

## SUMMARY

### **The Effort To Increase Oral And Dental Health Care Service Utilization Based On The Positioning-Differentiation-Brand Triangle Analysis In The Redemptor Mundi Clinic Surabaya**

Redemptor Mundi Dental Clinic (RMDC) is a private dental clinic located in West Surabaya. In the age of globalization RMDC are facing hard competition, in order to survive they need to increase their service performances so they could win the mind and heart of their customers. On average, the patient admission per month on 2012-2014 only reaching 232 out of 426 patients visit. The low effectiveness of the patient admission per month (54.55%) emphasise the low inpatient service utilization rate in RMDC.

The purpose of this study was to formulate recommendations for increasing the Oral and Dental health care services utilization based on the Positioning-Differentiation-Brand analysis result in Redemptor Mundi Dental Clinic. This study was an observational research conducted cross sectionally in March 2015. The sampling technique used was total sampling with using questionnaires as research instrument. The sample pool size was 65 people. The inclusion criteria were: (1) patients who received oral and dental health care service in PGKRM during March 2015; (2) minimum 17 years old; (3) not having fixed orthodontic treatment; (4) patient who had received oral and dental health care service at another dental clinic in the past; (5) patients who agree to become research respondent as stated in the inform consent letter; (6) the patients who agree to become research respondent that are in a condition where they can communicate well and without impediment; (7) have normal cognitive ability. The data was analysed descriptively using combination of secure customer analysis and Pareto's Law 80:20.

The result of the study was divided into three parts. These parts are positioning, differentiation, and brand value in RMDC. Positioning consist of quality positioning and price positioning. RMDC has successfully implanted their quality positioning and price positioning in the mind of the customer. Differentiation separated into process differentiation, people differentiation, and infrastructure differentiation.

Out of these three, The process differentiation and infrastructure differentiation hasn't been successfully delivered by RMDC to their customers and categorized as weakness. Brand value consist of functional benefit, emotional benefit, and financial benefit. However the functional benefit and financial benefit indicator has not been considered benefiting their customers and categorized as weakness.

Based on the Positioning-Differentiation-Brand triangle analysis, this study recommendation for RMDC to increase the Oral and Dental health care usage are (1) improving the communication between doctor and patients; (2) investigate the reasons why the staffs come to work late; (3) improving commitment and motivation of medical staff by: financial or non financial reward; (4) time management, such as: re-schedule activities which been predicted would take a

long time; (5) SOP for one-off service; (6) create and promotion appointment system procedure; (7) providing poster to be put in clinic regarding the flow of the services; (8) putting up framed certificate of practice or medical competence in the clinic; (9) having a media promotion regarding PGKRM information; (10) review and testimonial from patients that treated at PGKRM; (11) review and testimonial from patients that treated at PGKRM; (12) improving infrastructure facilities, such as: *wifi*, air conditioning in waiting room, cafeteria, and sterilized instrument using *medipack*; (13) information about patient's history; (14) persuasive communication between doctor and patients to build customer's trust; (15) oral and dental health promotion ; (16) continuously improve service quality with proper price.

