

ABSTRACT**Customer Value Improvement Effort to Increase the Visitation Rate at Pamekasan Regency Muslimat Nahdatul Ulama Polyclinic**

The visitation rate of the Muslimat Nahdatul Ulama Polyclinic (MNUP) in Pamekasan Regency from the year 1997 until 2001 exhibited a high escalation, but for the past 2 years the decline was obvious. In the year 2004 the decrease was 27.99%. Possibly, the visitation rate decline is caused by the low customer perceived value of the discrepancy between the money spent and the benefit received. The purpose of this study was to formulate a customer value improvement effort at MNUP in Pamekasan Regency based on the consumer perceived value and the expected benefit in order to increase the visitation rate of MNUP patients in Pamekasan Regency.

This was an observational cross-sectional study using market survey method, conducted in MNUP and in Aisyah Polyclinic (competitor) in May to June 2006. The respondents were visiting patients, comprising of 51 people of MNUP and 23 people of Aisyah Polyclinic patients. Open and closed questionnaires were instrument of the study, whereas indepth interviews were the tool to delve consumer's expectation.

The research result showed that the perceived value of MNUP patients was lower than the competitor (Aisyah Polyclinic). From the MNUP consumers: 37.25% had a perception that there was a discrepancy of the benefit received and the expenses paid for MNUP physical facilities; 35.29% of Islamic service, 35.29% of interpersonal perception; and 15.69% of the location accessibility. The biggest difference of the MNUP consumers expected benefit and the service received i.e.: 1) 56.25% was in a complete service facility (functional benefit); (2) 24.49% was in an Islamic service (emotional benefit); 3) 36.96% was in good interpersonal communication (social benefit) and; 4) 23.53% was in an affordable service tariff (economic benefit).

The recommendation to elevate the MNUP visitation rate in Pamekasan Regency is through added consumer expectation of functional, emotional, social and economic benefits. Taking into account the MNUP resources and consumer's low social-economic characteristic, it is necessary to focus the way to increase consumer's benefit solely to efforts with few additional cost or even costless, so that the present tariff will not be burdened.

Key words: customer value, consumer perceived value, expected benefit