

RINGKASAN

Analisis Perilaku Konsumen Sebagai Dasar Upaya Pemasaran Pelayanan Unit Rawat Inap Puskesmas Bluto Kabupaten Sumenep

Puskesmas Bluto merupakan Puskesmas lokasi penelitian yang memiliki fasilitas rawat inap dengan kapasitas 12 tempat tidur. Data tahun 2003 hingga tahun 2005 menunjukkan bahwa *Bed Occupancy Rate* (*BOR*) Puskesmas Bluto masih rendah. Gambarnya pada tahun 2003, 2004, dan 2005 masing-masing sebesar 17,59 %, 12,90 %, dan 19,12 %. Sedangkan standar *BOR* adalah ≥ 65 %. Oleh karena itu permasalahan pada penelitian ini adalah rendahnya *BOR* unit rawat inap Puskesmas Bluto Kabupaten Sumenep selama 3 tahun terakhir (2003 – 2005) yaitu sebesar 12,90 % - 19,12 % dengan rerata 16,54 % dibandingkan dengan rerata *BOR* Puskesmas se wilayah Kabupaten Sumenep daratan sebesar 37,90 % pada periode yang sama.

Tujuan umum penelitian ini adalah menyusun upaya pemasaran unit rawat inap Puskesmas Bluto Kabupaten Sumenep berdasarkan analisis perilaku konsumen. Penelitian ini adalah penelitian survey pemasaran dengan *Cross Sectional Study*. Penelitian ini dilaksanakan di Puskesmas Bluto Kabupaten Sumenep dari tanggal 01 Juni 2006 sampai dengan 30 Juni 2006. Populasi penelitian ini adalah seluruh pasien yang sedang menjalani rawat inap minimal hari kedua atau pasien yang akan pulang dari rawat inap Puskesmas Bluto sebanyak 46 sampel. Sedangkan pasien yang menggunakan kartu Askeskin atau Surat Keterangan Tidak Mampu atau Kartu Askes Pegawai Negeri Sipil tidak dimasukkan sebagai sample penelitian. Instrumen penelitian ini adalah wawancara mendalam dengan menggunakan panduan kuesioner yang telah diuji cobakan sebelumnya. Penelitian ini bertujuan untuk 1) menganalisis karakteristik demografis responden pada tahapan pengenalan kebutuhan, pencarian informasi dan evaluasi alternatif dalam proses keputusan pembelian konsumen 2) menganalisis karakteristik psikologi pada tahapan keputusan membeli dan perilaku purna beli dalam proses keputusan pembelian konsumen 3) menganalisis karakteristik sosial responden pada tahapan keputusan membeli dan perilaku purna beli dalam proses keputusan pembelian konsumen 4) menganalisis promosi unit rawat inap Puskesmas Bluto pada tahapan pengenalan kebutuhan, pencarian informasi dan evaluasi alternatif dalam proses keputusan pembelian konsumen 5) menganalisis persepsi konsumen terhadap *Product, price, place, process, people dan physical evidence* pada tahapan keputusan membeli dan perilaku purnabeli dalam proses keputusan pembelian konsumen rawat inap Puskesmas Bluto dan 6) Menyusun upaya pemasaran unit rawat inap Puskesmas Bluto.

Hasil penelitian menunjukkan bahwa sebagian besar responden (71,70%) berada pada kelompok usia dewasa produktif, 65,20% responden berjenis kelamin laki-laki, 56,60% pekerjaannya petani dengan 87,0% responden pendapatannya di bawah satu juta rupiah. Mayoritas responden (82,51%) berpendidikan setingkat

pendidikan dasar. Salah satu yang menjadi kekuatan atau faktor positif dari perilaku konsumen dalam rangka meningkatkan BOR unit rawat inap Puskesmas Bluto adalah sebagian besar responden (73,90%) mempunyai perilaku yang benar dan modern di dalam memenuhi kebutuhan pelayanan kesehatan. Sedangkan kelemahannya adalah sebagian responden (26,10%) keliru dalam mengenali kebutuhannya tentang masalah kesehatan sehingga cara pemenuhan kebutuhan tersebut juga keliru.

