

Analisis potensi pasar dan atribut pelayanan Rumah Sakit Islam Depok tahun 2007

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Abstrak

Pergeseran peta pemasaran Indonesia dari pasar rasional ke pasar emosional bahkan ke pasar spiritual berdampak pada perubahan pola nilai konsumen. Masyarakat muslim sebagai komunitas terbesar di Indonesia dan begitu pula di Kota Depok jumlahnya mencapai 91,94%, diperkirakan sebagai pasar potensial untuk bisnis Islam termasuk juga di bidang perumahnya. Untuk itu perlu dilakukan analisis potensi pasar dan atribut pelayanan rumah sakit Islam.

Penelitian ini ditujukan untuk mengetahui gambaran karakteristik potensi pasar rumah sakit Islam di Kota Depok secara demografis dan geografis, pola pemanfaatan layanan kesehatan, atribut pelayanan rumah sakit Islam harapan masyarakat muslim Depok, meliputi atribut fisik, SDI, fasilitas, pembiayaan, dan atribut lokasi. Desain penelitian bersifat deskriptif analitis dengan pendekatan kuantitatif menggunakan metode survey melalui self administered questionnaire. Sampel berjumlah 120 diambil dari pasien yang berobat di rumah sakit yang ada di Kota Depok. Selain itu dilakukan pendekatan kualitatif dengan in-depth interview kepada pakar terkait (expert judgment) untuk memperoleh masukan tentang atribut pelayanan rumah sakit Islam dari menggali lebih jauh informasi lain yang terkait.

Dari hasil penelitian diketahui identitas responden terbanyak berusia 20-39 tahun, wanita lebih banyak dari pria, berpendidikan akademi keatas, mayoritas berkeluarga, mayoritas tinggal di Kecamatan Sukmajaya dan Cimanggis, umumnya karyawan swasta, profesi dan ibu rumah tangga, berpendapatan 1-5 juta per bulan, dari alokasi untuk kesehatan kurang dari 100 ribu per bulan dan mayoritas berasal dari kantong sendiri. Pola pemanfaatan rumah sakit umumnya memilih kelas I dan kelas II 13i/a rawat inpatient, memilih rumah sakit karena pelayanan dokter-perawat, fasilitas yang bersih dan suasananya yang nyaman. Semua responden mengatakan perlu adanya rumah sakit Islam di Kota Depok, namun pertimbangan bersedia berobat bila pelayanan baik, fasilitas lengkap dan tarif terjangkau.

Atribut pelayanan rumah sakit Islam pilihan responden bersifat universal dan spesifik. Atribut yang universal merupakan bentuk-bentuk pelayanan yang diinginkan konsumen di rumah sakit pada umumnya. Atribut spesifik yang mencirikan pelayanan Islam adalah fisik meliputi tampilan SDM renetup aurat, tata ruang dapat menjaga privasi, ada petunjuk arah kiblat di kamar, petunjuk dan perlengkapan wudhu untuk pasien, desain interior Islami, mushola dan tempat berwudhu di setiap /antai. Atribut fasilitas berupa bimbingan pasien kritis oleh petugas khusus, tersedia perlengkapan ibadah bagi pasien yang sakit berat, dark bimbingan ruhani untuk pasien serta keluarga. Atribut tarif berupa komitmen tetap melayani pasien tak mampu, kerjasama dengan Lembaga Amil Zakat untuk subsidi dhikafa, bentuk pelayanan tidak dipengaruhi tarif kelas dan tidak sepenuhnya profit oriented.

Dari hasil in-depth interview para informan dirumuskan atribut pelayanan rumah sakit Islam yang bersifat universal dan spesifik. Atribut pelayanan rumah sakit Islam spesifik meliputi aspek fisik : mengikuti kaidah rumah Islam, hadir corak Islam, tidak mewah, tataruang sesuai pelayanan gender, dilengkapi masjid atau mushola yang pantas dan mudah diakses; aspek SDM berupa salam, intens melafalkan Basmallah,

