

Strategi Pemasaran Rumah Sakit Ibu dan Anak Buah Hati Pamulang selama Masa Pandemi COVID-19 = Marketing Strategy of the Pamulang Baby and Mother Hospital during the COVID-19 Pandemic

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Abstrak

Pandemi covid-19 di Indonesia memberikan banyak dampak terutama di layanan kesehatan, dengan semakin banyaknya kejadian kasus, hal ini membuat minat masyarakat untuk mendatangi tempat-tempat pelayanan kesehatan juga terlihat menurun dikarenakan adanya kekhawatiran terinfeksi oleh virus ini. Berkurangnya kunjungan pasien, tentunya secara linier akan memengaruhi aktivitas operasional rumah sakit. Dalam hal ini Rumah Sakit Ibu dan Anak Buah Hati Pamulang juga mengalami penurunan drastis jumlah kunjungan pasien. Tujuan dari penelitian ini adalah untuk mengembangkan strategi pemasaran RSIA Buah Hati Pamulang. Desain penelitian non eksperimental, kuesioner terhadap 100 pasien RSIA Buah Hati Pamulang yang pernah berkunjung selama 3 tahun terakhir, wawancara mendalam dan FGD dengan stakeholder RS yaitu Direktur, Manager Layanan, Manager Umum SDM, Manager Keuangan, Asisten Manager dan Tim Marketing. Hasil penelitian ketakutan tertular virus corona adalah faktor utama penyebab berkurangnya kunjungan pasien selama pandemi, ada perubahan marketing mix terutama di produk, proses dan promosi. Untuk produk kedepan RSIA Buah Hati Pamulang sebagai safety hospital dengan menerapkan biosafety, proses pendaftaran dan pemeriksaan pasien yang diefektifkan, promosi dengan meningkatkan pemanfaatan social media. Untuk strategi pemasaran kedepan agresive yaitu ekspansi luas, frekuensi dan komunikasi yang intens dengan jejaring. Saran untuk implementasi, evaluasi dan control strategi pemasaran diprioritaskan.

.....The COVID-19 pandemic in Indonesia has had many impacts, it is especially in health services. By the increasing number of cases, it has made people's interest in visiting health care places, it also appears to decline, it due to concerns about being infected by this virus. The decrease in patient visits, of course, it will linearly affect the operational activities of the hospital. In this case, the Pamulang Mother and Child Hospital also experienced a drastic decrease in the number of patient visits. This study aims to develop a marketing strategy for RSIA Buah Hati Pamulang. Non-experimental research design, questionnaires to 100 patients of RSIA Buah Hati Pamulang who have visited for the last 3 years, in-depth interviews and FGD with hospital stakeholders, they are the Director, Service Manager, General Manager of HR, Finance Manager, Assistant Manager and Marketing Team. The results of the study showed that the fear of contracting the corona virus was the main factor causing the reduction in patient visits during the pandemic, there were changes in the marketing mix, it is especially in products, processes and promotions. For future products, RSIA Buah Hati Pamulang is as a safety hospital by implementing biosafety, an effective patient registration and examination process, promotion by increasing the use of social media. For an aggressive future marketing strategy. They do wide expansion, frequency and intense communication with the network. Suggestions for the implementation, evaluation and control of marketing strategies are prioritized.