

**ABSTRACT****An Analysis of Customer Buying Behavior  
to Increase the Utilization of Bangli Regional Hospital**

Bangli Regional Hospital (BRH) first operation was in 1956. This is a type C hospital with 72 inpatient beds. The BOR (Bed Occupancy Rate) of Bangli Regional Hospital is still below the Department of Health standard (75% - 85%). In 1999, BOR was 60%; 71% in 2000, 55% in 2001, 53% in 2002, 53% in 2003 and 66% in 2004. The problem observed in this study was the low BOR of the first and second class rooms. The objective of this study was to formulate BRH inpatient improvement efforts based on the analysis of customer buying behaviour.

This was a marketing research conducted cross-sectional, from March until May 2005. The population of this study were all inpatients after 3 days hospitalization or released-patients from the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> class rooms. The sample were inpatients after 3 days hospitalization or released-patients from the 1<sup>st</sup> class (27 people), 2<sup>nd</sup> class (23 people) and from the 3<sup>rd</sup> class (32 people), taken by a random assignment sampling method. Interviews and questionnaires were means to collect data. A Chi-square test was used for analyzing the relation of hospital 7P (product, price, place, promotion, people, process and physical evidence) and customer after-sale behaviour.

The results of the study were: respondents' response on 7P hospital marketing attraction was good, except for respondents' response on process and physical evidence; and BRH inpatient utilization improvement efforts were: broadening BRH coverage by applying extensive external promotion; having a monthly meeting with the community and all Public Health Centers in Bangli Regency; installing direction guide to reach BRH at Bangli point-of-entries; using local radio broadcasts in Bangli Regency for BRH health promotion programs; reactivating hospital local radio broadcast and increasing the number of leaflets for patients; increasing hospital safety by optimizing the security personnel's work; providing ambulance pick-up service; and optimizing the cleaning service performance by training for cleaning service personnel.

The suggestions are: to propose to hospital management for additional nurses and resident doctors; to provide training on service excellence, to increase employees' satisfaction by giving rewards and to do further research on buying behavior.

**Key words:** BOR, buyer decision process