

Pengembangan pemasaran melalui analisa rawat inap Kelas I RSUD Cibabat

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Abstrak

Perkembangan rumah sakit di Indonesia berjalan dengan pesat, terutama setelah adanya deregulasi dibidang perumahan sakitan, seperti rumah sakit pemerintah menjadi rumah sakit swadana (Kepres 38/1991), pendirian rumah sakit profit oleh badan hukum yang berbentuk PT (Permenkes 84/1990) dan dalam rangka menyongsong era globalisasi. Pertumbuhan ini mengakibatkan persaingan antar rumah sakit menjadi lebih ketat, baik swasta dengan swasta maupun swasta dengan rumah sakit pemerintah, hal ini menyebabkan pentingnya pemasaran agar rumah sakit tetap dapat bertahan.

Rumah sakit umum Cibabat Cimahi adalah rumah sakit kelas C milik pemerintah Daerah Tingkat II Kabupaten Bandung, yang berlokasi di kota Administratif Cimahi, mempunyai 126 tempat tidur dengan 22 dokter spesialis dan 11 dokter umum, dan telah menjadi unit swadana sejak Agustus 1996. Pemanfaatan tempat tidur (BOR) RSUD Cibabat masih rendah terutama kelas I, oleh karena itu perlu upaya untuk meningkatkan pemasarannya melalui analisis pelayanan rawat inap kelas I, yang bertujuan untuk mengetahui kesenjangan antara pelayanan saat ini dengan keinginan pasien atau konsumen. Untuk itu telah dilaksanakan survei konsumen dengan teknik kualitatif, dimana data diperoleh melalui pengisian kuesioner yang berisi tanggapan pasien yang dirawat lebih 3 hari terhadap kegiatan rawat inap kelas I, serta wawancara mendalam antara 15 April sampai dengan 15 Juni 1997.

Hasil penelitian dapat disimpulkan bahwa segmen pasar rawat inap kelas I adalah segmen pasar menengah kebawah, sedangkan penilaian terhadap pelayanan rawat inap kelas I masih adanya, kesenjangan baik sarana ruang perawatan maupun pelayanan oleh dokter, perawat, pelayanan obat, pelayanan administrasi, pelayanan makanan, serta kebersihan umum rumah sakit. Agar supaya pemanfaatan rawat inap kelas I (BOR) meningkat, maka perbaikan pelayanan baik sarana maupun sumber daya manusianya harus segera dilaksanakan yang disesuaikan dengan keinginan pasien yang dikemukakan dalam kuesioner dan wawancara mendalam dan berpedoman pada SK Dirlen Yan medik Dep Kes RI No 0159/1987 tentang standar fasilitas ruang perawatan.

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The Marketing Development through the First Class Inpatient Service Analysis The development of hospital in Indonesia take the place quickly, it had been, most important after the existence of the regulation in hospitalization field, such as government hospital had become the hospital as an profit oriented organization with take from in company with shares (P.T) as the legal body and in frame of opposed the globalization era. This growth had been resulted the competition among hospital to be more firm, bath among private hospitals and, between private hospital and government hospital, those had caused the importance of marketing in order of the hospital can hold survival.

The General Hospital of Cibabat , Cimahi is a C class of hospital that owned by level II regional government of Bandung Regency, which have location in Cimahi Administrative city, that had installed of 126 bad-room and assigned 22 medical specialist and of 11 general physician. The General Hospital of Cibabat had

became the unit of self-funding hospital, since of august 1996. In order to increase the utility and coverage of inpatient service that most important in first class, that had been conducted the analysis for lodged-treatment of first class, which have objective to obtain the understand about discrepancy of among desired. For that reason, it had carried out the survey to consumer and employed a qualitative technique, which most data had obtained thoroughly fill in a questionnaire that had filled with the response of many patients for the activity of first class inpatient, and deeply interview to many patients were nursing in first class in "RSUD Cibabat" that it's period from April 15`h to June 15`h , 1997.

From the results of research can concluded that market segment of first class inpatient is involve middle and downward segment, where as at the base of evaluation for first class inpatient service, there needs to increase, both facility of treatment room or treatment service by doctors or physicians, nurses, medicine service, administration service, dietary service, and cleanliness. In order of occupation of first class inpatient (BOR) to be increased, those services improved must be carry out immediately that suitable with patients or consumen desired that had proposed in questionnaire and deeply interviews.