

**ABSTRACT**

**Efforts To Improve Utilization Of Dental Health And Mouth Health Services  
Based On New Wave Marketing In Surabaya Royal Clinic**

Healthcare business is growing more competitive so innovation in marketing strategy should be a priority. Since 2010 – 2015, the new patients visit at dental health services in Royal Clinic decreased average 15.33% per-year. The decreasing in the number of visitation also indicates a lack of utilization of health services over the past 5 years.

This study aims to increase the number of visits in the Royal Clinic dental health services by conducting market analysis. Market analysis in this study has focused on customer factors and marketing elements of NWM (New Wave Marketing) owned by clinic and its competitors.

This observational study with cross sectional design was occurred for 6 months. The study population is the community living around the Royal Clinic. 144 samples were taken through multistage sampling technique. Data collection through questionnaires. Respondents considered that the marketing elements of new wave marketing from Royal Clinic, National Hospital, Dental Land Clinic, and Dental Room Clinic were categorized well, but Dental Land Clinic had the highest average. Data were analyzed descriptively with frequency distribution. Distance, insurance and cost are the primary consideration of the community in choosing health services. This research recommends various efforts to improve the utilization of health services using SWOT analysis.

The recommendation, Royal Clinic needs to capture the market opportunities of users of insurance services through the insurance community, by exploring and identifying existing insurance communities. After that, the clinic can confirm before joining or offering cooperation to the selected insurance community. Once the clinic is accepted and becomes part of the insurance community, the Royal Clinic may clarify to introduce itself to the insurance community and users of the insurance services.

In conclusion, the Royal Clinic's main competitors are Mitra Keluarga and Medpoint Clinic which serve the insurance users. The NWM elements owned by Royal Clinic and its competitors are equal, so the strategy is a market development strategy to capture market opportunities for insurance users and family group.

Keywords: Utilization of Dental Health Services, New Wave Marketing, and SWOT

**ABSTRAK**

**Upaya Peningkatan Pemanfaatan Layanan Kesehatan Gigi Dan Mulut Berdasarkan *New Wave Marketing* Di Klinik Royal Surabaya**

Bisnis layanan kesehatan berkembang semakin kompetitif sehingga inovasi dalam strategi pemasaran harus menjadi prioritas. Kunjungan pasien baru di Poli Gigi Umum Klinik Royal menurun sebanyak 15,33% sejak tahun 2010-2015. Penurunan jumlah kunjungan tersebut juga mengindikasikan kurangnya pemanfaatan layanan kesehatan selama 5 tahun terakhir. Penelitian ini bertujuan untuk merumuskan upaya peningkatan pemanfaatan layanan kesehatan gigi dan mulut berdasarkan *new wave marketing* di Klinik Royal. Penelitian observasional dengan rancang bangun *cross sectional* ini dilaksanakan selama 6 bulan. Populasi penelitian adalah masyarakat yang tinggal di sekitar Klinik Royal. 144 sampel diambil melalui teknik *multistage sampling*. Pengumpulan data melalui kuesioner. Data dianalisis secara deskriptif dengan distribusi frekuensi. Responden menilai bahwa elemen pemasaran *new wave marketing* dari Klinik Royal, *National Hospital*, Klinik *Dental Land*, dan Klinik *Dental Room* terkategori baik, namun Klinik *Dental Land* mempunyai rata-rata tertinggi. Penelitian ini memberikan rekomendasi berbagai upaya untuk meningkatkan pemanfaatan layanan kesehatan menggunakan analisis SWOT. asuransi. Rekomendasinya, Klinik Royal perlu menangkap peluang pasar pengguna layanan asuransi melalui komunitas asuransi, dengan melakukan eksplorasi dan identifikasi terhadap komunitas asuransi yang ada. Setelah itu klinik dapat melakukan konfirmasi sebelum bergabung atau menawarkan kerjasama kepada komunitas asuransi yang terpilih. Setelah diterima dan menjadi bagian dari komunitas asuransi, maka Klinik Royal dapat melakukan klarifikasi untuk mengenalkan diri kepada komunitas asuransi dan pengguna layanan asuransi. Kesimpulannya, pesaing utama Klinik Royal adalah Mitra Keluarga dan Klinik Medpoint karena adanya layanan bagi pengguna asuransi. Elemen NWM yang dimiliki oleh Klinik Royal dan para pesaingnya adalah setara atau seimbang sama baiknya, sehingga strategi yang digunakan adalah pengembangan pasar untuk menangkap peluang pasar bagi pengguna layanan asuransi dan kelompok keluarga

Kata Kunci: Layanan Kesehatan Gigi, *New Wave Marketing* dan SWOT