

**ABSTRACT****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**

*Background:* In the age of globalization RMDC are facing hard competition, in order to survive they need to increase their service performances. 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.

*Purpose:* 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 RMDC.

*Method:* 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 size was 65 people. The data was analysed descriptively using the combination of secure customer and Pareto's Law 80:20.

*Result:* the result of the study was divided into three parts. These parts are positioning, differentiation, and brand value. 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. 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.

*Conclusion:* (1) improving the service quality by proper price, (2) intensive customers approach by promotion and education regarding the oral and dental health care service in RMDC.

*Keywords:* positioning-differentiation-brand triangle, utilization, oral and dental health care service