

# Strategi Optimalisasi Pemilihan Fasilitas Kesehatan Rujukan Tingkat Lanjut (FKRTL) dengan Pendekatan Bauran Pemasaran di Rumah Sakit Santo Antonio Baturaja Tahun 2023 = Optmization Strategy for Selection of Advanced Referral Health Facilities by Using a Marketing Mix Approach at Santo Antonio Baturaja Hospital in 2023

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## Abstrak

Rumah sakit secara tidak langsung memiliki tuntutan dalam menerapkan strategi pemasaran. Bauran pemasaran merupakan model strategi terdiri dari 7P, yaitu product, price, place, promotion, people, process, physical evidence. Rumah Sakit Santo Antonio Baturaja mengalami penurunan tingkat keterisian tempat tidur setelah relokasi pada tahun 2019. Informasi pelayanan belum tersampaikan ke masyarakat, salah satunya pelayanan BPJS padahal Universal Health Coverage di Kabupaten Ogan Komering Ulu (OKU) mencapai 87,67% pada November 2023. Penelitian ini bertujuan menciptakan strategi optimalisasi pemilihan RS Santo Antonio sebagai fasilitas kesehatan rujukan tingkat lanjut (FKRTL) di Kabupaten OKU dengan pendekatan bauran pemasaran. Penelitian mixed method, analisis kuantitatif dengan desain potong lintang dari 100 sampel yang mengisi kuesioner di Fasilitas Kesehatan Tingkat Pertama (FKTP), dilanjutkan analisis kualitatif dengan wawancara mendalam beberapa sampel dan manajemen RS Santo Antonio untuk mengkonfirmasi hasil analisis kuantitatif. Hasil analisis kuantitatif didapatkan promosi, harga, sumber daya manusia, proses, dan bukti fisik memiliki hubungan dengan pemilihan FKRTL. Selanjutnya hasil analisis kualitatif didapatkan permasalahan dan rencana strategi. Strategi optimalisasi sesuai prioritas nilai odds ratio (OR) terbesar meliputi pelatihan dan remunerasi untuk mengoptimalkan kinerja SDM, branding tanpa iur biaya, promosi omnichannel yang konsisten, rekam medis elektronik untuk mempersingkat waktu tunggu, dan membangun citra menerima pasien BPJS walaupun gedung RS bagus

.....Hospitals indirectly have demands in implementing marketing strategies. The marketing mix is a strategy model consisting of 7Ps, namely product, price, place, promotion, people, process, physical evidence. Santo Antonio Baturaja Hospital experienced a decrease in bed occupancy rates after relocation in 2019. Information about services has not been conveyed to the public, one of which is BPJS services even though Universal Health Coverage in Ogan Komering Ulu (OKU) Regency reached 87.67% in November 2023. Research This aims to create an optimization strategy for selecting Santo Antonio Hospital as an advanced referral health facility (FKRTL) in OKU Regency using a marketing mix approach. Mixed method research, quantitative analysis with a cross-sectional design from 100 samples who filled out questionnaires at First Level Health Facilities (FKTP), followed by qualitative analysis with in-depth interviews with several samples and the management of Santo Antonio Hospital to confirm the results of the quantitative analysis. The results of the quantitative analysis showed that promotion, price, human resources, processes and physical evidence were related to the selection of FKRTL. Furthermore, the results of the qualitative analysis obtained problems and strategic plans. Optimization strategies according to the priority of the largest odds ratio (OR) value include training and remuneration to optimize HR performance, branding without cost fees, consistent omnichannel marketing, electronic medical records to shorten waiting times, and building an image of accepting BPJS patients even though the hospital building is good.