Motivasi utama responden (54,30%) memilih Puskesmas Bluto sebagai tempat pelayanan rawat inap adalah karena adanya keinginan yang kuat untuk cepat sembuh dari penyakit yang dideritanya. Mayoritas responden (95,60%) menyatakan mempunyai pengalaman yang sangat baik selama di rawat di Puskesmas Bluto. Responden merasa Puskesmas Bluto memberi jaminan kecepatan sembuh yang tinggi, mempunyai kualitas pelayanan yang baik, mempunyai tingkat kenyamanan yang tinggi dan memberikan pelayanan dengan kepuasan yang tinggi. Selain itu seluruh responden (100%) menyatakan bersedia menggunakan kembali unit rawat inap Puskesmas Bluto apabila membutuhkannya dan bersedia akan menganjurkan orang lain untuk menggunakan unit rawat inap Puskesmas Bluto apabila memerlukannya.

Tidak ditemukan kelompok atau individu yang mempengaruhi perilaku pembelian secara dominan, melainkan bervariasi mulai dari keluarga, petugas puskesmas dan lainnya dalam tahapan keputusan membeli dan perilaku purna beli.

Media leaflet/brosur dan spanduk merupakan media yang paling tepat menurut responden di dalam upaya mempromosikan unit rawat inap Puskesmas Bluto.

Seluruh responden mempersepsikan komponen bauran pemasaran unit rawat inap Puskesmas Bluto sangat baik kecuali untuk komponen *physical evidence*, hampir semua responden menyatakan sangat buruk. Oleh karena diperlukan upaya yang serius untuk memperbaiki *physical evidence* unit rawat inap Puskesmas Bluto. Keterjangkauan lokasi, besar tarif dan kualitas pelayanan merupakan aspek utama yang dipertimbangkan oleh responden dalam proses keputusan pembelian konsumen.

Penelitian ini merekomendasikan perlunya penyesuaian pola tarif untuk meningkatkan kualitas pelayanan unit rawat inap Puskesmas Bluto dan perlu diupayakan untuk meningkatkan insentif bagi petugas yang terlibat dalam kegiatan unit pelayanan unit rawat inap. Disamping itu perlu menambah petugas atau tenaga perawat yang disesuaikan dengan kebutuhan serta perlu mengoptimalkan pemberdayaan petugas Puskesmas Bluto untuk mempunyai komitmen sebagai tenaga pemasar unit rawat inap Puskesmas Bluto.

SUMMARY

Analysis of Consumer Behaviour as a Basis of Marketing for Inpatient Unit Services at Bluto Health Centre of Sumenep Regency

Bluto Health Centre is Primary health care unit situated at Bluto Sub District of Sumenep Regency which has 10 beds for inpatient unit services. Data in 2003 to 2005 revealed that *Bed Occupancy Rate (BOR)* of the Health Centre was low. The figure in 2003, 2004, and 2005 was 17.59 %, 12.90 %, and 19.12 % respectively. However the figure was much lower compared with the national standard of *BOR* which is ≥ 65 %. For that reason the problem raised in this study was the low of *BOR* at Bluto Health Centre of Sumenep Regency in the last three years from 2003 to 2005 which on average was 16.54 %. In the main time this coverage was lower compared with the average of *BOR* among the Health Centre coverage in the Regency which was 37.90 % during that period

The objective of this study was to formulate appropriate marketing recommendation within the inpatient unit services of Bluto Health Centre based on consumer behaviour analysis. This study was cross sectional descriptive study with marketing survey design conducted from 1th to 30th of June 2006. The study population was all 46 patients who undertook at least 2 day inpatient services at the Health Centre and/or those who were being released from the Health Centre inpatient services. However, the health insurance registered patients either for poor people or for government employees who undertook inpatient services in the Health Centre were excluded from this study population. An in depth interview was conducted in this study to collect detailed information using a pre tested questionnaire 1). to analyze demographic characteristics of respondents 2). to analyze psychological characteristics of respondents in relation to decision making process to buy for and after sale consumer behaviour 3). to analyze social characteristics of respondents related to decision making process to buy for and after sale consumer behaviour, 4) to analyze promotion strategy for inpatient unit services implemented at Bluto Health Centre 5). to analyze consumer perception related to marketing mix which are product, price, place, process, people, and physical evidence and 6). to formulate marketing creation for inpatient services in Bluto Health Centre.

