

ABSTRACT

Recommendations for mix promotional in order to increasing new patient visits to INNA Maternity Hospital Jombang.

The recommended mix promotional method in order to increase new patient visits to INNA Maternity Hospital, is determined by characteristic of market targets, that is demographic and psychographic; the purpose of promotion include informing and persuading. Buyer Readiness Stage such as: awareness, knowledge, liking, preference, conviction, and purchase. Furthermore, communication media which is choosen also take a role in success providing information to society.

The purpose of this research is to develop recommendations for the promotional mix in order to increasing new patient visits to INNA Maternity Hospital. Management of Maternity Hospital INNA set the goal of promotion is informing (giving information to consumers) and persuading (affect consumer interest).

The method used to determine the buyer readiness stage by consumers around maternity hospital by distributing questionnaires to pregnant women who are domiciled ± 5 km radius of the INNA Maternity Hospital.

The response of pregnant women around the maternity hospital INNA is in the stage of liking with less knowledge.

Mix promotion recommendations that could be implemented is Advertising, Sales promotion, Publicity, Direct Marketing and Personal Selling which all these elements integrate with each other well.

Keywords: Consumer liking, new patient visits, promotion mix