

Analisis segmen, target dan posisi layanan rawat jalan Rumah Sakit Metropolitan Medical Center tahun 2013 = Segment, target and position analysis of Metropolitan Medical Center Hospital in 2013

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Abstrak

Belum maksimalnya kegiatan pemasaran di RS MMC mengakibatkan sedikitnya jumlah pasien baru dibandingkan dengan pasien lama rawat jalan. Penelitian ini bertujuan mendapatkan gambaran karakteristik konsumen rawat jalan untuk menjadi dasar analisis penetapan segmen, target dan posisi layanan rawat jalan RS MMC. Penelitian ini merupakan penelitian kuantitatif dan kualitatif dengan melakukan penyebaran kuesioner pada pasien rawat jalan RS MMC bulan April- Mei 2013 sejumlah 110 responden dan wawancara mendalam dengan informan pihak manajemen RS MMC. Kerangka konsep penelitian ini menggunakan pendekatan segmentasi geografis, demografis dan psikografis, kemudian dilakukan penetapan target dan posisi.

Hasil penelitian menggambarkan bahwa pasien layanan rawat jalan RS MMC tahun 2013 terbagi menjadi tiga segmen konsumen yaitu Loyal Veteran Customers, Urban Rookie Customers dan Urban Mommies Customer yang juga merupakan target pasar rawat jalan RS MMC kedepannya. Posisi layanan rawat jalan RS MMC adalah pilihan utama di wilayah Jakarta Selatan, Timur dan Pusat yang menyediakan pelayanan holistik oleh dokter subspecialis bagi upper-class urban worker dan keluarga yang berusia produktif dengan nilai utama patient safety, patient satisfaction dan patient trust. Sesuai dengan segmen dan target pasar, RS MMC perlu mengembangkan Esthetic Center bagi Urban Mommies Customer, Express Clinic bagi Urban Rookie Customers dan Family Center bagi target keluarga urban.

.....The marketing activities in MMC Hospital has not reached maximum poin that has been targeted and has resulted least number of new patients compared to number of old patients of outpatient services. This study aims to picture on consumer characteristics of outpatient services base on the determination of segment analysis, targeting and positioning MMC Hospital outpatient services. This research is quantitative and qualitative research by distributing questionnaires in MMC Hospital outpatient services from April-May 2013 which consist of 110 respondents and in-depth interviews with informants MMC Hospital management officers as informants. This study uses conceptual framework by approaching to geographic, demographic and psychographic segmentation, then conducted targeting and positioning.

The results illustrate that the patients MMC Hospital outpatient services in 2013 is divided into three segments, which are Loyal Veteran Customers, Urban Rookie Customers and Urban Mommies Customer which is also the target of MMC Hospital outpatient services market in the future. MMC Hospital outpatient services location is the top choice in South Jakarta, East and Centre that provides holistic care to subspecialty physicians for urban upper-class worker and families who are in productive age with the core values of patient safety, patient satisfaction and patient trust. According to segment and market target, MMC Hospital is urged to develop Esthetic Centre for Urban Mommies Customer, Express Clinic for Urban Rookie Customers, and Family Center for urban families.