

RINGKASAN

Analisis Perilaku Konsumen Dalam Upaya Meningkatkan Persalinan Konsumen yang *Ante Natal Care* di Rumah Bersalin Bunda Surabaya

Handini

Di dalam era persaingan yang ketat, dimana di lingkungan sekitar banyak didirikan tempat pelayanan kesehatan baru, yang memberikan banyak pilihan kepada masyarakat, maka RB Bunda Surabaya diharapkan terus meningkatkan pelayanan kesehatan kepada masyarakat agar dapat bertahan, bersaing dan mempertahankan pasar yang sudah ada serta memenangkan persaingan tersebut.

Salah satu indikator kepercayaan masyarakat terhadap RB Bunda adalah kembalinya konsumen dalam penggunaan pelayanan yang diberikan di RB Bunda. Adapun pelayanan yang diberikan adalah pemeriksaan kehamilan atau disebut juga ANC, persalinan, KB dan imunisasi. Dari konsumen yang melakukan ANC dapat dihitung tafsiran persalinannya. Dari tanggal tafsiran persalinan dapat diprediksi berapa jumlah persalinan dalam bulan tersebut.

Berdasarkan data yang diperoleh memperlihatkan bahwa jumlah persalinan yang berasal dari konsumen yang ANC tidak pernah mencapai 60%. Hal ini tidak sesuai dengan target manajemen yang mengharapkan persalinan dari konsumen yang ANC sebesar 75%. Sehingga masalah penelitian ini adalah masih rendahnya persalinan oleh konsumen yang ANC dari estimasi persalinan di RB Bunda Surabaya.

Adapun tujuan umum dilakukan penelitian ini adalah untuk menganalisis perilaku konsumen dalam upaya meningkatkan persalinan konsumen yang ANC di RB Bunda Surabaya. Tujuan khusus dari penelitian ini adalah untuk: (1) Mengidentifikasi perilaku konsumen yang ANC di RB Bunda Surabaya, (2) Memformulasikan rekomendasi dalam upaya meningkatkan persalinan konsumen yang ANC di RB Bunda Surabaya.

Penelitian ini merupakan penelitian perilaku konsumen yang ANC di RB Bunda Surabaya yang diestimasi persalinannya pada bulan Agustus, September dan Oktober 2005 secara *cross sectional* di RB Bunda Surabaya terhadap 90 responden.

Dari hasil penelitian yang dilakukan diketahui adanya beberapa isu strategis yang berpengaruh terhadap rendahnya angka persalinan dari konsumen yang ANC di RB Bunda Surabaya adalah sebagai berikut (1) Perilaku konsumen yang ANC di RB Bunda Surabaya adalah perilaku konsumen tipe *Brand Royalty*. Dimana pada perilaku konsumen ini terdapat penggunaan berulang dari tempat persalinan dan dalam proses keputusannya memerlukan keterlibatan tinggi. Demikian pula pada konsumen ANC yang memutuskan untuk bersalin di RB Bunda maupun yang memutuskan untuk tidak bersalin di RB Bunda, keduanya termasuk perilaku konsumen tipe *Brand Royalty*, (2) Dimensi kepuasan yang rendah terhadap *tangible* Bidan, (3) Dimensi kepuasan yang rendah terhadap *tangible* fasilitas ruangan dan alat medis.

Isu strategis ini didiskusikan dalam *Focus Group Discussion* bersama manajemen RB Bunda. Sebagai kesimpulan dari hasil penelitian dan diskusi kelompok ini didapatkan suatu hasil yang akan direkomendasikan untuk menyusun upaya meningkatkan persalinan ibu hamil yang ANC di RB Bunda Surabaya, antara lain berupa (1) Membuat berbagai program yang mengikutsertakan konsumen dan keluarga , membuat paket menarik persalinan dengan harga yang sangat kompetitif dan keuntungan fasilitas yang akan dinikmati oleh konsumen, serta meningkatkan komunikasi antar petugas dan konsumen, (2) Mengecat ulang ruang rawat inap dan rawat jalan , khususnya ruang rawat inap kelas tiga serta memperbaiki atau mengganti perabot yang rusak atau berkesan lama serta menjadikan konstruksi RB Bunda sebagai keunggulan, (3) Meninjau ulang seragam petugas agar tidak terlalu banyak warna dan mempertegas aturan pemakaian seragam petugas.



