

ABSTRAK

Widjijati

Analisis Pengaruh Persepsi Pasien/Keluarga Pasien Stroke Rawat Inap tentang Bauran Pemasaran terhadap Keputusan Memilih Unit Stroke RS Mardi Rahayu Kudus

xv + 102 halaman, 32 tabel, 7 gambar, 5 lampiran

Meskipun RS Mardi Rahayu telah melakukan upaya-upaya pemasaran dengan menyusun bauran pemasaran yang dianggap sesuai, *Bed Occupancy Rate* (BOR) dan pemilihan Unit Stroke sebagai tempat perawatan masih di bawah ideal. Penelitian ini bertujuan untuk mengetahui pengaruh persepsi pasien/keluarga pasien stroke rawat inap tentang bauran pemasaran terhadap keputusan pasien memilih Unit Stroke RS Mardi Rahayu Kudus.

Jenis penelitian adalah penelitian observasional dengan pendekatan *cross sectional*. Populasi penelitian adalah rata-rata jumlah pasien stroke selama 6 bulan (N=276). Pengambilan sampel secara *consecutive sampling* selama 6 bulan (n=102). Pengumpulan data dengan wawancara terstruktur menggunakan kuesioner berskala Likert. Sedangkan analisis data dilakukan dengan statistik deskriptif dan inferensial secara kuantitatif.

Hasil penelitian memperlihatkan bahwa 65,7% pasien stroke rawat inap menempati ruang perawatan biasa. Karakteristik responden adalah sebagai berikut : umur antara 25-55 tahun (76,5%), jenis kelamin perempuan (56,9%), hubungan responden dengan pasien kebanyakan merupakan anak kandung pasien (46,1%), tingkat pendidikan SMA (71,6%), pekerjaan responden non karyawan (57,9%) dan pendapatan berkisar 2-5 Juta (54,9%). Terdapat pengaruh secara bersama-sama persepsi responden tentang *promotion* (Exp(B)=8,313), *place* (Exp(B)=14,737), *people* (Exp(B)=23,973) dan *customer service* (Exp(B)=4,827). Pengaruh terbesar adalah persepsi tentang *people* dengan Exp(B)=23,973, artinya bila persepsi pasien/keluarga pasien stroke rawat inap kurang baik maka kemungkinan tidak memilih menjadi 25 kali lebih banyak dibanding yang memilih.

Disarankan promosi Unit Stroke melalui Tim *Customer Service* tentang manfaat produk, kelayakan tarif, tujuan penempatan Unit Stroke, kompetensi Tim Stroke dan proses pelayanan Tim Stroke. Kerjasama Bagian Humas, Rekam Medik dan Pelayanan Medik diharapkan menjadi media promosi jangka panjang. Upaya pemasaran jangka panjang untuk pasien stroke yang pernah dirawat, dapat berupa klub stroke, seminar-seminar, program medical *check up* rutin dan layanan kontrol pasien.

Kata kunci : persepsi, bauran pemasaran, keputusan memilih, Unit Stroke

Jumlah pustaka : 41 (1999-2010)

ABSTRACT

Widjijati

The Analysis of the Influence of Inpatient and Their Family Perception on Marketing Mix to Their Decision to Choose the Stroke Unit in Mardi Rahayu Kudus Hospital

xv + 102 pages + 32 tables + 7 figures + 5 enclosures

Bed Occupancy Rate (BOR) at Mardi Rahayu hospital and preference to their Stroke Unit as the place for care were still below the ideal despite their marketing efforts of creating a marketing mix that was considered appropriate. Objective of this study was to know the influence of inpatient stroke patient/patient's family perception on marketing mix towards patient's decision to choose Stroke Unit of Mardi Rahayu hospital Kudus.

This was an observational study with cross sectional approach. Study population was the average number of stroke patients in 6 months (N=276). Sample selection was done by consecutive sampling in 6 months (N= 102). Data was collected through structured interviews using questionnaire with Likert scale. Data analysis was performed quantitatively using descriptive and inferential statistics.

Results of this study showed that 65.7% of inpatient stroke patients utilized the ordinary ward. Respondents' characteristics were as follows: within the age of 25-55 years (76.5%), women (56.9%), offspring of stroke patients (46.1%), high school level of education (71.6%), non industrial workers (57.9%) and monthly income about 2-5 million rupiah (54.9%). There was joint influence among respondent's perception on promotion ($\exp(B)= 8.313$), place ($\exp(B)= 14.737$), people ($\exp(B)= 23.973$) and customer service ($\exp(B)= 4.827$). The most influencing factor was perception about people ($\exp(B)= 23.973$). It meant that if inpatient stroke patients/ patient's family perception was poor, the possibility for not choosing Stroke Unit would be 25 times more compared to those who chose the Stroke Unit.

It is suggested to do promotion for Stroke Unit via Customer Service team regarding product benefits, tariff fairness, purpose of providing Stroke Unit, Stroke team competence and Stroke team service process. Collaboration among public relation unit, medical record unit and medical service unit is expected to become long term promotion media. Long term marketing to stroke patients who have experienced hospitalization can be in the form of stroke club, seminars, routine medical checkup and patient control service.

Key words : Perception, marketing mix, decision to choose, stroke unit

Bibliography : 41 (1999 – 2010)