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Analisis Proses Manajemen Keperawatan dalam Meningkatkan Penerapan Dokumentasi Asuhan Keperawatan

Upaya Meningkatkan Satisfied Demand pada Layanan Rawat Inap Balai Pengobatan Islam Sumberwidi Lamongan Berdasarkan Analisis Faktor Demand, Organisasi, dan Lingkungan

Pengaruh Kepuasan Kerja dan Komitmen pada Organisasi terhadap Intensi Turnover Dosen

Upaya Dukungan Pemanfaatan Kamar Operasi Berdasarkan Performance Management Unit Kerja

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Penyusunan Brand Expression Berdasarkan Strategi Pemasaran dan Strategi Merek

Redesign Pelatihan General Emergency Life Support (GELS) RSUD Dr. Soetomo (dengan Pendekatan Evaluation Training Programme)

Analisis Pengaruh Work Attitude terhadap In-Role Performance dan Organizational Citizenship Behavior (OCB)

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Kepatuhan Petugas Puskesmas dalam Pelaksanaan Standar Prosedur Operasional

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FAKULTAS KESSEHATAN MASYARAKAT
UNIVERSITAS AERLANGGA
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The Arrangement of Brand Expression Based on Marketing Strategy and Brand Strategy

Penyusunan Brand Expression Berdasarkan Strategi Pemasaran dan Strategi Merek

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Abstract

Based on the existing efficiency hospital indicator data, the performance of inpatient services of RS Baptis Batu in 2010 did not meet the expected performance (i.e., Bed Occupancy Rate 36.86%; Average Length of Stay 3.63 days; Turn Over Interval 6.68 day; and Bed Turn Over 34.51 times). The aim of this study was to arranged the brand expression based on marketing strategy and brand strategy in Batu Baptist Hospital. This study used an observational and descriptive study and 100 respondents were selected using a simple random sampling. The respondents were interviewed by using a standardized questionnaire. Descriptive analysis was used to descript the variables. Focus group discussion was carried out to discuss the issues strategies in order to identify brand expression recommended to the hospital. The findings showed that the segmentation is based on the origin of sub-district, profession, monthly salary, and pay method. The business targets in Batu Baptist Hospital were farmers and entrepreneurs with the range of income between Rp.900.000–1.800.000 and out-of-pocket method for personal health cost. The positioning of this hospital is "hospital with complete and qualified services". The brand strategy Batu Baptis Hospital consist of line extension and brand extension. The result from this study is the brand of Batu Baptis Hospital should be strengthened in order to be closer to the society living in Batu Municipality.

Keyword: marketing, strategy, brand, expression, 

Daftar Pustaka :