

## **ABSTRACT**

### **PROMOTION MIX OF PURSUANT TO FACTOR ANALYSIS WHICH BECOME THE PATIENT CONSIDERATION INSIDE OUT DECISION USE THE SERVICE LABORATORY OF HOSPITAL ADIHUSADA UNDAAN WETAN SURABAYA (RSAH-UW)**

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The promotion is important in motivating surrounding people to benefit the services of RSAH-UW laboratory.

This study is a cross sectional observation study by survey method. The site of study is RSAH-UW laboratory. The study is focusing in the external customers' role to the using of the services of RSAH-UW laboratory.

The study shows that the factors which become the patients' consideration in using the RSAH-UW laboratory services are the pleasant temperature setting as well as the wide waiting room, the availableness of a television and reading materials such as magazines and newspapers, the service from the clean, tidy, kind and skillful laboratory employees who must also be able to give the information about the laboratory features, the low cost, the strategic location, and the beautifully managed, spacious parking lot.

The study also indicates the patients' wish to get the information through promotional medias such as television, newspapers, and magazines.

From the Focus Group Discussion (FGD), the appropriate mixed promotion for outpatient customers is personal selling and for the external doctors who send the patients to the laboratory is direct marketing.

The conclusion of this study is that RSAH-UW is supposed to give priorities to mixed promotion, personal selling and direct marketing, and use the effective promotional medias such as television, newspapers, and magazines. To improve the success of the promotional program it is suggested that the hospital develop a deeper marketing strategy as a base in carrying out another stride of marketing.

**Key word :** Promotion mix, Service laboratory