Artikel Ilmiah
Implementasi Gugus Kendali Mutu untuk Meningkatkan Kualitas Pelayanan Kebersihan di Tingkat Puskesmas se-Jakarta Utara (Perjalanan Empat Tahun Perjalanan Upaya Peningkatan Mutu)

Penelitian Ilmiah
Analisis Karakteristik dan Perilaku Pembelian Masyarakat Sebagai Dasar Penyusunan Upaya Pemasaran Pelayanan UBJ Puskesmas Tamansari

Strategi dan Taktik Pemasaran dalam Rangka Peningkatan DOH Rujuk Utama Puri Ranayu RSU Negara Kebabat Jembrana Bali

Penyusunan Upaya Pemasaran untuk Meningkatkan Pemanfaatan Retak Inap RSU Negara Melalui Analisis Faktor Perilaku Konsumen

Upaya Pemasaran untuk Memperkecil Jumlah Pembaringan di Apotek RSU Haji Surabaya

Analisis Harapan dan Dasar Pemilihan Rumah Sakit Sebagai Dasar Penentuan Strategi Pengembangan Pasar (Studi di Daerah Persinggungan RS Adi Husodo Kopoasari)

Pemasaran Internal Cross-Selling dan Gainsharing Pelayanan Kebersihan Gigi dan Mulut Berdasarkan Analisis Organisasi dan Sumberdaya Manusia (Studi Kasus di Puskesmas Wadakan Ayu Kota Surabaya)

Critical Appraisal
Pemasaran Internal Cross-Selling dan Gainsharing Pelayanan Kebersihan Gigi dan Mulut Berdasarkan Analisis Organisasi dan Sumberdaya Manusia Sebuah Tinjauan kritis

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Marketing Efforts of the Ambulatory Unit of Taman Public Health Center Based on Analysis of Characteristics and Buying Behavior of the Community

Analisis Karakteristik dan Perilaku Pembelian Masyarakat sebagai Dasar Penyusunan Upaya Pemasaran Pelayanan Unit Rawat Jalan Puskesmas Taman

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Abstract

For the past three years the visit rate of ambulatory unit of Taman PHC (Public Health Center) has been less than ten percent. This condition was followed by the increase of the private health centers. These problems needed to be solved. One of the solutions was to use a marketing program. The objective of this research was to recommend several marketing programs based on analysis of characteristics and consumers’ purchasing behavior of the community. The characteristics consist of age, sex, occupation, education, social-class, life style, learning experience, treatment-seeking culture and reference group. This study was a survey, conducted cross sectionally. The sample was taken in May, 2004 using a multistage random sampling method amounting to 120 people. The collected data was tested statistically with multinominal logistic regression, binary logistic regression and chi-square test. Analyzing data produced strategic issues which then be brought to a Focus Group Discussion (FGD). Recommendations were the result of FGD. Several recommended marketing programs were: (1) improving the quality of services and human resources, (2) promoting through leaflet, local radio station and non formal community organization, (3) internal marketing through cross-selling and gainsharing, (4) providing 24 hours hot-line services, (5) optimizing functional billboards by giving an up-to-date health information, (6) controlling the malpractice of alternative or traditional medication, (7) networking with companies which are not covered by Jamsostek.

Keyword : characteristics, consumers’ buying, behavior, types marketing, programs, Public, Health, Center,

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