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Artikel Ilmiah

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(Sebuah Alternatif Pendekatan Manajemen)

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Market Analysis as a Base for Developing Promotion Mix at Surabaya Dr.Soetomo General Hospital Menopause Clinic

Analisis Pasar Sebagai Dasar Pengembangan Promotion Mix URJ Menopause RSU Dr. Soetomo Surabaya

Abstract

The term menopause denotes the final cessation of menstruation where it can create clinical disadvantages causing problem to the quality of women's life. The higher the women's age, the more signs and symptoms the women endure. Therefore, Dr.Soetomo General Hospital (DSGH) in Surabaya attempts to maintain women's life facing menopause by providing an outpatient unit (clinic) of Menopause. However, the real condition shows an average of 0.767 visiting patient daily. The inefficient and underperformed Menopause clinic was also effecting DSGH income generating. It is necessary to empower the clinic whilst it will simultaneously increase DSGH revenue. To answer this problem, certain efforts and strategic steps are required to do through a marketing policy. This marketing research was geared to find information about consumer characteristics i.e. characteristics of demography, geography, socio-economy, psychography, need, environment and in the mean time also considering the promotion mix which was already performed by DSGH. This was an observation research done cross sectionally with survey as means to collect data. The result was used to formulate DSGH Menopause Clinic promotion mix in accordance with potential consumer buying decision process, DSGH promotion activities, and promotion mix from the result of the Focus Group Discussion. Then, a promotion mix was formulated based on potential consumer buying decision process (characteristics of potential consumers, environmental factor) and different promotion mix forms, according to characteristic's segmentation result, environmental impact to buying decision process and the purpose of promotion mix (get attention, education, remembrance, and assurance). The result was a promotion mix recommendation i.e. determining the purpose; identifying the market; formulating the content, and deciding the form and frequency of promotion mix. Potential consumer buying decision process has several stages, among others are: stage II.A.2, potential consumer who knows that she has menopause, does not need any service, need information (3.2%); and stage II.B.(i), potential consumer who has never utilized, does not know the presence of Menopause Clinic (81.9%). Each stage has its own buying decision process, both can have similar promotion mix, but the purpose and the content must be different. The frequency of promotion mix is adjusting to the available fund.

Keyword : menopause, clinic, promotion, mix, buying, decision, process,

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