

ABSTRACT

Traditional Medicine and Complement or Alternative has a way therapy and or nursing which are developed now days and the usage of utilization it within the community was increased. The Center Laboratory for Research and Services Development and Traditional Medicine (LP4OT) is Clinical Traditional Complementary under Center for Health Policy and Systems Research and Development. Visitation Data of LP4OT was decreased from 2003 to 2007 with averages of visitation approximate 18 percents per year.

The Objective of this research is to analyze expectation and patient assessment to 7P's marketing elements in enhancing total of visits in LP4OT.

According to marketing research methodology, this research was quantitative descriptive research with questioner data collecting. The subject of this research samples were patients of LP4OT number of patients were 49 persons in May to June 2008 periods

The Variables research which observed were Patients Characteristics, Assessment and patients expectation related to 7P's marketing elements (product, price, place, people, process, promotion, physical evidence), and more problems implementing 7P's marketing elements.

Respondents Characteristics are divided into five groups. Respondents including middle ages (41-60 years) were raised up 63,3%, Woman were raised up 55,1%, well educate and middle were raised up 32,7%, pension were raised up 34,7%, and from middle economics groups were raised up 42,9%.

The results of study shows that assessment to product variable was not completed and respondents would rather products others in LP4OT. Assessment to price variables was suitable with respondents expectation such as cheap tariff and payment method which are simple with separates it between Medical checkup tariff and Drugs tariff. Assessment to place variable that the access was simple, respondents assess uncomfortable rooms, like waiting room, inspection room, and traditional medicine room, with expectation n for add facilities in those rooms. Assessment to people variable namely number of Medical Staff and Pharmatician weren't fulfill so that they need addition staff, for skill variable respondent expectation. Assessment to process variable were suitables with respondents expectation that flowchart of services were simple. Meanwhile, Friendly staff that expectation reponden but it still need improved. Assessment to the promotion variables were not completed and more oral to oral. Moreover, expectation respondents need informations completed in promotion media. Assessment to physical evidence variable were layout of the building didn't interest so they want to get renovation and motor parking space that are less comfortable so they want to wide parking space.

The results of research would be parts addressed LP4OT management and Center for Health Policy and Systems Research and Development should take first step to enhance utilization of LP4OT that available patient expectation with services product, add to Human Resources and make the scedhule of service, enhance promotion with word of mouth and develop LP4OT facilities.

Key words : LP4OT's patient, 7P's marketing elements, assessment and expectation.

ABSTRAK

Pengobatan tradisional dan kedokteran komplementer atau alternatif merupakan salah satu cara pengobatan dan atau perawatan yang berkembang saat ini dan pemanfaatannya dalam masyarakat semakin meningkat. Laboratorium Litbang Pelayanan Pengobatan dan Obat Tradisional (LP4OT) merupakan klinik pengobatan tradisional milik Puslitbang Sisjakkes. Data kunjungan LP4OT menunjukkan terjadi penurunan dari tahun 2003 sampai 2007 dengan rata-rata penurunan 19,6% per tahun.

Tujuan penelitian ini adalah menganalisis harapan dan penilaian pasien terhadap unsur pemasaran 7P dalam upaya peningkatan jumlah kunjungan di LP4OT.

Berdasarkan metodologi riset pemasaran, penelitian ini termasuk dalam penelitian deskriptif, teknik pengumpulan data menggunakan kuesioner. Sampel penelitian ini adalah pasien LP4OT sejumlah 49 orang pada bulan Mei sampai Juni 2008. Variabel yang diteliti adalah karakteristik pasien, penilaian dan harapan pasien tentang unsur pemasaran 7P (*product, price, place, people, process, promotion, physical evidence*), dan kendala pelaksanaan unsur pemasaran 7P.

Karakteristik responden didapatkan bahwa 63,3% responden termasuk usia pertengahan (41-60 tahun), 55,1% perempuan, 32,7% berpendidikan terakhir sekolah menengah, 34,7% pensiunan, dan 42,9% golongan ekonomi menengah.

Hasil penelitian didapatkan hasil : penilaian variabel *product* tidak lengkap, responden mengharapkan penambahan produk. Penilaian variabel *price*, tarif murah dan prosedur pembayaran mudah, responden mengharapkan pemisahan tarif pemeriksaan dan tarif obat. Penilaian variabel *place*, akses mudah, ruang tunggu, ruang periksa, dan griya obat tradisional dinilai tidak nyaman, responden mengharapkan penambahan fasilitas. Penilaian variabel *people*, jumlah tenaga dokter dan apoteker tidak memenuhi sehingga perlu ditambah tenaga atau pengaturan jadwal piket, ketrampilan sudah sesuai harapan responden. Penilaian variabel *process*, alur pelayanan mudah tetapi responden mengharapkan perlunya dibuat bagan alur pelayanan, untuk keramahan petugas sudah sesuai harapan responden. Penilaian variabel *promotion*, promosi tidak lengkap dan lebih banyak dari mulut ke mulut, harapan responden perlu adanya kelengkapan informasi pada media promosi. Penilaian variabel *physical evidence*, tampilan bangunan tidak menarik dan tempat parkir motor yang cukup baik tetapi responden mengharapkan adanya perluasan tempat parkir.

Dari hasil penelitian diharapkan pihak manajemen LP4OT ataupun Puslitbang dapat mengambil langkah awal untuk meningkatkan pemanfaatan LP4OT sesuai harapan pasien dengan menambah produk pelayanan, membuat jadwal piket petugas medis, meningkatkan upaya promosi melalui mulut ke mulut, dan meningkatkan fasilitas LP4OT.

Kata kunci : pasien LP4OT, unsur pemasaran 7P, penilaian dan harapan.