

Hubungan bauran promosi knee and shoulder orthopedic sport center terhadap pencapaian tujuan promosi di Rumah Sakit Pondok Indah tahun 2009 = The relationship between mixed promotion of knee and shoulder orthopedic sport center toward the target goals on its promotion at Pondok Indah Hospital, 2009 H

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Abstrak

Promosi merupakan strategi pemasaran yang penting dalam memasarkan suatu produk. Promosi pelayanan kesehatan di Indonesia masih dibatasi oleh etika promosi. Promosi pemasaran harus memiliki tujuan. Tujuan tersebut diantaranya dapat memberikan kesadaran akan keberadaan sebuah produk (Awareness), memberikan Pengetahuan (Knowledge) dan menimbulkan motivasi (motivation). Rumah sakit Pondok Indah merupakan RS swasta di Jakarta Selatan dalam memasuki era globalisasi, mencoba menciptakan sebuah pelayanan kesehatan yang disebut Knee and Shoulder Orthopedic Sport Center. Pelayanan ini telah berjalan lebih kurang satu tahun. Jumlah kunjungan hampir mencapai target yang telah direncanakan. Namun manajemen RS belum mengetahui media promosi yang efektif untuk mempromosikan layanan ini yang sesuai dengan tujuan promosi. Oleh karena itu dilakukan sebuah penelitian untuk mengetahui hubungan antara Bauran Promosi Knee and Shoulder Orthopedic Sport Center terhadap pencapaian tujuan promosi yang meliputi awareness, Pengetahuan dan Motivasi di RS Pondok Indah pada tahun 2009. Penelitian ini merupakan penelitian dibidang manajemen pemasaran rumah sakit di Pondok Indah yang menggunakan rancangan metode survey dengan menanyakan kepada pasien di Knee and Shoulder Orthopedic Sport Center terkait media informasi yang mereka terima dengan menggunakan instrument kuesioner. Populasi penelitian adalah semua pasien Knee and Shoulder Orthopedic Sport Center di RS Pondok Indah periode Januari 2008 - Mei 2009. Sampel penelitian adalah pasien yang berobat ke Knee and Shoulder Orthopedic Sport Center periode Januari 2009 hingga Mei 2009. Jumlah sampel dihitung dengan menggunakan rumus Lameshow yang menghasilkan 96 sampel. Pengumpulan sampel dilakukan dengan metode Quota Sampling. Penelitian ini ingin membuktikan hipotesa penelitian yaitu tidak ada pengaruh antara bauran promosi Knee and Shoulder Orthopedic Sport Center dengan awareness, knowledge dan motivasi yang diuji dengan chi square. Analisa data dengan menggunakan analisa univariat dan bivariat. Hasil penelitian menunjukkan bahwa ada pengaruh antara bauran promosi Knee and Shoulder Orthopedic Sport Center dengan awareness, knowledge dan motivasi.

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Promotion is known as an important strategic on marketing a product. However, promotion on health services in Indonesia is still constrained with promotion ethical issues. A marketing promotion should have some purposes which including increasing the awareness on the existing product, providing an information or knowledge on the product, and generating the motivation on using the product. Pondok Indah Hospital (PIH) is a private hospital that located in South Jakarta. Regarding to the globalization era; the hospital is try to create a service on health called the Knee and Shoulder Orthopedic Sport Center. Although the service has run for a year and the patients coverage number of visit has almost reach the target, the PIH management team still have not found yet which suitable promotion media could be effectively in promoting

the service and -complementing the purposes of the promotion. Therefore, a study is carried out in order to explore the relationship between the mixed promotion on Knee and Shoulder Orthopedic Sport Center with the promotion purposes coverage which are the awareness, knowledge, and motivation at the PIH in 2009. The study is a research on the area of hospital marketing management of the PIH, using a survey design method and administering a questionnaire that questioning the patients of the Knee and Shoulder Orthopedic Sport Center regarding to the information media they have received. The population of the study is all patients of the Knee and Shoulder Orthopedic Sport Center at PIH in the period of January 2008 to May 2009. The sample is the patients visit the Knee and Shoulder Orthopedic Sport Center in the period of January 2009 to May 2009. Number of sample is counted by the Lameshow' s formula and produced 96 samples and sam pie is obtained by a Quota Sampling method. The hypothesis of the study stated that there is no influence of mixed promotion of the Knee and Shoulder Orthopedic Sport Center with the awareness, knowledge and motivation, with the chi-square statistic tested, Data analyzed by using uni and bivariate analysis. The result of the study showed that there are correlations between mixed promotion of the Knee and Shoulder Orthopedic Sport Center with awareness. knowledge and motivation.