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Analisis Karakteristik Pelanggan dan Types of Brand Associations dalam Upaya Meningkatkan Pemanfaatan Klinik Voluntary Counselling and Testing

Abstract

ABSTRACT

The purpose of this study was developing marketing strategy based on characteristics analysis of customers and the types of brand associations as an effort to improve the utilization of Mataram Mental Hospital’s VCT clinic. Improving utilization is a form of increasing visitors number. This study uses cross-sectional study conducted in May-June 2012. Respondents were Mataram Mental Hospital’s VCT clinic customers who live in the village of Mataram Senggigi and Sayang-Sayang, amounting to 50 people. The variables studied were the demographic, psychographic types of brand associations respondents. Analytical results have been presented in frequency distribution table. From the results of the study indicated that the majority of the characteristics of respondents aged 21-30 years old, high school education, private employee, earning 2-3 million rupiahs a month and has a habit went to the public health center. Mataram Mental Hospital’s VCT clinic identified by the professional and friendly physician, low rates, middle and upper middle class visitors. In the other hand, there were negative associations about counselors, administrative personnel, medical support facilities, clinical quality, transportation, opening hours, information, prestige, physical facilities and visitors. Additionally Mataram Mental Hospital’s VCT clinic identified with the presence, services and enjoyable facilities and the main choices VCT clinics. Conclusions of this study, there were still a lot of negative brand associations to Mataram Mental Hospital’s VCT clinic at focussed segmen that can be improved by recommended marketing strategy. Advice can be given is the hospital immediately make marketing division to implement a marketing strategy has been recommended.

Keywords: marketing strategy, customer’s characteristics, types of brand associations, VCT clinic, utilization

Dekat Pustaka: