

ABSTRACT**Marketing Strategy to Increase Occupancy of Main -Class in Surabaya Dr. Ramelan Naval Hospital**

This study was a marketing research observing consumer characteristics and evaluating the internal conditions of dr Ramelan Naval Hospital (RSAL) based on 7P marketing aspect (product, price, promotion, place, people, process and physical evidence). The aim of this study is to formulate a recommendation on marketing strategy as an effort to increase utilization of main-class in RSAL based on market segmentation, targeting, positioning, Focus Group Discussion (FGD) and analysis of consumer characteristics and internal conditions of RSAL. This study was conducted in RSAL Surabaya in the months of May and July 2006. The analysis unit was the main- and first-class of RSAL with a total sample of 93 patients.

The results of this study showed that the market segment of RSAL Surabaya –specifically the main- and first-class according to socio-demographic characteristic– is those living in the southern Surabaya and northern Sidoarjo area that work in the private sector and/or have their own business with income over Rp 2 million and also government institutions and/or private companies that are covered by insurance. RSAL is positioned as a hospital with complete medical service and supported by 24-hours resident specialists.

Marketing efforts based researcher analysis and FGD results are: Product: to adjust the service product with customer's needs, to improve RSAL service quality and also increasing the specialist 's and nurse's service quality. Tariff : to provide product service standart tariff (room tariff and medical supportive services), placing direction boards inside every room with detailed medical and non medical tariffs. Promotion: to join-cooperate with inter-sector institutions promoting RSAL products, among others with government institutions and private companies that covered by insurance, to multiply RSAL direction board along the road to Surabaya and Sidoarjo which is easy seen by people and promoting RSAL through TV and radio, to distribute brochures and leaflets. Place: to maintain comfortable main class room by keeping the cleanliness of surroundings including the garden and parking area, to have an ample parking space. Human Resources: to hold training for paramedical staff in order to improve their knowledge and skill. Process: to remind doctors and nurses to do their job according to Standard Operating Procedure (SOP) so that the service process go smoothly, to formulate a more efficient service procedure by providing computer-on line service. Facilities: restoring and maintaining the room by replacing the damaged equipments (fauchet, AC and TV remote controls, nurse's calling bell) as soon as possible

Key words: marketing strategy, segmentation, targeting, positioning, main-class, Surabaya Naval Hospital