Marketing Mix Strategy and Plan Based on Community Need and Expectation of Village Comprehensive Health Post (Posyandu) Service in Sumenep Regency

Abstrak :

This is a market research by studying customers’ characteristics of the Village Comprehensive Health Post (VCHP) = Posyandu (Pos Kesehatan Terpadu), VCHP customers’ need, expectation and assessment in Sumenep Regency. The purpose of this research was to formulate a marketing mix strategy and plan for the VCHP in Sumenep Regency based on the need and expectation of actual and potential customer for VCHP services through a Focus Group Discussion (FGD) process and the researcher analysis. Conducted in one month period of April to May 2006 at Sumenep Regency selected districts as the research location, the population was productive-age women in Sumenep Regency. The sample was all productive-age women and their families/relatives. From the 4 randomly selected districts, 95 respondents were taken as samples. The research result showed the acquired market segment of VCHP customer based on demographic, geographic, socio-economic, buying behavior, and psychographic characteristics, and the focused-segment was graduates of the secondary school or the lower education level. Grounded on the segmentation result, the targeting was determined. Furthermore, through FGD process and researcher’s analysis, VCHP positioning was set i.e. the VCHP was the front tip of health service at the village. The market research result of customers’ need covered all available services at VCHP. Customer expectation on 7 P aspects (Product, Price, Promotion, Place, Process, People, Physical Evidence) of VCHP mix marketing was all efforts to satisfy customer according to customer reference of 7P aspects. In general, customer assessment showed good result. The FGD result and the researcher analysis were the reference for formulating the VCHP mix-marketing in accordance with 7 P aspects of customers’ characteristics, need, expectation and VCHP assessment towards the existing VCHP service. The end-product of mix-marketing covered product design (type of service), tariff, place or VCHP location, VCHP human resources, promotion design or spreading information, service process design and physical evident design.

Keyword :

market research, marketing strategy, marketing mix, Posyandu, segmentation-targeting-positioning (STP)