SUMMARY

Consumer Behavior Analysis in an Effort to Improve the Delivery Rate of Ante Natal Care Mothers at Surabaya Bunda Labor Clinic

Handini

The current development of health-care services, displays more products being offered than the actual demand phenomenon. The excessive offers bring about inadequate

product quality, incompliant to consumer's need, or even worse, unrecognizable by the consumers. Therefore, it is very crucial to give attention to consumer behavior.

Surabaya Bunda Labor Clinic (SBLC) is expected to improve its health service to its customers in order to survive, compete, maintain the present market and in the end to win the competition. To date, the competition is fierce, many new health clinics are established in the surrounding areas causing more choices for customers to find their favorable health service providers.

Grounded on the above findings, one indicator of community's trust towards SBLC, is customer's return to obtain health services rendered by SBLC. Consumers who give birth at SBLC consisted of: mothers who previously had ante natal care (ANC) at SBLC, referral cases from doctors or midwives, and customer with no history of ANC at SBLC. The time of delivery of ANC mothers can be predicted. From the predicted date of labor, the total birth rate of this month can be counted. Data of SBLC birth rate showed that deliveries from the ANC customers never accomplished 60%. This is far below the expected target of 75% ANC mothers to give birth at SBLC.

This was a research on consumer behavior who had undergone ANC at SBLC with labor-time prediction in August, September and October 2005, and this was done cross sectionally at SBLC with 90 respondents. The data was scored with statistical tests to learn respondent's characteristics, consumer behavior test, and post-buying evaluation connected with satisfactory deliveries.

The result of the research presented several strategic issues which were influential to the low labor rate of SBLC, as follows: 1) all ANC mothers who gave birth at SBLC or who gave birth in other clinics, were consumers with Brand Royalty behavior; 2) a low satisfactory dimension towards the tangible midwives; and 3) a low satisfactory dimension towards the tangible room and medical equipment facilities. All these points were discussed in a Focus Group Discussion (FGD) along with the management of Surabaya Bunda Labor Clinic.

The conclusion of the research and the FGD, gave recommendations as an effort to improve the delivery rate of Ante Natal Care mothers at Surabaya Bunda Labor Clinic, as follows: (1) Many programs that allow consumer and their family, be formulated, also made interesting package with competitive price and many profit facility that will enjoy by consumer

- (2) Repainted nursing room especially in economical class, also create SBLC construction as superiority, (3) Reobserve official uniform in order to not many colour and also clarify uniform regulation of official of SBLC.



ABSTRACT

Consumer Behavior Analysis in an Effort to Improve the Delivery Rate of Ante Natal Care Mothers at Surabaya Bunda Labor Clinic

Every health-care provider has to be conscious and knowledgeable of consumer behavior of the target market, because the survival of the clinic as an institution to satisfy consumers' need and demand, is very much dependent on consumer behavior.

The purpose of this research was to analyze consumer behavior in an effort to improve the delivery rate of Ante Natal Care mothers at Surabaya Bunda Labor Clinic (SBLC).

This was a research with a cross-sectional survey method, analyzing consumer behavior by giving questionnaires to 90 respondents. The sample was taken by proportional random sampling at SBLC. The data was scored with statistical tests to learn respondent's characteristics, consumer behavioral test, and post-buying evaluation connected with satisfactory deliveries.

The result of the research presented several strategic issues which were influential to the low labor rate of SBLC, as follows: 1) all ANC mothers who gave birth at SBLC or who gave birth in other clinics, were consumers with Brand Royalty behavior; 2) a low satisfactory dimension towards the tangible midwives; and 3) a low satisfactory dimension towards the tangible room and medical equipment facilities.

After a Focus Group Discussion (FGD) was held along with the management of SBLC, efforts to improve the delivery rates at SBLC were discovered, compliant to consumer behavior.

The conclusion of the research was recommendations as an effort to improve the delivery rate of Ante Natal Care mothers at Surabaya Bunda Labor Clinic.

Key words: consumer behavior, Ante Natal Care mothers