

# 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 TerapiPengganti Ginjal berupa transplantasi ginjal, hemodialisis atau peritoneal dialysis.Diperkirakan pasien gagal ginjal terminal di Indonesia yang membutuhkan cucidarah atau dialisis sekitar 150.000 orang. Namun yang sudah mendapatkan terapidialisis baru sekitar 100.000 orang. Pelayanan CAPD di Klinik Khusus Ginjal Ny.R.A. Habibie sudah dimulai sejak tahun 2010 namun jumlah pasien CAPD masihsedikit. Tujuan penelitian ini untuk menganalisis Strategi Pemasaran PelayananContinuous Ambulatory Peritoneal Dialysis di Klinik Khusus Ginjal Ny. R. A.Habibie Batam Tahun 2016. Desain penelitian yang digunakan adalah analitikdeskriptif 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, LembarPedoman Analisis Situasi. Tahapan analisis yang digunakan adalah strategi FredR.David yang kemudian dilanjutkan dengan Segmenting, Targeting danPositioning, 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 danProduct 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; penyebaranleaflet di ruangan pelayanan Ilmu Penyakit Dalam; promosi penjualan, danpembinaan dokter puskesmas. Selain itu bisa dilakukan promosi secara online.Dan dokter di Klinik Khusus Ginjal Ny.R.A. Habibie Batam dan di Rumah SakitBudi Kemuliaan Batam diberangkatkan ke Bandung untuk mengikuti pelatihanoperasi pemasangan catheter tenckhoff metode Bandung.

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Name Bertha TohaStudy Programe Magister of Hospital Administration StudiesThesis Title Marketing Strategy of Continuous Ambulatory PeritonealDialysis Service at Mrs R.A. Habibie Special KidneyClinic Batam Year 2016Patients who suffer from Kidney Failure Terminal should get kidney replacementtherapy in the form of kidney transplantation, hemodialysis or peritoneal dialysis.It is estimated that patients with terminal renal failure in Indonesia who needdialysis or dialysis of approximately 150,000 people. But that is already gettingdialysis therapy about 100,000 people. CAPD Services at Mrs. R.A. HabibieSpecial Kidney Clinic began in 2010 but the number of CAPD patients is stillsmall. The purpose of this study to analyze the Marketing Strategy of ContinuousAmbulatory Peritoneal Dialysis Services at Mrs. R.A. Habibie Special KidneyClinic Batam Year 2016. The design study is an analytic descriptive withquantitative and qualitative approaches. The tools used in this study aquestionnaire sheet, check list CAPD indications and contraindications, andquestionnaires for informants CAPD, Guidelines Situation Analysis Sheets. Stagesof analysis is Fred R.David strategy followed by Segmenting, Targeting andPositioning, 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 BudiKemuliaan Hospital Batam send to Bandung to attend training catheter fixing operation Tenckhoff Bandung method.