An Analysis of Customer Buying Behavior to Increase the Utilization of Bangli Regional Hospital

Abstrak :

Bangli Regional Hospital (BRH) first operation was in 1956. A type C hospital with 72 inpatient beds, the BOR (Bed Occupancy Rate) of BRH was and still is below the standard of the Department of Health (75% - 85%). In 1999, the BOR was 60%; 71% in 2000, 55% in 2001, 53% in 2002, 53% in 2003 and 66% in 2004. The problem observed in this study was the low BOR of the first and second class rooms. The objective of this study was to formulate BRH inpatient improvement efforts based on the analysis of customer buying behaviour. This was a marketing survey research conducted as a cross-sectional study, from March until May 2005. The population of this study were all inpatients after 3 days hospitalization or released-patients from the 1st, 2nd and 3rd class rooms. The samples were inpatients after 3 days hospitalization or released-patients from the 1st class (27 people), 2nd class (23 people) and from the 3rd class (32 people), taken by a random assignment sampling method. Interviews and questionnaires were means to collect data. The results of the study were: respondents’ response on 7P hospital marketing attraction was good, except for respondents’ response on process and physical evidence; and BRH inpatient utilization improvement efforts were: broadening BRH coverage by applying extensive external promotion; having a monthly meeting with the community and all Public Health Centers in Bangli Regency; installing direction guide to reach BRH at Bangli point-of-entries; using local radio broadcasts in Bangli Regency for BRH health promotion programs; reactivating hospital radio broadcast and increasing the number of leaflets for patients; increasing hospital safety by optimizing the security personnel’s work; providing ambulance pickup service; and optimizing the cleaning service performance by trainings for cleaning service personnel.

Keyword :

BOR, buying decision process, hospital marketing