

Pengaruh bauran promosi terhadap purchase decision pasien rawat inap anak RSIA Hermina Pasteur tahun 2007

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Abstrak

Alat dasar yang digunakan untuk menyelesaikan tujuan komunikasi perusahaan sering disebut sebagai bauran promosi dan termasuk di dalamnya advertising, sales promotion, public relation, personal selling dan direct marketing. Sedangkan purchase decision adalah keputusan membeli suatu merk. Dengan terpengaruhnya purchase decision dari pelanggan maka pembelian berulang akan terjadi. Semakin baik bauran promosi dilakukan, semakin sering pembelian berulang dari pasien RSIA HERMINA Pasteur. Penelitian ini merupakan penelitian kuantitatif dengan metoda deskriptif analitik. Sampel yang dibutuhkan sebanyak 100 orang dengan kriteria merupakan pasien anak (sesuai dengan WHO bahwa usia anak adalah dari umur 1 bulan sampai 17 tahun), dirawat pada periode awal Desember 2006—akhir Februari 2007, memiliki alat telekomunikasi, dan responden adalah ibu kandung atau tiri dari pasien. Data diperoleh melalui alat ukur berupa kuesioner yang disebarkan atau melalui hubungan telepon dengan responden. Ukuran data diperoleh dari pembobotan setiap pertanyaan untuk masing-masing variabel dalam penelitian. Analisis statistika yang digunakan adalah analisis univariat menggunakan distribusi frekuensi, analisis bivariat menggunakan uji korelasi Pearson dan analisis multivariat menggunakan analisis jalur. Dari hasil penelitian diperoleh bahwa terdapat pengaruh yang positif antara bauran promosi dengan purchase decision pasien rawat inap anak RSIA HERMINA Pasteur. Besar kontribusi untuk masing-masing bauran promosi pengaruh langsung dan tidak langsung yaitu advertising sebesar 0,27%, sales promotion sebesar 4,68%, public relation sebesar 20,44%, dan direct marketing sebesar 0,04%.

.....Basic tools that used to accomplish company communication objectives known as promotion mix and include within advertising, sales promotion, public relation, and direct marketing. Purchase decision is a consumer's decision to buy a brand. Purchase decision influenced will lead customer to purchase frequently. Better promotion mix will affect the frequent purchase to RSIA HERMINA Pasteur. The thesis use quantitative method and descriptive analysis. Sample expected about 100 person that have requirement as child (based on WHO parameter that child is baby age on 1 month to boy age on 17), as a patient within period December 2006—last February 2007, have telecommunication tools, and respondents are mother or mother in law of patient. Data is obtained by instrument-a questioner have been given directly or by telephone dialed to the respondent. Data measurement is obtained by giving score to each question for each variable in thesis. Statistical analysis have been used are univariate analysis through frequency distribution, bivariate analysis through Pearson correlation and multivariate analysis through path analysis. In conclusion is found that promotion mix had a positive influenced on purchase decision in bed patient of RSIA HERMINA Pasteur. Contribution of each promotion mix directly and indirectly for advertising about 0,27%, sales promotion about 4,68%, public relation about 20,44%, and direct marketing about 0,04%.;Basic tools that used to accomplish company communication objectives known as promotion mix and include within advertising, sales promotion, public relation, and direct marketing. Purchase decision is a consumer's decision to buy a brand. Purchase decision influenced will lead customer to purchase frequently.

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