

# Strategi pemasaran pelayanan continuous ambulatory peritoneal dialysis di klinik khusus ginjal NY.R.A. Habibie Batam tahun 2016 = Marketing strategy of continuous ambulatory peritoneal dialysis service at MRS R.A Habibie special kidney clinic Batam year 2016

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## Abstrak

Pasien yang menderita Gagal Ginjal Terminal harus mendapatkan Terapi Pengganti Ginjal berupa transplantasi ginjal, hemodialisis atau peritoneal dialisis. Diperkirakan pasien gagal ginjal terminal di Indonesia yang membutuhkan cuci darah atau dialisis sekitar 150.000 orang. Namun yang sudah mendapatkan terapi dialisis baru sekitar 100.000 orang. Pelayanan CAPD di Klinik Khusus Ginjal Ny.R.A. Habibie sudah dimulai sejak tahun 2010 namun jumlah pasien CAPD masih sedikit. Tujuan penelitian ini untuk menganalisis Strategi Pemasaran Pelayanan Continuous Ambulatory Peritoneal Dialysis di Klinik Khusus Ginjal Ny. R. A. Habibie Batam Tahun 2016. Desain penelitian yang digunakan adalah analitik deskriptif dengan pendekatan kuantitatif dan kualitatif. Alat yang digunakan dalam penelitian ini berupa lembaran kuesioner, cek list indikasi dan kontraindikasi CAPD, Lembar pertanyaan untuk informan CAPD, Lembar Pedoman Analisis Situasi. Tahapan analisis yang digunakan adalah strategi Fred R. David yang kemudian dilanjutkan dengan Segmenting, Targeting dan Positioning, lalu menentukan bauran pemasaran Product, Promotion, Price, Place, People, Physical evidence, Process, Customer Service. Strategi Pemasaran yang layak dan sesuai dengan analisis situasi adalah: Market Penetration dan Product Development. Pemasaran produk pelayanan di Klinik Khusus Ginjal Ny.R. A. Habibie Batam dapat berupa periklanan melalui berbagai media seperti talkshow di radio, talk show di stasiun televisi di kota Batam, dan leaflet; penyebaran leaflet di ruangan pelayanan Ilmu Penyakit Dalam; promosi penjualan, dan pembinaan dokter puskesmas. Selain itu bisa dilakukan promosi secara online. Dan dokter di Klinik Khusus Ginjal Ny.R.A. Habibie Batam dan di Rumah Sakit Budi Kemuliaan Batam diberangkatkan ke Bandung untuk mengikuti pelatihan operasi pemasangan catheter tenckhoff metode Bandung.

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Name Bertha Toha Study Programme Magister of Hospital Administration Studies Thesis Title Marketing Strategy of Continuous Ambulatory Peritoneal Dialysis Service at Mrs R.A. Habibie Special Kidney Clinic Batam Year 2016 Patients who suffer from Kidney Failure Terminal should get kidney replacement therapy in the form of kidney transplantation, hemodialysis or peritoneal dialysis. It is estimated that patients with terminal renal failure in Indonesia who need dialysis or dialysis of approximately 150,000 people. But that is already getting dialysis therapy about 100,000 people. CAPD Services at Mrs. R.A. Habibie Special Kidney Clinic began in 2010 but the number of CAPD patients is still small. The purpose of this study to analyze the Marketing Strategy of Continuous Ambulatory Peritoneal Dialysis Services at Mrs. R.A. Habibie Special Kidney Clinic Batam Year 2016. The design study is an analytic descriptive with quantitative and qualitative approaches. The tools used in this study a questionnaire sheet, check list CAPD indications and contraindications, and questionnaires for informants CAPD, Guidelines Situation Analysis Sheets. Stages of analysis is Fred R. David strategy followed by Segmenting, Targeting and Positioning, and then determine

the marketing mix Product, Promotion, Price, Place, People, Physical Evidence, Process, Customer Service . Marketing strategies are feasible and in accordance with the analysis of the situation is Market Penetration and Product Development. Product marketing services in Mrs. R.A. Habibie Special Kidney Clinic Batam may include advertising through various media such as radio talk shows, talk shows on television stations in the city of Batam, and leaflet for distributing leaflets in internist polyclinic service room sales promotion, and training doctors clinic. In addition it can be done online promotions. Mrs. R.A. Habibie Special Kidney Clinic Batam and Budi Kemuliaan Hospital Batam send to Bandung to attend training catheter fixing operation Tenckhoff Bandung method.