Alhamdulillah, Insyaallah, mendoakan pasien, sanggup lakukan pelayanan berdasarkan gender, dan pembinaan rutin perilaku Islami SDM. Aspek fasilitas berupa adanya petugas bimbingan ruhani, tersedia sarana audiovisual, tersedia buku doa dan bimbingan ibadah pasien, dan sarana pelayanan berbasis gender. Atribut pembiayaan dimana tidak ada perbedaan tarif berdasarkan kelas, tidak menerapkan uang muka, kerjasama dengan lembaga donasi dhuafa. Atribut prosedur pelayanan medis berupa pelayanan bersalin dengan konsep pure gender, menjaga dan menghormati privasi dan aurat pasien, dan adanya standar operasional prosedur yang memperhatikan aspek layanan gender di kamar operasi atau kamar bersalin. Atribut pelayanan spesifik rumah sakit Islam pilihan responden dan rekomendasi pakar bersifat similar dan saling melengkapi. Manajemen rumah sakit Islam perlu; mempertimbangkan potensi pasarnya dan merealisasikan atribut universal dan spesifik agar dapat memberikan pelayanan berkualitas yang berciri Islam sesuai harapan dan kebutuhan pasarnya.

.....The shifting of Indonesian market position from rational to emotional market and even to spiritual one has resulted in the change of customers' appraisal pattern. Muslim community as the largest population in Indonesia, and in the city of Depok with the percentage of 91.94 out of the total population, is considered as a prospective market for Islamic dealing including hospital business. Hence, it is significant to investigate the market potency and the service attributes of the Islamic hospitals.

This research is designed to identify the characteristic description of market strength of Islamic hospitals in the City of Depok demographically and geographically, the pattern utilization of health services, the service attributes of Islamic hospitals expected by Muslim community in Depok, including physical attributes, human resources, facilities, cost, and location attribute. The design of study is analytic descriptive with quantitative approach using survey method through self-administered questionnaires. The number of samples was 120 taken from the patients nursed in the hospitals in Depok. In addition, qualitative approach was conducted with in-depth interview of the related experts (expert judgement) to get input about service attributes of the Islamic hospitals and to investigate correlated information further.

It was identified from the research that the major respondent identity was between 20 to 39 years old, and the number of women was more than men, graduates of higher education or above, majority were married, living in the Sub-District of Sukmajaya and Cimanggis, generally were private employees, professionals, and unwaged mothers, having family income of 1.5 millions rupiah per month with the budget allocated for their healthiness less than 100 thousands rupiah per month, and majority was taken from their own pockets. The pattern of hospital utilisation was generally preferring first and second classes for staying in the hospital, choosing the hospitals due to doctors' and nurses' services, clean facilities, and comfort place. All respondents said that it was important to have Islamic hospitals in the City of Depok, but considering that they are ready to go to the hospital if the services are good, the facilities are complete, and the cost is low-priced.

The attributes of service of Islamic hospitals selected by the respondents were universal and specific. The universal attributes were the service models preferred by the consumers in the hospitals in general. The specific attribute which indicated Islamic services physically comprised: the appearance of personnel wearing Muslim costumes, layout of the rooms which keeps customers' privacy, availability of sign of the direction of kiblah in the room, availability of the instructions and kits to take ablution for the patients, pleasant interior design, and availability of prayer room and place for taking ablution in each floor. The attributes of facilities included guide for critical patients by particular staff, availability of prayer facilities and costumes for prayer for serious patients, and religious guide for the patients and their family. The

attributes or price were the commitment to serve unfortunate patients, collaboration with the charity organizations, such as: Lembaga Amil Zakat (LAZ) to subsidize the needy; the services are not influenced by the class tariff and not fully profit-oriented.

Universal and specific attributes of service of Islamic hospitals were formulated from the result of experts' in-depth interview. The specific attributes of service include physical aspects: complying with the rules of Islamic home, presenting the Islamic features, not-luxurious, room lay-out is according to sexual category (gender) service, providing easily-accessed mosque or prayer room, salaam (Islamic-salutation) as human aspect, frequently reciting Bismillah, Allhamdulillah, and Insya-Allah, praying for the patients, able to serve patients in accordance with the gender, and frequently teaching of Islamic conduct for the personnel. The aspects of facility encompass the presence of religious-teaching staffs, availability of audio-visual facility, availability of prayer and worship-instruction books for the patients, and gender-based service facilities. The attributes of costing comprise: the absence of tariff differences based on the class, there is no deposit, collaboration with the charity/ donor organization. The attributes of medical services consist of purely gender-based maternity services, preserving and respecting patients' privacy and patients'aurat, and the existence standard operation procedures which considers the aspects gender-based services in operation rooms or delivery rooms.

The attributes of specific services of Islamic hospitals preferred by the respondents and the experts' recommendations were quite similar and maintain one another. The management of Islamic hospitals should consider their market potencies and implement the universal and specific attributes to enable them to perform Islamic high-quality services as expected by their customers and the market demand.