

**ABSTRACT****Efforts to Increase the Utilization of the Specialist Polyclinic  
at the Sumenep Dr.H.Moh Anwar Regional Hospital  
Based on Customer Window Analysis**

The problem of this research is the low utilization of the Specialist Polyclinic of Sumenep Dr.Moh.Anwar Regional Hospital (DMA-RH) from the year 2003 until 2005. Efforts should be made in order to increase the visitation rate at DMA-RH Specialist Polyclinic by optimizing the service products based on consumer's expectation and evaluation analyses of 7P factors using Customer Window.

The general purpose of this research is to formulate efforts to increase the visitation rate at DMA-RH Specialist Polyclinic based on consumer's expectation and evaluation analyses of 7P factors using Customer Window.

This is a descriptive cross-sectional research by surveying consumers. Data collection was conducted from July until August 2006 analyzing their expectation and evaluation of 7P factors using Customer Window to recognize product's position of the Specialist Polyclinic rendered services. Sample size is 72 respondents taken by a proportional random sampling from consumers who had used the Specialist Polyclinic service product at any hospital and during the time of this research, they are utilizing the Specialist Polyclinic of Sumenep DMA-RH. Data is collected through open and close questionnaires. Observed variables are consumers (their expectation and evaluation), 7P factors (Product, Price, Promotion, People, Process, Place, Physical Evidence), and product position on Customer Window.

This is a descriptive cross-sectional research conducted in July until August 2006 by surveying consumers on their expectation and assessment of 7P factors using Customer Window method. Samples are taken by a proportional random sampling, amounting to 72 respondents. Data is collected through open and close questionnaires. Observed variables are consumers' expectation and assessment, 7P factors (Product, Price, Promotion, People, Process, Place, Physical Evidence), and product position on Customer Window.

The research result are as follows: 1) Position in Area A: among others are product types, USG and/or ECG, dispensary service, service variation, sign and directory, electronic information, printed information, communication accessibility, service speed, service schedule, personnel competence, waiting room, examination room, parking area, and exterior and interior design; 2) Position in Area B: laboratory service, radiology service, payment method, payment covered by insurance, location accessibility, service flow, service promptness, number of personnel, personnel qualification, personnel attitude, and personnel appearance; 3) Position in Area D: alternative service (acupuncture) and payment through bank.

The research result combined with the researcher's analysis, produced the basis for formulating a recommendation to increase the visitation rate of DMA-RH Specialist Polyclinic.

Key words: 7P, Customer Window, effort, visitation rate