

ABSTRAK

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Analisis Pengaruh *Promotional Mix* (Bauran Komunikasi Pemasaran) terhadap Loyalitas Pasien di Poliklinik Obstetri dan Ginekologi Instalasi Rawat Jalan Rumah Sakit Ibu dan Anak Kurnia Cilegon Tahun 2013

229 halaman + 34 tabel + 9 gambar + 9 lampiran

Penurunan kunjungan rawat inap terutama ruang rawat inap kebidanan di RSIA Kurnia Cilegon, penurunan jumlah pasien lama dan penurunan jumlah persalinan memperkuat indikasi loyalitas pasien di Poliklinik Obstetri dan Ginekologi menurun. Adanya persaingan rumah sakit swasta menempatkan bauran komunikasi pemasaran penting dalam meningkatkan kunjungan dan membangun hubungan jangka panjang dengan pasien. Penelitian ini bertujuan untuk mengetahui nilai *promotional mix* (bauran komunikasi pemasaran) dikaitkan dengan loyalitas pasien. Jenis penelitian observasional dengan pendekatan *cross sectional*. Variabel yang diteliti meliputi komunikasi personal, periklanan, publisitas dan hubungan masyarakat, materi pembelajaran, rancangan korporat dan kepuasan pasien. Data penelitian diolah secara kuantitatif dengan metode univariat, bivariat dan multivariat dengan uji analisis *regresi logistic* dilengkapi dengan analisis secara kualitatif (*content analysis*).

Hasil penelitian menemukan bahwa persepsi kurang baik pada komunikasi personal sebesar 62%, persepsi kurang baik pada periklanan sebesar 55%, persepsi kurang baik pada publisitas dan hubungan masyarakat sebesar 63%, persepsi kurang baik pada materi pembelajaran sebesar 54%, persepsi kurang baik pada rancangan korporat sebesar 53% dan persepsi kurang baik pada kepuasan pasien sebesar 72%. Hasil analisis pengaruh bersama-sama menunjukkan bahwa komunikasi personal, periklanan, publisitas dan hubungan masyarakat, materi pembelajaran, rancangan korporat dan kepuasan pasien berpengaruh terhadap loyalitas pasien. Hasil tersebut dapat dibuat persamaan regresi yaitu $Y = 0,871 + 2,145$ variabel komunikasi personal + 1,879 variabel periklanan + 1,044 variabel publisitas dan hubungan masyarakat + 1,758 variabel materi pembelajaran + 1,233 variabel rancangan korporat + 1,445 variabel kepuasan pasien. Komunikasi personal memiliki pengaruh yang paling kuat sedangkan publisitas dan hubungan masyarakat memiliki pengaruh yang paling lemah terhadap loyalitas pasien.

Disarankan manajemen RSIA Kurnia Cilegon untuk meningkatkan komunikasi personal bidan dan informasi sms gateway.

Kata kunci : *Promotional Mix*, Loyalitas Pelanggan, Perilaku Konsumen

Kepustakaan : 57, 1987-2012

ABSTRACT

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Analysis of Promotional Mix Effect (Marketing Communication Mix) on Patient Loyalty in Obstetric and Gynaecology Outpatient Unit in RSIA Kurnia Cilegon 2013

229 pages + 34 tables + 9 figures + 9 enclosures

The decrease of inward visit specifically in the obstetrics inward room of Kurnia maternal and child hospital (RSIA) Cilegon, the decrease of the number of old patients, and the decrease of the number of deliveries strengthen the indication of decreasing patient's loyalty in the obstetrics and gynecology policlinic. Competition among private hospitals placed a promotional mix an important matter to increase patient visit, and to build long term relationship with patients. Objective of this study was to identify promotional mix value in relation with patients' loyalty. This was an observational study with cross sectional approach. Study variables were personal communication, advertising, publicity and public relation, teaching materials, corporation design, and patient satisfaction. Data were analyzed quantitatively using univariate and bivariate methods; and multivariate analysis was conducted by applying logistic regression test. Qualitative analysis was implemented, and content analysis was applied.

Results of the study showed that perception on personal communication was not good (62%), perception on the advertising was not good (55%), perception on publicity and public relation were not good (63%); perception on teaching materials was not good (54%), perception on corporate design was not good (53%), and perception on patient satisfaction was not good (72%). Result of multivariate analysis showed that personal communication, advertising, publicity and public relation, teaching materials, corporate design, and patient satisfaction influenced the patient loyalty. The regression formula was $Y = 0.871 + 2.145 \text{ communication personal} + 1.879 \text{ advertising} + 1.044 \text{ publicity and public relation} + 1.758 \text{ teaching materials} + 1.233 \text{ corporate design} + 1.445 \text{ patient satisfaction}$. Personal communication had the strongest influence, publicity and public relation had the weakest influence to patient loyalty.

It is suggested to the management of RSIA Kurnia Cilegon to improve midwives personal communication and sms information gateway.

Keywords : promotional mix, customer loyalty, consumer behavior

Bibliography : 57, 1987-2012