

- INSTITUSI (UNIVERSITAS AIRLANGGA)
- ACHIEVEMENT (PENGHASILAN)

TKA 51/09

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TESIS

**HUBUNGAN ANTARA DUKUNGAN SOSIAL, MOTIF BERPRESTASI
DAN MANAJEMEN PENYELENGGARAAN PENDIDIKAN
DENGAN PRESTASI BELAJAR MAHASISWA
AKADEMI KEPERAWATAN RUMAH SAKIT BAPTIS
KEDIRI**



KARMIATUN

**PROGRAM PASCASARJANA
UNIVERSITAS AIRLANGGA
SURABAYA
2004**

**HUBUNGAN ANTARA DUKUNGAN SOSIAL, MOTIF BERPRESTASI DAN
MANAJEMEN PENYELENGGARAAN PENDIDIKAN DENGAN PRESTASI
BELAJAR MAHASISWA AKADEMI KEPERAWATAN RUMAH SAKIT
BAPTIS KEDIRI**

TESIS

Untuk memperoleh Gelar Magister
Dalam Program Studi Administrasi dan Kebijakan Kesehatan
pada Program Pascasarjana Universitas Airlangga

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PERPUSTAKAAN
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SURABAYA**

**PROGRAM PASCASARJANA
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SURABAYA**

Tanggal 27 Agustus 2004

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ABSTRACT**The Correlation of Social Support, Achievement Motif and Operating Educational Institution management to Student Academic Performance at the Nursing Academy of Kediri Baptist Hospital.****Karmiatun**

The purpose of this study was to identify the correlation of social support, achievement motif and the management of operating an educational institutional institution to student academic performance of Kediri Baptist Hospital Nursing academy.

If the student to be expected able to give nursing process when client require the help, so the score in group of nursing subject is equal or more than 71 with symbol B. But in 3 years academic teaching learning process the average score in group of subject is less than 71 with symbol C

This was an evaluation research, conducted cross sectionally from May 2004 to June 2004. The samples were 55 students of the fourth and sixth semester of the Nursing academy academic year 2003-2004. They were chosen by random sampling method from the 127 population. Product moment test used to examine the validity, while Alpha split-half was used to test reliability. Data from the research result was analyzed utilizing Spearman's Correlation test and Linier Regression test. The observed variables were social support, achievement motif, educational institution operating management (planning, organizing, directing, coordinating, and evaluating) and the learning achievement.

The research result showed that there was a significant correlation between familial-social support and achievement motif ($r = 0.364$; $p = 0.006$); there was nocorrelation between peer-social support and achievement motif ($r = 0.198$; $p = 0.146$); there was a significant correlation between achievement motif and learning – teaching process ($r = 0.487$; $p = 0.001$); there was a significant correlation between planning and learning – teaching process ($r = 0.643$; $p = 0.001$); there was no correlation between organizing and learning – teaching process ($r = 0.105$; $p = 0.448$); there was a significant correlation between directing and learning-teaching process ($r = 0.517$; $p = 0.001$); there was no correlation between coordinating and learning –teaching process ($r = 0.217$; $p = 0.112$); there was no correlation between evaluating and learning-teaching process ($r = 0.101$; $p = 0.464$); and there was a significant correlation between larning-teaching process and atudent academic performance ($r = 0.325$; $p = 0.015$).

Conclution (1) familial social support and lecturer social support have correlation with achievement motif. (2) The achievement motif have correlation with teaching learning process. (3) Planning and directing have correlation with teaching learning process. (4) Teaching learning process have correlation with students learning achievement.

Recommendations were presented to obtain a better learning achievement of the students of Kediri Baptist Hospital Nursing Academy.

Keywords: Social support, achievement motif, learning achievement, educational institution operating management.

PROMOTION

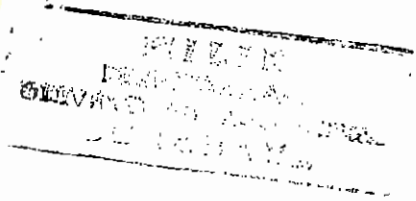
TESIS

**UPAYA PENINGKATAN UTILISASI RUANG RAWAT INAP
BERDASARKAN ANALISIS EFEKTIVITAS BAURAN PROMOSI**

**(RISET PEMASARAN TERHADAP CUSTOMER
DI RUMAH SAKIT EMMA MOJOKERTO)**

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MAGDALENA SITORUS

**PROGRAM PASCASARJANA
UNIVERSITAS AIRLANGGA
SURABAYA
2004**

**UPAYA PENINGKATAN UTILISASI RUANG RAWAT INAP
BERDASARKAN ANALISIS EFEKTIVITAS BAURAN PROMOSI**

(RISET PEMASARAN TERHADAP *CUSTOMER* DI
RUMAH SAKIT EMMA MOJOKERTO)

TESIS

**Untuk memperoleh gelar Magister dalam Program Studi
Administrasi dan Kebijakan Kesehatan pada Program
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ABSTRACT

Promotion Mix As Strategy To Increase In-Patient Utilization

Magdalena Sitorus

Promotion mix is a marketing communication which use to market the hospital product. This research will be benefit for the development of Emma Hospital, especially to increase the quantity of in-patient. The formulation of the strategy is based on the effect of promotion mix using AIDA concept (Attention, Interest, Desire, Action). The objective of this research is to give a recommendation for promotion mix which is suitable in the increasing utilization of in-patient. The marketing research was conducted during the period of July – August 2004 by simple random assigment technique at 81 patients and 21 guest doctors of Emma Hospital contains of characteristic of the patients, the psychology factor of the doctor, and the effectivity of promotion mix. The result of this research shows that AIDA process from attention to action from doctor and patient still low. Public relation is the most dominant factor to influence doctor's action. On the other hand, WOM (word of mouth) is the most dominant factor to influence patient's action. Doctor's perception of the medical equipment and skill of nurse is still low so it influence the interest and desire of doctor. According to the result, a strategy recommendation is proposed to the management, is to activate the public relation position as a communication services to customers. Developing promotion through the expanded media. For example: newspaper, internet, and inovative brochure. To increase integrated communication marketing on every side of promotion tools need an improvement.

Key word : In-patient care, promotion mix, AIDA concept.