

**ABSTRACT****The Impact of Marketing-Like-Approach to Medical Specialist's Decision for Giving Patient Recommendation to Palliative Care Unit in Haaj General Hospital Surabaya**

The number of patients who receive palliative care in Haaj General Hospital Surabaya increasing trend in 2012-2014 with an average increase of 13.5%. Although it has experienced a significant increase in numbers, the amount is still not able to meet the target of palliative care as proposed by Gomez-Batiste et al (2005) that is equal to 75% of total deaths. An objective of this study is to analyze the influence of marketing-like-approach and specialist psychological factors on the decision to send the patient to the Palliative Care Unit at Haaj General Hospital Surabaya. This study is observational-analytic. Samples taken were specialist who can send patients to the Palliative Care Unit in Haaj General Hospital. Determination of sampling is the stratified sampling method. The data analysis was done analytically by binary logistic regression. The results showed that there is influence between the assessment of specialists in marketing-like-approach which lies in the aspect of promotion to the decision of sending patients to the Palliative Care Unit in Haaj General Hospital with sig = 0.024 and the value of Exp (B) = 22.966. Other results showed that psychological factors have no influence on the decision of sending patients to the Palliative Care Unit in Haaj General Hospital Surabaya. This research suggested Haaj General Hospital to resocializing against sending patients to the Palliative Care Unit in Haaj General Hospital Surabaya, held a question and answer session at the time resocializing, and considering a strategic placement for promotional media which easily seen by a specialist.

Keywords: Marketing-Like-Approach, Medical Specialists Decision, Palliative Care Unit