Artikel Ilmiah
Implementasi Gugus Kendali Mutu untuk Meningkatkan Kualitas Pelayanan Kesehatan di Tingkat Puskesmas se-Jakarta Utara (Pergalaman 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 Klok Ruang Utama (Penyelambrekan RSU Negara Kebun Paker Jembrana Bali)

Penyusunan Struktur Analisis Faktor Perilaku Konsumen

Upaya Pemasaran untuk Mempercepat Jumlah Pasien Litos di Apotek RSU Haji Surabaya

Analisis Harapan dan Dasar Pemilihan Rumah Sakit Sebagai Dasar Penunjang Strategi Pengembangan Pasar (Studi di Daerah Paliapatan, RS Adi Husada Kompasari)

Pemasaran Internal Cross-Selling dan Gainsharing Pelayanan Kesehatan Gigi dan Mulut Berdasarkan Analisa Organisasi dan Sumberdaya Manusia (Studi Kasus di Puskesmas X, Maksam)

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

New Release
Introduction to CVA: Trends in Customer SATISFACTION, Loyalty, and Value
# Table of Contents

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Marketing Efforts of the Ambulatory Unit of Taman Public Health Center Based on Analysis of Characteristics and Buying Behavior of the Community</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>Formulating Marketing Efforts to Increase the Utilization of Inpatient Ward of Negara General Hospital through Consumer’s Behaviour Factor Analysis</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>A Marketing Strategy and Tactic to Increase BOR of Puri Rahayu Main Ward of Negara General Hospital in Jembrana Regency</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>Marketing Effort to Minimize the Count of ‘Loss’ Prescriptions at the Surabaya Hajj General Hospital Pharmacy</td>
<td>-</td>
</tr>
<tr>
<td>5</td>
<td>Analysis on Customers’ Expectation and Their Basis in Choosing Hospitals in Order to Determine Hospital’s Market Growth Strategy (A Study on the Interceptive Area of Adi Husada Kapasari Hospital)</td>
<td>-</td>
</tr>
<tr>
<td>6</td>
<td>Cross-Selling and Gainsharing Internal Marketing of Oral and Dental Health Services Based on Organizational and Human Resources Analysis (A Case Study at Surabaya Medokan Ayu Public Health Center)</td>
<td>-</td>
</tr>
</tbody>
</table>
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,

Daftar Pustaka :