those related to the concept of consumer characteristics, the concept of the brand and the concept of purchasing decisions. The general purpose of this research is to develop recommendation for the improvement of inpatient Bed Occupancy Rate (BOR) in Rumkital Dr. Ramelan through analysis of consumer characteristics and brand image of the patient's general purchase decision. While the goal is to analyze factors in terms of individual characteristics, social characteristics, psychographics and brand image of Rumkital Dr. Ramelan generally perceived by patients either those who use or refuse the inpatient services.

Factors supporting the brand image based on the model developed by Keller consist of *Types of Brand Association, Favorability of Brand Association, Strength of Brand Association, and Uniquesness of Brand Association* were taken as the basis in this research.

This research was conducted descriptively using cross sectional method. The number of samples in this study were 70 people, divided into 2 groups: Group I comprises patients using inpatient at Rumkital Dr. Ramelan for at least 2 days taken by simple random sampling as many as 40 samples from 1-20 period in May 2013. The number of samples in group I were taken in accordance to the proportion of treatment classes. Group II was occupied by patients who refused to get inpatient treatment but were previously treated in Rumkital Dr. Ramelan,

Ramelan, taken by accidental sampling. The number of the samples accepted is 30 in accordance to the medical records from September 2012 to May 2013.

The results of this study indicated that there were no differences between the characteristics of consumers who decide to get inpatient treatment Rumkital Dr. Ramelan and those who do not. In addition Individual characteristics such as age, education, residence, occupation, income, lifestyle and personality, as well as gender showed no significant difference either. In contrast, the results of the test statistically significant only for amount of utilization (p = 0.005 and symmetric measures cramer's V = 0.315.

On the social characteristics there was no significant correlation between the users of inpatient and outpatient clients. This also occured in their sub-variables in terms of reference groups, family status and role.

On psychographic characteristics showed significant correlation in the four sub variables: motivation, perception, learning, attitudes and beliefs. This indicated that the variables were closely associated with purchasing decisions where the strongest relationship was attitude and learning.

The sub variable of brand image; product related attributes, non product related attrbutes, benefits and attitudes had a significant correlation, where the strongest relationships were the benefits obtained from the service which was very influential in the purchase decision. Concerning the favorability of brand association the influential factor was the speed of service. In addition, the strength of brand associations and uniqueness showed no significant correlation in purchase decisions.

The conclusion from this research was that the overall brand image of Rumkital Dr. Ramelan is good, but there are a few variables indicate the existance of negative brand image, by which strategic issues could possibly be taken for recommendations in attempts for further improvement. Those included in negative brand image is the type of brand association which is in the form of product attribute concerning inpatient room cleanliness, whereas the attributes of the product is food service, costs in inpatient wards, functional benefits, and brand attitudes. In favorability of brand sssociation, the speed of the service process is considered to be less satisfactory. In summary there was a strong relationship between brand image with purchasing decisions and consumer characteristics also shows relationship with the brand image. For these reasons Rumkital Dr. Ramelan need branding to build a positive brand image through understanding of consumer characteristics to improve inpatient occupancy rate.