This study revealed that the majority of respondents (71.70 %) who undertook inpatient services were in reproductive age, 65.20 % were male, 56.60 % were subsistence farmers, and 87.0 % of them had monthly average income was less than 1 million rupiah. While their educational level were mostly (82.50 %) graduated from elementary school. However, a small proportion of respondents (26.10%) was seeking for treatment incorrectly concerning with the disease they were suffering from.

The main motivation of respondents who undertook inpatient services in Bluto Health centre showed that 54.30 % were to cure from disease they were suffering from. Almost all respondents (95.60 %) stated that the inpatient unit services of Bluto Health Centre had provided the health services satisfactorily. Similarly, all respondents stated that the inpatient unit services had provided not only very good quality of inpatient services, but also the services were felt very comfortable for them, because the services were considered very secure and made them satisfied. Further more all respondents showed loyalty to utilize the inpatient unit services in the future if it is necessary. They were also willing to act as advocator consumers.

It was found that there was no significant effects among respondents who were experiencing inpatient services in the Health Centre in terms of their decision making process and after sale buying behaviour.

In the mean time respondents stated that brochures or leaflets and banners were believed to be the most appropriate promotion media to improve the inpatient unit services at Bluto Health Centre.

All respondents felt that marketing mix for inpatient unit services of Bluto Health Centre were excellent. On the contrary, for the physical evidence of the Health Centre, the vast majority of respondents stated that It was very bad, meaning that renovation was needed. However, according to the respondents three main considerations which was taken into account to get access to inpatient unit services were accessibility, tariffs, and quality of inpatient services provided by the Health Centre.

It is recommended that an affordable tariff pattern were urgently needed for revisions to improve quality of inpatient unit services at the Bluto Health Centre. In addition, an appropriate incentive schemes for the Health Centre staffs in charge to inpatient unit services should also be improved. In the mean time qualified nursing staffs should be recruited adequately to support the existing Health Centre nursing staffs in charge to the inpatient unit services. It might be necessary that the existing Health Centre staffs should be empowered optimally to be internal marketing advocator.

ABSTRACT

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Bluto Health Centre is Primary health care unit at Bluto Sub District of Sumenep Regency which has 10 beds for inpatient unit services. *Bed Occupancy Rate (BOR)* of the Health Centre was low. For that reason the problem raised in this study was the low of BOR at Bluto Health Centre of Sumenep Regency in the last three years from 2003 to 2005 which on average was 16.54 %.

The objective of this study was to formulate appropriate marketing recommendation within the inpatient unit services of Bluto Health Centre based on consumer behaviour analysis. This study was cross sectional descriptive study with marketing survey design. The study population was all 46 patients who undertook at least 2 day inpatient services at the Health Centre and/or those who were being released from the Health Centre inpatient services. An in depth interview was conducted in this study to collect detailed information using a pre tested questionnaire to analyze the study variables.

This study revealed that respondents showed loyalty to utilize the inpatient unit services in the future if it is necessary. They were also willing to act as advocator consumers. In the mean time respondents stated that brochures or leaflets and banners were believed to be the most appropriate promotion media to improve the inpatient unit services at Bluto Health Centre. All respondents felt that marketing mix for inpatient unit services of Bluto Health Centre were excellent. Although the physical evidence of the Health Centre were stated that renovation was needed. Similarly, according to the respondents three main considerations should be taken into account to get access to inpatient unit services were accessibility, tariffs, and quality of inpatient services provided by the Health Centre.

It is recommended that an affordable tariff pattern were urgently needed for revisions to improve quality of inpatient unit services at the Bluto Health Centre. In addition, an appropriate incentive schemes for the Health Centre staffs in charge to inpatient unit services should also be improved. In the mean time qualified nursing staffs should be recruited adequately to support the existing Health Centre nursing staffs in charge to the inpatient unit services. It might be necessary that the existing Health Centre staffs should be empowered optimally to be internal marketing advocator.

Key words : Consumer behaviour, marketing.