



## INTISARI

**Latar Belakang:** Pergeseran RS dari lembaga sosial ke lembaga usaha sosial yang mempunyai karakter ekonomi dan sosial, menuntut RS untuk beradaptasi terhadap perubahan tersebut agar dapat terus hidup dan berkembang. Demikian juga RSD Panembahan Senopati Bantul, untuk meningkatkan jumlah kunjungan pasiennya melalui berbagai aktivitas pemasaran dengan konsep manajemen pemasaran. Hasil *preliminary research* didapatkan 118 aktivitas pemasaran yang telah dijalankan RS selama ini, meliputi 107 aktivitas yang berhubungan dengan pelayanan medis dan 11 aktivitas pelayanan non medis. Dengan berpedoman manajemen pemasaran jasa modern atau *marketing mix* (7P), yaitu *product, place, promotion, pricing, people, physical evidence, dan process* dari aktivitas-aktivitas pemasaran dilakukan analisis sehingga membentuk faktor-faktor yang dapat mewakili aktivitas. Jumlah kunjungan pasien RS P. Senopati Bantul mengalami kenaikan tahun 2004-2006, tetapi jika dilihat menurut cara pembayarannya kelompok pasien umum mengalami penurunan. Untuk itu dalam penelitian ini ingin mengetahui bagaimana respon pasien umum terhadap aktivitas pemasaran yang sudah dijalankan RS.

**Tujuan penelitian:** Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor dalam aktivitas pemasaran melalui respon pasien dan melakukan evaluasi kinerja aktivitas pemasaran di RS P. Senopati Bantul.

**Metode:** Penelitian ini dirancang sebagai penelitian *eksploratif analitik* dengan *cross sectional survey*. Cara pengukuran respon pasien umum dengan menggunakan arah respon, yaitu respon positif dan respon negatif. Data primer berasal dari kuesioner yang telah diuji *validitas* dan *reliabilitas*, menggunakan skala stapel. Besar sampel sebanyak 200 responden, yaitu pasien umum yang berkunjung di unit rawat jalan RS P. Senopati Bantul. Analisis data yang digunakan adalah analisis faktor dengan metode PCA (*Principal Component Analysis*) dan *deskriptik analitik*.

**Hasil dan kesimpulan:** Didapatkan 10 faktor valid pemasaran, yaitu (1) faktor *responsiveness*, (2) ketrampilan petugas, (3) nilai pelayanan, (4) kemudahan pelayanan administrasi, (5) kelengkapan pelayanan poliklinik, (6) kenyamanan, (7) saluran komunikasi, (8) waktu tempuh, (9) kritik dan saran, (10) transportasi umum. Faktor aktivitas pemasaran yang mendapatkan penilaian tertinggi adalah faktor *responsiveness*, faktor kemudahan pelayanan administrasi, dan faktor nilai pelayanan. Sedangkan faktor yang perlu ditingkatkan kinerjanya yaitu faktor saluran komunikasi (*information nonpersonal* dan *information interactive*) dan faktor transportasi umum.

**Kata kunci:** respon pasien, aktivitas pemasaran, kinerja aktivitas pemasaran



## ABSTRACT

**Background:** The shift of the position of a hospital from social institution to social business institution which has social and economic characteristics requires the hospital to adapt to the shift in order to be able to exist and develop. Panembahan Senopati Hospital of Bantul also needs to increase the number of visits of patients through various marketing activities by applying the concept of marketing management. The result of preliminary study shows that out of 118 marketing activities that have been implemented by the hospital as many as 107 are related to medical services and 11 non medical services. Based on modern service marketing management or marketing mix (7ps) i.e. product, place, promotion, pricing, people, physical evidence, and process the present marketing activities are analyzed which result in factors that represent activities. Visits to Panembahan Senopati Hospital of Bantul increased in 2004 – 2006, however if viewed from methods of payment of general patient group there was a decrease. Therefore it is necessary to identify response of patients in general to marketing activities which have been implemented by the hospital.

**Objective:** The study aimed to identify factors in marketing activities through response of patients and evaluate the performance of marketing activities at Panembahan Senopati Hospital of Bantul.

**Method:** This was a cross sectional survey which used explorative analytical approach. Response of patients was measured from the direction of response, either positive or negative. Primary data were obtained from questionnaire of which its validity and reliability had been tested using staple scale. There were as many as 200 respondents comprising general outpatients visiting Panembahan Senopati Hospital of Bantul. Data analysis used factor analysis with Principal Component analysis and descriptive analysis methods.

**Result and Conclusion:** There were 10 valid factors of marketing, i.e. (1) responsiveness, (2) expertise of staff, (3) service value, (4) ease of administration services, (5) completeness of polyclinic service, (6) convenience, (7) communication channel, (8) duration of access, (9) criticism and suggestion, (10) public transport. Factors of marketing activities which had high score were factor of responsiveness, factor of ease of administration services, and factor of service value . Meanwhile, factors of which their performance should be improved were factor of communication channel (non personal and interactive) and factor of public transport.

**Keywords:** response of patients, marketing activities, performance of marketing activities