

RINGKASAN

Rumah sakit mempunyai peranan yang sangat penting, karena merupakan pendukung utama dalam menanggulangi kasus dan masalah kesehatan yang tidak dapat diselesaikan pada tempat pelayanan kesehatan lainnya. Saat ini pelayanan kesehatan khususnya rumah sakit telah berkembang menjadi suatu industri yang berbasis pada ekonomi dan manajemen. Hal ini menunjukkan bahwa pelayanan rumah sakit akan terus meningkat seiring dengan iklim kompetisi yang semakin ketat.

Tujuan penelitian ini adalah merekomendasi upaya pemasaran untuk meningkatkan pemanfaatan instalasi rawat inap Ruang Paviliun Praja Amertha RSUD Wangaya Denpasar berdasarkan analisis penilaian, persepsi dan harapan konsumen. Faktor karakteristik yang diteliti adalah karakteristik demografi (umur, jenis kelamin dan pendidikan), karakteristik sosio-ekonomi (pekerjaan dan pendapatan).

Penelitian ini merupakan penelitian survey dan dilihat menurut waktunya termasuk penelitian *crosssectional study*. Sampel penelitian ini adalah konsumen yang sedang rawat inap di Ruang Paviliun Praja Amertha (Kelompok A), konsumen yang sedang rawat jalan di RSUD Wangaya Denpasar tetapi menolak untuk rawat inap di Ruang Paviliun Praja Amertha (Kelompok B) dan dokter spesialis yang bekerja di RSUD Wangaya Denpasar. Besar sampel 146 orang terdiri dari 53 orang dari Ruang Paviliun Praja Amertha (Kelompok A), 65 orang dari rawat jalan yang menolak untuk rawat inap di Ruang Paviliun Praja Amertha (Kelompok B) dan 28 orang dokter spesialis. Waktu penelitian dari tanggal 26 juni sampai dengan 26 agustus 2006.

Hasil penelitian menunjukkan pelaksanaan *marketing mix 7P* sudah sesuai standar RS tipe B. Penilaian dan harapan dokter spesialis yang masih kurang adalah: a. Produk yaitu jenis pelayanan medis dan penunjang medis tidak lengkap, b. Tempat yaitu ruang operasi dan ruang perawatan tidak nyaman, tempat parkir tidak aman, c. Penampilan yaitu fasilitas ruang operasi dan alat medis tidak lengkap. Sedangkan kelebihanannya adalah: a. komitmen dokter spesialis untuk merujuk pasien sudah baik, b. tarif yaitu waktu pembayaran jasa medis dokter spesialis tepat waktu, c. tempat yaitu akses menuju ruang perawatan mudah, d. SDM yaitu tenaga paramedis dan non medis terampil dan ramah, e. proses yaitu kemudahan mendapatkan proses pelayanan, ruangan perawatan dan kemudahan mendapatkan jadwal operasi, f. promosi yaitu alat promosi yang digunakan sudah tepat, g. penampilan yaitu fasilitas ruang perawatan lengkap

Penilaian, persepsi dan harapan responden yang masih kurang adalah: a. Tarif: tarif mahal dan cara pembayaran sulit, b. SDM: petugas tidak ramah, c. Proses: jadwal kunjungan dokter spesialis tidak tepat waktu. Sedangkan kelebihanannya adalah: a. Produk: jenis pelayanan medis sudah lengkap, b. Tempat: ruang perawatan dan ruang tunggu nyaman, ruang tamu bersih dan akses menuju ruang paviliun mudah, c. SDM: petugas sabar, terampil, penampilan rapi, d. Proses: pelayanan petugas cepat, frekwensi kunjungan dokter spesialis sering, proses penyediaan obat lancar, e. Promosi: alat promosi yang digunakan sudah tepat, f. Penampilan: fasilitas kamar sudah lengkap.

Dari hasil penelitian diharapkan, pihak manajemen rumah sakit dapat mengambil langkah awal dengan mengadakan pertemuan dengan dokter spesialis guna membahas bagaimana melaksanakan rekomendasi yang sudah disarankan

dengan tepat karena pada saat penyusunan rekomendasi tidak melibatkan pihak manajemen dan membuka loket pembayaran di setiap kelas perawatan untuk memudahkan pelanggan dalam melakukan pembayaran.



SUMMARY

Efforts to Market the Inpatient Unit Praja Amertha Pavilion through Consumer's Expectation, Perception and Assessment Analysis of 7P Marketing Mix at Denpasar Wangaya Regional General Hospital

Hospitals have a vital role as the last resort for health cases and problems unresolved in other places. At present, health-care particularly the hospitals have developed into an economic and management-based industry. Hospital health-care service has to continuously improve its quality facing all along the tough competitive environment.

The purpose of this research is to recommend efforts to improve the utilization of the Denpasar Wangaya Regional General Hospital (RGH) Praja Amertha Pavilion of the Inpatient Unit based on consumer's expectation, perception and assessment analyses. Variables observed are demographic (age, gender and education) and socio-economic characteristics (occupation and income).

This was a descriptive research conducted by a survey method and according to its time frame, it was a cross-sectional study. Carried out from June 26th, 2006 until August 26th, 2006 the samples were taken from 53 inpatients at the Praja Amertha Pavilion, 65 outpatients who refused to be admitted to the Praja Amertha Pavilion and 28 resident specialists of Denpasar Wangaya RGH, totaling to 146 people. Research location was the Denpasar Wangaya RGH.

The research result indicated that from the 7P marketing-mix i.e. tariff, hospital location, fixed procedure (Standard Operating Procedure=SOP) of medical service and service management, number of personnel, and building facilities, were already implemented, but a coronary service was not yet available. Most specialists already performed the referral system, they assessed that the medical tools were not yet sufficient with present services, medical support completeness, inpatient rooms' comfort, parking area safety, operating theatre entirety, medical equipment completeness. The expectation of the specialists were orthopedic service and its specialist, hemodialysis, renewed air condition, limited visiting hours, routine patrol by private security guard, renewal of old equipments, USG and CT scan equipments. Group A respondent characteristics were: 31-45 years old, bachelor graduates, male, civil servant, monthly income between Rp.1,500,000.00-Rp.2,000,000.00. Group B respondents were: 31-45 years old, high school graduates, male, private sector, monthly income between Rp.500,000.00 - Rp.1,000,000.00. Respondent's expectation, perception and assessment in regards of 7P marketing-mix were: most products were already complete; comfortable, clean and accessible place, correct promotion, and complete room facilities. The problems in the human resources were personnel lacked of courtesy, specialists' visit unpunctuality, expensive tariff and difficult payment process. Group A and B's expectation were the fulfillment of the problems above.

From the result, it is expected that hospital management takes an immediate action to hold a meeting between the specialists and medical and non-medical personnel of Praja Amertha Pavilion in pertaining to the strategic issues of 7P marketing-mix and the alternative solution for increasing the utilization of

Praja Amertha Pavilion of the Inpatient Unit. The first important step to do is to open a payment counter (cashier) for every inpatient classrooms relieving patient's difficulty in payment process.



ABSTRACT

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Key words: utilization, marketing-mix, consumer's expectation, perception, assessment