

## RINGKASAN

### ***MARKETING EFFORT***

### **SEBAGAI UPAYA UNTUK PENINGKATAN HUNIAN RAWAT INAP RUMAH SAKIT BHAYANGKARA PORONG**

Rumah sakit Bhayangkara Porong sebagai salah satu dari pusat layanan kesehatan yang berlokasi di daerah Porong, di daerah Gerbangkertosusilo dan merupakan area yang sangat strategis menghubungkan lokasi-lokasi utama yaitu kota Surabaya-Malang-Mojokerto-Pasuruan.

Terbukanya kesempatan untuk pengembangan Rumah Sakit Bhayangkara Porong bisa dilakukan dengan meningkatkan upaya pemasaran. Mulai dari pemasaran produk inti yaitu jasa pelayanan, harga yang kompetitif, tempat atau lokasi yang mudah dicapai, promosi, bentuk fisik bangunan yang lebih baik dan juga peralatan medis yang lengkap, percepatan waktu proses, dan juga orang-orang atau karyawan yang berkomitmen.

Dalam upaya pemasaran, ada dua hal penting yang perlu diperhatikan oleh pihak Rumah Sakit Bhayangkara Porong, yaitu (1) jumlah pasien yang *stagnan*, dan juga masih rendahnya jumlah pasien rawat inap dari kalangan umum, menunjukkan bahwa pihak Rumah Sakit masih perlu mengadakan *Marketing Effort* (2) Dengan peningkatan jumlah kapasitas ruang rawat inap secara terus-menerus sementara tingkat BOR yang masih rendah menunjukkan kurangnya upaya pemasaran yang dilaksanakan dengan pihak manajemen.

Tujuan umum dari penelitian ini adalah untuk merumuskan upaya pemasaran (*Marketing Effort*) berdasarkan 7 Ps dalam rangka meningkatkan tingkat hunian rawat inap Rumah Sakit Bhayangkara Porong. Sedangkan tujuan khususnya meliputi : 1) Mengukur penilaian pasien dinas dan umum terhadap upaya pemasaran (*Marketing Effort*) yang dilakukan di rawat inap Rumah Sakit Bhayangkara Porong berdasarkan *product* atau *service*, *price*, *place*, *promotion*, *physical evidence*, *processes* dan *people*; 2) Mengukur harapan pasien dinas dan umum tentang upaya pemasaran (*Marketing Effort*) rawat inap Rumah Sakit Bhayangkara Porong; 3) Merumuskan bentuk upaya pemasaran (*Marketing Effort*) berdasarkan 7 Ps guna meningkatkan tingkat hunian rawat inap RS Bhayangkara Porong.

Populasi penelitian ini adalah semua pasien dinas (keluarga polisi dan PNS) dan pasien umum di tiap-tiap kelas yang telah menjalani rawat inap di Rumah Sakit Bhayangkara Porong. Besar sample dari penelitian disesuaikan dengan proporsi jumlah pasien di masing-masing kelas rawat inap Rumah Sakit Bhayangkara Porong. Besar sample pasien umum adalah sebesar 96 orang yang terbagi atas : VIP 10 orang; kelas I 12 orang; kelas II 17 orang; kelas III 58 orang. Sedangkan besar sampel untuk pasien dinas sebanyak 56 orang yang terbagi atas : VIP 2 orang, kelas I 14 orang; dan kelas II 40 orang.

Metode penelitian yang digunakan adalah *proportional random sampling*, di mana besar sampel yang diambil sesuai dengan proporsi di masing-masing kelas.

Dalam penelitian ini, variabel yang digunakan dalam *marketing effort* adalah mengidentifikasi penilaian pasien rawat inap Rumah Sakit Bhayangkara

Porong yang meliputi : *Product* atau *Service*, *Price*, *Place*, *Promotion*, *Physical Evidence*, *Process* dan *People*.

Dari hasil penelitian didapatkan bahwa masih banyak upaya pemasaran yang mendapatkan penilaian tidak baik dari para responden, antara lain : apotik yang tidak lengkap, harga kamar yang dianggap kurang sesuai, kurangnya kebersihan fasilitas dan lingkungan rawat inap, kinerja perawat dan dokter. Selain penilaian, responden juga menyampaikan harapan-harapannya untuk rawat inap RS Bhayangkara Porong. Harapan-harapannya tersebut antara lain : harga obat yang lebih terjangkau, pemberian diskon, perbaikan jadwal dan kualitas menu makanan, keleluasaan dalam pembayaran dan peningkatan kinerja perawat dan dokter RS Bhayangkara Porong.

