Artikel Ilmiah
The Role for Leaders of Health Care Organizations in Patient Safety

Penelitian Ilmiah
Percocokan Metode MPS Bar-for Size EQQ
Dengan Hasil Forecasting Terpilih dengan
Maximum-Minimum Stock Level (Simulasi)
Parancanaan dan Pengendalian Persediaan di RG Siti Khodijah
Hubungan Sumber Tonbaknya Budaya Organisasi
dengan Budaya Organisasi Puskesmas (Sebuah Analisis di Kabupaten dan Kota Kendari)
Analisis Efektivitas Upaya Penunjang Pendarita
Kusta Beri Secara Aktif dan Pasif Menggantikan
Metode Cost Effectiveness Analisis (Studi Kasus di
Puskesmas Dangke Kabupaten Sumenep)
Strategi dan Rencana Pemasaran
Berdasarkan Kebutuhan dan Harapan Masyarakat
Terhadap Pelayanan Pelayan di Kabupaten
Sumenep
Upaya Pemasaran untuk Meningkatkan Pemanfaatan
Rawat Inap di Bagian Kebidanan dan Kandungan
RSD Dr. I. M. Anwar Sumenep Berdasarkan
Analisis Perilaku Konsumen
Upaya Pencapaian Target BTA Positif pada Suspek
TBC di Kabupaten Tengah Selatan, Provinsi
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Laboratorium Puskesmas)

Critical Appraisal
Upaya Pencapaian Target BTA Positif pada Suspek
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NTT Sebuah Tinjauan Kritis

New Release
Increase Patient Safety by Creating a Quieter
Hospital Environment
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Formulating Marketing Efforts to Increase the Utilization of Inpatient Ward at the Obstetrics and Gynecology Department of Sumenep Dr. H. Moh. Anwar Hospital through Consumer Behavior Factor Analysis

Upaya Pemasaran untuk Meningkatkan Pemanfaatan Rawat Inap di Bagian Kebidanan dan Kandungan RSD Dr. H. Moh. Anwar Sumenep Berdasarkan Analisis Perilaku Konsumen

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Abstract

Currently, the Obstetrics and Gynecology (ObsGyn) Department of Sumenep Dr.H.Moh.Anwar Hospital (DHMAH) is faced with a dilemmatic condition where they are expected to autonomously cover operational expenses, while the present Bed Occupancy Rate (BOR) is low and tends to decrease. The objective of this research is to develop a marketing strategy that will increase the utilization of inpatient services at the ObsGyn Department of DHMAH. The developed marketing strategy will be based on a consumer behavior analysis focusing on two major factor areas: characteristic and decision process factors. The characteristic factor area was segmented into: individual characteristic factors (education, occupation, area of residence, income); psychological characteristic factors (motivation, attitude, experience, belief); and social characteristic factor (reference group). The decision process factor area was segmented into: need identification, information gathering and alternative evaluation process. This research was a cross-sectional survey study conducted between June 1st and June 30th, 2006. The sample group of this survey consisted of DHMAH ObsGyn Department patients, those who made use of the inpatient care services as well as those who did not. The result showed that consumers whose level of education is basic, farmers, residence is Rp 1,000,000.00 has a non-reinforcing level of attitude, a poor level of belief, self-determined to be hospitalized, has a good level of need recognition process, and an adequate alternative evaluation process with a tendency not to utilize the inpatient services provided at the DHMAH ObsGyn. Possible marketing efforts that can be implemented by DHMAH ObsGyn are informing hospital staff of the need for quality services, making publications via mass medias, giving more precise and detailed consumer information, establishing cooperative networks with private institutions, providing patient drop-off services, legally binding specialists to contracts, and reviewing service flows.

Keyword : consumer, behavior, hospitalization, decision, marketing,

Daftar Pustaka :