Efektivitas pemberian tepid sponge bath dengan suhu air hangat 32 °C dan 37 °C dalam menurunkan suhu tubuh pada anak demam

Progressive Muscle Relaxation meningkatkan aliran ekspirasi maksimum penderita PPOK

Juice Aloe Vera menurunkan kadar gula darah penderita Diabetes Mellitus tipe II

Peranfasan active cycle of breathing menurunkan keluhan sesak napas pada penderita tuberkulosis paru

Motivasi ekstrinsik terhadap Adversity Quotient penderita HIV/AIDS

Musik tembang kenangan menurunkan depresi pasien stroke

Bermain origami meningkatkan kreativitas anak usia sekolah

Senam kegel menurunkan inkontinensia urine pada ibu postpartum

Relaksasi hypnobirthing meningkatkan toleransi nyeri dan menurunkan respons kecemasan pada ibu inpartu kala I fase aktif

Peer Group Support menurunkan tingkat depresi wanita menopause

Manfaat dukungan sosial keluarga pada perilaku antisipasi tanda bahaya kehamilan pada ibu primigravida

Musik klasik menurunkan tingkat stres dan tekanan darah ibu primigravida trimester ketiga

Manfaat penerapan metode Applied Behaviour Analyse (ABA) dengan perkembangan interaksi sosial pada anak autis usia 2-5 tahun

Strategi pemasaran peningkatan Bed Occupancy Rate (BOR)

Manfaat relaksasi religius: dzikir dalam meningkatkan kesejahteraan psikologis lansia

Peer Group Support mengubah persepsi gelandangan dan pengemis

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STRATEGI PEMASARAN PENINGKATAN BED OCCUPANCY RATE (BOR) (MARKETING STRATEGY TO INCREASE BED OCCUPANCY RATE)

Abstract

Introduction: A hospital is an institution for health care providing treatment by specialized staff and equipment, more often but not always providing for longer-term patient stays. Today, hospitals are very complex institution, not only survive in dynamic environment but also make a profit based on their services. The aimed of this research was to know marketing mix concept (product, price, place, promotion, people, process and provision of customer service) in formulating marketing strategy to increased Bed Occupancy Rate of Obstetric Gynecology Ward 2. Method: The population are health care personnel including midwife, midwife associate, administrator and also client or consumer. The variable were product, price, place, promotion, people, process and provision of customer service. Data were collected by using structured questionnaire. Result: The result showed that product (type of services, infrastructure and facility), relative price, comfortable and safe place, targeted promotion, trained human resources, standard process and provision of customer service are an important aspect to implement strategy marketing to increase Bed Occupancy Rate. Analysis: The result of this study has enlightened the importance of strategy marketing in health care services based on seven principle of marketing mix. Discussion: Implementation of marketing mix in obstetric gynecology ward 2 need to be considered.

Keyword: strategy, marketing, BOR, Marketing, Mix,