

# Analisis Segmen Pasar Potensial Pelayanan Rawat Inap Kelas VVIP di Rumah Sakit PMI Bogor tahun 2010 = The Analysis of a Potential Market Segment of The Patient Service for VVIP Class at PMI Hospital, Bogor

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## Abstrak

Tesis ini membahas analisis segmen pasar potensial produk pelayanan rawat inap kelas VVIP Rumah Sakit PMI Bogor berdasarkan karakteristik pasien meliputi demografi, geografik dan psikografik serta karakteristik wilayah kota Bogor meliputi gambaran geodemografik, analisa minat, daya beli dan akses terhadap produk pelayanan rawat inap kelas VVIP Rumah Sakit PMI Bogor. Penelitian ini adalah penelitian kualitatif dengan desain deskriptif.

Hasil penelitian menyarankan bahwa Rumah Sakit PMI Bogor perlu menyusun kembali strategi pemasaran yang sesuai dengan pasar potensial secara sistematis, akurat dan profesional dengan memperhatikan sarana dan prasarana, sehingga dapat meningkatkan utilisasi dan pendapatan bagi Rumah Sakit PMI Bogor.

.....This thesis discusses the analysis of the potential market segment for a service product of the VVIP class in patient service at PMI Hospital, Bogor based on a patient's characteristics which consist of the characteristics of demographic, geographic, and psychographic, and also the characteristics of Bogor itself which covers the geodemographic picture, intention analysis, purchase power, and access towards the VVIP class in patient service at PMI Hospital, Bogor. This research applies a qualitative method with a descriptive design.

The research's result draws a conclusion that the PMI Hospital, Bogor has to build a marketing strategy which is proper with a potential market systematically, accurately, and professionally by paying attention to the Hospital's infrastructures in order to optimize the utilization and to increase the income of PMI Hospital, Bogor.