

ABSTRACT

Building Partnership Design As an Effort to Increase the Utilization of the *General Check Up* Service at RSUD dr. Soedono Madiun

The number of patient visits for *General Check Up* at RSUD dr. Soedono Madiun has fluctuated in the last 4 years (2016-2019). All patients who visited were individual patients and none of companies (0%) which has become a partner until 2020. This study aims to analyze hospital factors, company factors, *suspect*, prospects and the desire to build partnership. This is an observational research with cross-sectional design. Samples of structural officials of 23 people and 51 companies. The data were analyzed using descriptive statistical method and logistic regression. The results on hospital factors showed that structural officials understood ethics in selling, the purchasing behavior and purchasing decision process, potential companies and believed that building partnership was beneficial. The results on company factors showed that 76.5% were medium-sized companies; there was no clinic available; 76.4% never conducted and 82% did not understand. In terms of *suspect* that 96% of potential companies required, but 78.4% could not afford it and 74.5% were suitable for the use. In terms of response prospect that 100% of potential companies said that presentation media was clear and 98% of potential companies stated that their understanding has improved. The results of the logistic regression test showed that there was a significant effect between need (sign 0.045), ability to pay (sign 0.028) and an increase in understanding (sign 0.024) on the desire to build a partnership *General Check Up* at RSUD dr. Soedono Madiun. This study concludes that the desire to build partnership in the *General Check Up* service of RSUD dr. Soedono Madiun deals with needs, ability to pay, and an increase in understanding of the *General Check Up* service.

Keywords: Company Factors, Desire, *General Check Up*, Hospital Factors, Partnership, Prospect, *Suspect*.

ABSTRAK

Rancangan *Building Partnership* Sebagai Upaya Peningkatan Pemanfaatan Pelayanan *General Check Up* RSUD dr. Soedono Madiun

Jumlah kunjungan pasien *General Check Up* RSUD dr. Soedono Madiun mengalami fluktuatif dalam 4 Tahun terakhir (2016-2019). Semua pasien yang berkunjung merupakan pasien individu dan belum ada satupun (0%) yang menjadi *partner* RSUD dr. Soedono Madiun sampai tahun 2020. Tujuan dari penelitian ini adalah menganalisis faktor rumah sakit, faktor perusahaan, *suspect*, *n prospect* dan keinginan menjalin *partnership* layanan *General Check Up* RSUD dr. Soedono Madiun. Jenis penelitian ini adalah observasional dengan rancang bangun *cross sectional*. Sampel pada pejabat struktural sebanyak 23 orang dan 51 perusahaan. Data dianalisis menggunakan metode statistik deskriptif dan regresi logistik. Hasil penelitian pada faktor rumah sakit menunjukkan pejabat struktural mengerti tentang etika dalam *selling*, perilaku pembelian dan proses keputusan pembelian, perusahaan potensial dan berpendapat menjalin *partnership* bermanfaat. Pada faktor perusahaan menunjukkan 76.5 % kategori perusahaan sedang, tidak tersedia klinik. 76.4 % tidak pernah melakukan *General Check Up*. 82% tidak mengerti tentang layanan *General Check Up* RSUD dr. Soedono Madiun. *Suspect* didapatkan hasil bahwa 96% memerlukan layanan *General Check Up* namun 78.4% tidak sanggup membayar dan 74.5% cocok dalam pemanfaatan. Pada *Prospect responding to object* menunjukkan bahwa 100% mengatakan media persentasi jelas dan 98% pemahamannya bertambah. Hasil uji regresi logistik menunjukkan terdapat hubungan yang signifikan antara kebutuhan (sign 0.045), kemampuan untuk membayar (sign 0.028) dan peningkatan pemahaman layanan *General Check Up* (sign 0.024) terhadap keinginan menjalin *partnership* layanan *General Check Up* RSUD dr. Soedono Madiun. Kesimpulannya adalah keinginan menjalin *partnership* layanan *General Check Up* RSUD dr. Soedono Madiun berpengaruh dengan kebutuhan, kemampuan untuk membayar dan peningkatan pemahaman layanan *General Check Up*.

Kata kunci: Faktor Perusahaan, Faktor Rumah Sakit, *General Check Up*, Keinginan, *Partnership*, *Prospect*, *Suspect*.