

HUBUNGAN BAURAN PEMASARAN DENGAN MINAT MEMANFAATKAN ULANG PELAYANAN *MEDICAL CHECK UP* RS. PANTI WILASA 'CITARUM' SEMARANG TAHUN 2007

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RS. panti Wilasa "Citarum" Semarang sebagai salah satu rumah sakit swasta yang dihadapkan pada persaingan ketat, terutama penunjang seperti *Medical Check Up* karena pelayanan ini mempunyai pangsa pasar yang cukup besar harus senantiasa menerapkan bauran pemasaran yang beretika dan sesuai dengan kebutuhan dan keinginan pelanggan. Maka rumah sakit melalui tim pemasarannya merancang bauran pemasaran yang meliputi produk, harga, promosi, tempat, proses, orang dan bukti fisik. Sejak tahun pertama diluncurkan, bauran pemasaran yang diterapkan belum dilakukan evaluasi apakah sesuai dengan kebutuhan dan keinginan pelanggan. Penelitian ini setidaknya dapat mengetahui hubungan bauran pemasaran dengan minat memanfaatkan ulang pelayanan *Medical Check Up* dan dapat digunakan sebagai evaluasi terhadap bauran pemasaran yang sedang dijalankan. Jenis penelitian ini adalah *Explanatory Research* dengan pendekatan *cross sectional* pada 64 responden untuk mengisi angket, dimana sebelumnya telah dilakukan uji validitas dan reliabilitas terhadap angket di RS. Panti Wilasa "Dr.Cipto" Semarang. Hasil penelitian dari 64 responden, sebaran umur antara 20-59 tahun yaitu usia produktif, jenis kelamin laki-laki (67,19%), pendidikan SLTA (45,31%), persepsi terhadap produk baik (45,3%), persepsi terhadap harga sedang (70,3%), persepsi terhadap promosi sedang (78,1%), persepsi terhadap tempat sedang (73,4%), persepsi terhadap orang sedang (65,6%), persepsi terhadap proses sedang (60,9%), dan persepsi terhadap bukti fisik sedang (65,5%). Hasil uji hubungan promosi tidak ada hubungan sedangkan produk, harga, tempat, orang, proses dan bukti fisik ada hubungan dengan minat memanfaatkan ulang pelayanan *Medical Check Up* RS. Panti Wilasa "Citarum" Semarang. Untuk memberikan kepuasan yang dapat menimbulkan minat memanfaatkan ulang pelayanan *Medical Check Up* maka rumah sakit harus memperhatikan produk *Medical Check Up*, penetapan tarif yang optimal, peningkatan SDM dan fasilitas penunjang, program promosi yang terfokus, masalah parkir, kepuasan pelanggan, pertemuan berkala antar unit dan pemeliharaan konsumen.

Kata Kunci: bauran pemasaran, minat memanfaatkan ulang, MCU

THE RELATED FACTORS BETWEEN MARKETING MIX AND THE INTEREST FOR REUSING MEDICAL CHECK UP SERVICE AT PANTI WILASA 'CITARUM' HOSPITAL OF SEMARANG IN 2007

Panti Wilasa "Citarum" Hospital of Semarang as one private hospital faced with strict competition, particularly in the field of supporting service like Medical Check Up. This due to the fact that such service has wide market that must apply good marketing mix and it must be appropriate with the costumers' service and interest. Therefore, the hospital through its marketing team designs marketing mix including product, price, promotion, place, process, people, and physical evidence. Since it was launched for the time, the applied marketing mix hadn't been evaluated wheather it was suitable with the costumers' need and interest or not. At least the research may finds out the correlation between marketing mix and the interest for reusing Medical Checj Up service and it may be used as evaluation to the applied marketing mix. The research is a kind of an explanatory research with cross sectional approach to 64 respondents for filling uo the questionnaire, in which test of validity and reliability to the questionnaire has been carried out previously at Panti Wilasa "Dr. Cipto" hospital of Semarang. The result of the research indicates that from 64 respondents, the ages diffusion between 20-59 years old, namely productive age, male sex (67.19%), having senior high school (45,31%), perception to the product is good (45.3%), perception to the price is good enough (70.3%), perception to the promotion is good enough (78,1%), perception to the place is good enough (73.4%),perseption to the people is good enough, perception to the process is good enough (60,9%), perception to the physical evidence is good enough (65,6%). From the test result, we may find out that there is no correlation between promotion and the interest for reusing Medical Check Up service at Panti Wilasa "Citarum" Hospital of Semarang. In order to give satisfying which may appears interest for reusing Medical Check Up service, the hospital should pay attention to the product of Medical Check Up, the optimum tariff establishment, the increase of human resource and supporting facilities' quality, focused promotion, parking problems, costumers satisfaction, periodic meeting among units of the hospital and costumer' maintenance

Keyword : marketing mix of the hospital, interest for reusing, MCU