Kesimpulan yang dapat diambil dari penelitian ini bahwa upaya pemasaran untuk mengembangkan RS Bhayangkara Porong adalah dengan memperbaiki upaya pemasaran dengan mempertimbangkan penilaian dan harapan pasien.

Beberapa saran yang dapat diberikan berdasarkan hasil penelitian ini antara lain : Pada aspek *Product* : Pembuatan formularium obat-obatan di apotek dan disebarluaskan pada dokter sehingga dokter hanya meresepkan obat yang tersedia dan pasien tidak perlu membeli obatnya di luar rumah sakit. Aspek *Price* : Dibuatkan brosur daftar harga agar pasien bisa memilih perawatan sesuai dengan kemampuan ekonominya. Aspek *Promotion* : Papan nama dibuat lebih besar dan dipasang pada lokasi yang strategis agar mudah terlihat. Aspek *Physical Evidence* : Peningkatan kualitas kebersihan sarana dan prasarana di ruang rawat inap dengan jadwal pembersihan yang lebih sering. Aspek *Process* : Pembuatan jadwal kunjungan dokter yang lebih teratur dan tertib dalam pelaksanaannya agar pasien merasa bahwa kesehatannya selalu diperhatikan. Aspek *People* : Pengawasan dan evaluasi terhadap kinerja perawat agar perawat lebih disiplin dan cepat tanggap terhadap keluhan pasien.

Dengan pemberian berdasar 7 Ps seperti yang tersebut di atas, diharapkan dapat meningkatkan upaya pemasaran rawat inap RS Bhayangkara Porong.

## SUMMARY

### **MARKETING EFFORT AS A MEANS OF INCREASING THE BED OCCUPANCY RATE AT PORONG BHAYANGKARA HOSPITAL**

Porong Bhayangkara Hospital is one of the health service centers located in Porong, in the area of Gerbangkertosusilo. It is situated in a strategic area connecting lots of main and important locations i.e. Surabaya-Malang-Mojokerto-Pasuruan.

The prospect of developing Porong Bhayangkara Hospital can be done by improving tine Marketing Effort started with the marketing core products i.e. services, competitive price, accessible location or place, promotion, better-looking building, complete medical equipments, fast process as well as the committed personnel.

There are two important factors that Porong Bhayangkara Hospital needs to consider in order to market its products, those are (1) the stagnant number of official in-patients and the low number of public in-patients. This condition shows that it is necessary for the hospital management to make a Marketing Effort; (2) the continuously increased capacity of the in-patient wards while the BOR level keeps low shows that the hospital management does not perform sufficient Marketing Effort.

The general objective of this research is to formulate the Marketing Effort based on 7 Ps in order to increase the in-patient BOR at Porong Bhayangkara Hospital. Whereas the specific objectives of this research are: 1) To measure the assessment of the official and public in-patients on the Marketing Effort conducted at the in-patient wards of Porong Bhayangkara Hospital based on Product or Service, Price, Place, Promotion, Physical Evidence, Process, and People; 2) To measure the expectancy of the official and public in-patients of Porong Bhayangkara Hospital on the Marketing Effort of the in- patient wards of Porong Bhayangkara Hospital; 3) To formulate the format of Marketing Effort based on the 7 Ps in order to increase the occupancy rate at the in-patient wards of Porong Bhayangkara Hospital.

The population of this research is all of the official patients (police officers, their families, and civil servants) and the public patients who have been admitted in each class in Porong Bhayangkara Hospital. The sampling method used is proportional random sampling, in which the sample size is proportionally taken from the number of patients in each class of the in-patient wards of Porong Bhayangkara Hospital. The number of sample taken from the public patients is 96 consisting of: 10 VIP-class patients, 12 First-class patients, 17 Second-class patients, and 58 Third-class patients. Whereas the number of sample taken from the official patients is 56 consisting of: 2 VIP-class patients, 14 First-class patients, and 40 Second-class patients.

The variable used in this research for the marketing effort is identifying the assessment of in-patients at Porong Bhayangkara Hospital which includes: Product or Service, Price, Place, Promotion, Physical Evidence, Process, and People.

