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A Marketing Strategy and Tactic to Increase BOR of Puri Rahayu Main Ward of Negara General Hospital in Jembrana Regency

Strategi dan Taktik Pemasaran dalam Rangka Peningkatan BOR Ruang Utama Puri Rahayu RSU Negara Kabupaten Jembrana Bali

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Abstract

This study was a marketing research learning consumers’ characteristics and evaluating internal condition of Negara General Hospital (NGH) based on 7P aspects of marketing mix (product, price, promotion, place, people, process, and physical facilities). The purpose of this study was to formulate a marketing strategy for Puri Rahayu Main Ward (PRMW) based on market segment, target and product position through FGD (Focus Group Discussion) and researcher’s analysis. Carried out at PRMW from April to May 2004, the number of respondents was 114 taken from total inpatients of PRMW and from outpatients by simple random sampling. The result showed that the market segment of NGH was the community in Negara district within a distance range of their homes at an average of 0 – 10 kilometers to NGH, the majority were entrepreneurs, with an income of > Rp 1,250,000.00, aged 31- 45 years old, high school graduates. They wanted comfortable rooms at PRMW and they certainly required specialists’ services. The marketing strategy of PRMW according to 7 P mix-marketing was as follows: 1) from product aspect: to add specialists’ services; 2) from price aspect: to keep the existing tariff; 3) from promotion aspect: to produce leaflets with PRMW’s detailed information; 4) from place aspect: to change the work system of cleaning service so that the cleanliness of PRMW was maintained; 5) from people aspect: to give a customer-service-training to NGH employees and to hold a training improving their skills and knowledge; 6) from process aspect: to always do the existing standard operating procedure (SOP) and to simplify and speed-up the procedure; and 7) from physical facilities aspect: to keep comfortable beds and to maintain comfortable rooms

Keyword : marketing, strategy, STP, (segmentation-targettingpositioning) marketing, mix, main, ward,

Daftar Pustaka :