

ABSTRACT**A Marketing Program Base on the Outpatient Clinic
of Babat Muhammadiyah Hospital**

Babat Muhammadiyah Hospital (BMH), is the only private hospital in Babat district. The hospital provides Emergency, Outpatient Clinic, Dental, Specialist, Delivery, Inpatient and Medical Supporting service. In 2001 the actual visitation rate of the Outpatient Clinic was 83.83%, in 2002 it was 75.60% and in 2003, the actual visitation rate was 62.15%. In other words, from 2001 until 2003 the visit rate of the outpatient clinic decreased averaging in 26,14%. The general objective of the research was to formulate a marketing program based on demography, socioeconomic, and geography characteristic of the Outpatient Clinic customers and the benefit sought-after by those outpatient, to identify and determine the target market, to know the Outpatient Clinic service position and to analyze the expectation of the Outpatient Clinic customers.

This was a descriptive research, done cross-sectionally from the beginning of June until the end of June 2005. Questionnaires were means to collect data. The observed variables were level of education, occupation and income (demography and socioeconomic characteristics). From the benefit sought-after, the variables were the accessibility of Babat Muhammadiyah Hospital (BHM) location, tariff, service quick response, appropriateness of opening hour, personnel hospitality, the completeness of medical supporting facilities.

The research found that the outpatient visitation at the Outpatient Clinic were 61.3% of high school graduates, 55.0% were trader/entrepreneurs, with an income of Rp 750.000 – Rp 999.000,- (62.5%). The benefit were easy to reach BMH location (91.6%), service quick response (89.1%), tariff (87.5%), the appropriateness of opening hour (85.8%)

Most of the target market were high school graduate, entrepreneur/traders, private-sector, income around Rp 750.000 – Rp 999.000. The potential market while those who did not use BMH (65%) consisted of high school graduate (38.4%), traders/entrepreneurs (57.6%), income between Rp 500.000 – Rp 749.000,- (65.3%). Grounded on the benefit sought-after by the outpatients, BMH's position was an easy accessed hospital with personnel hospitality and clean rooms. The strategic issues revealed in this research were: expensive tariff, slow service at the outpatient clinic, the opening hour of the putpatient clinic was not according to the schedule, clinic's personnel was less hospitable, incomplete medical supporting facilities.

Marketing program efforts to improve the outpatient clinic visitation rate were as follows: 1) price: unit cost calculation should be utilized to determine tariff as a solution of patient's opinion regarding BMH's expensive tariff, 2) process: personnel commitment to serve patient according to fixed procedure, reward and punishment system as a solution for slow service at the outpatient clinic, 3) people: service excellence training to be held soon, 4) physical evidence: (medical supporting facilities), to make a priority scale to buy medical equipments adjusting to the budget, to do an operational joint-venture with other party as a solution to incomplete medical supporting facilities.

Key words: characteristics customer, customer benefit, potential market, positioning, Marketing program.