The result of this research reveals that there are a lot of marketing efforts that obtain poor appraisal from the respondents, such as: the incompleteness of medicine at the pharmacy, the inappropriate room rate, the poor hygiene of facilities and in-patient wards environment, poor performance of nurses and doctors. Besides the assessment, the respondents state their expectancies on Porong Bhayangkara Hospital. Among those expectancies are: the affordable prices of medicine, the discount offer, the manageable schedule and better quality of menu, the flexibility in payment, and the quality improvement of the nurses and doctors' performance. It can be concluded from this research that one of the marketing effort to promote Porong Bhayangkara Hospital is by improving the marketing efforts that is by giving consideration to the patients' appraisal and expectancies.

Some suggestions following this research could be given, i.e.: (1) At Product aspect: Create a formula of medicine available at the pharmacy, and announce this formulation to the doctors to avoid them from prescribing medicine unavailable at the pharmacy and to avoid patients from purchasing the medicine outside the hospital; (2) At Price aspect: Create a price list of room rates so that patients can choose the affordable type of room; (3) At Promotion aspect: Make a bigger name plate and put it at an easy-to-see location; (4) At Physical Evidence aspect: Improve the quality of hygiene for all facilities and infrastructure at the in-patient wards with more regular cleaning schedule; (5) At Process aspect: Make a more organized arrangement of doctors' visit schedule and better application in order to comfort the patients during treatment; (6) At People or Human Resource aspect: Supervise and evaluate the nurses' performance to have them work with discipline and better response towards the patients' complaints.

By improving the above aspects based on the 7 Ps, it is expected that the marketing value of Porong Bhayangkara Hospital will improve as well

## **ABSTRACT**

### **MARKETING EFFORT AS A MEANS FOR INCREASING THE BED OCCUPANCY RATE AT PORONG BHAYANGKARA HOSPITAL**

Porong Bhayangkara Hospital is one of the health service centers located in Porong which is a strategic area connecting lots of main and important locations i.e. Surabaya-Malang-Mojokerto-Pasuruan.

Considering the strategic location, Porong Bhayangkara Hospital has a very promising prospects. Unfortunately, the fact indicates that the number of patients admitted in the in-patient wards is low. On the other hand, the hospital management continuously increases the number of beds. Therefore the management should conduct some marketing efforts. In order to realize the marketing efforts, there are two essential factors that Porong Bhayangkara Hospital needs to consider the stagnant number of patients with the low percentage of in-patients, and the increasing number of beds without being followed by the increase of BOR. This condition shows that the management has not performed sufficient marketing efforts.

The general objective of this research is to formulate a set of Marketing Effort based on 7 Ps in order to increase the BOR at the in-patient wards of Porong Bhayangkara Hospital. Whereas the specific objectives of this research are: (1) To measure the official and public patients on the Marketing Effort conducted at the in-patient wards of Porong Bhayangkara Hospital based on Product or Service, Price, Place, Promotion, Physical Evidence, Process, and People; (2) To measure the official and public patient's appraisal and expectancies on the Marketing Effort at the in-patient wards of Porong Bhayangkara Hospital; (3) To formulate the format of Marketing Effort based on 7 Ps in order to increase the BOR at Porong Bhayangkara Hospital. The method used in this research is proportional random sampling, in which the sample taken is based on the proportion of each class. All of the sample population are official and public patients who are admitted in VIP class. First class. Second class, and Third class of the in-patients rooms and wards at Porong Bhayangkara Hospital.

The result of this research shows that there are still a lot of marketing efforts that obtain poor appraisal from the respondents, such as: the incompleteness of medicine available at the pharmacy, the inappropriate room rates, the poor hygiene of the facilities and the in-patient wards environment, poor performance of nurses and doctors. The respondents' expectancies on Porong Bhayangkara Hospital are stated as follows: the affordable price of medicine, the discount offer, the manageable schedule and better quality of menu, the flexibility of payment, and the improvement of nurses and doctors' performance. Therefore, the conclusion is that one of the Marketing Efforts to promote Porong Bhayangkara Hospital is by improving the marketing efforts i.e. by giving consideration to the patients' appraisal and expectancies. By improving the 7 Ps, it is expected that the marketing effort of Porong Bhayangkara Hospital will improve as well.

**Keywords:** Marketing Effort, Appraisal, Expectancy, and Hospital.