

ABSTRACT

The Bed Occupancy Rate (BOR) of obstetric services in Surabaya Hajj General Hospital significantly decreased between 1999 to 2002 from 74 % to 46.67%. Many reason influenced this condition, not only from external but also from internal side. Globalization era has influenced the hospital services. Nowadays the services of the hospital focusing not only on medical service but also customer satisfaction.

The aim of this research was to analyze characteristic and obstetric customer's benefit, to identify and select target market, to develop positioning and to analyze the expectation of customer. A recommendation for marketing programs will be used to increase Bed Occupancy Rate (BOR) of Surabaya Hajj General Hospital.

This research used cross sectional approach. The total number of respondent was 100, consisted of 50 respondents who had been obstetric patients at Surabaya Hajj General Hospital and 50 respondents who had never been Surabaya Hajj General Hospital patient. Carried out from May to June 2003 in Surabaya area.

The result of this research showed that the respondents were well educated (under graduate level 48%) and 75% from it were already customer of Surabaya Hajj General Hospital. Income level they already of the respondent (80,6%) ranged between Rp.1.000.000,- - Rp.1.500.000,- they were already customer of Surabaya Hajj General Hospital. Both respondents seek the same benefit from Surabaya Hajj General Hospital. The customer's benefit were access (65%), service (37%), price (33%), facilities (27%), and hospitality (22%). Only 62% of customer felt the Islamic service of Surabaya Hajj General Hospital.

Keywords : Characteristic, customer's benefit, potential market, positioning and marketing program.

