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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, ,

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