

ABSTRAK

Latar belakang: Kesehatan gigi dan kehamilan adalah dua hal yang saling berhubungan sehingga penting untuk diperhatikan. Pemanfaatan pelayanan kesehatan gigi ibu hamil masih belum tinggi. Klinik Amanda berupaya memberikan pelayanan kesehatan yang bermutu dan berdaya saing yang kuat sehingga perlu menganalisis faktor-faktor bauran pemasaran yang berpengaruh terhadap minat periksa gigi Ibu hamil di Poli Gigi Klinik Amanda.

Tujuan: Penelitian ini bertujuan untuk menganalisis faktor-faktor bauran pemasaran yang mempengaruhi minat periksa gigi Ibu hamil di poli gigi Amanda.

Metode: Penelitian ini adalah observasional-analitik, kuantitatif, *cross-sectional* dan analisis *conjoint* dengan teknik *sampling total sampling*. Penelitian pendahuluan terhadap 26 pasien menghasilkan atribut: pembawaan dokter gigi, biaya konsultasi dokter gigi, waktu tunggu, media promosi dan 12 level. Level-atribut diolah menjadi 9 skenario poli gigi. Selanjutnya 96 pasien diminta memberikan penilaian 1 sampai 7 pada skenario mengenai minat melakukan periksa gigi di klinik tersebut.

Hasil: Atribut terpenting: biaya konsultasi dokter gigi (41,96%), atribut penting selanjutnya waktu tunggu (20,54%), pembawaan dokter gigi (19,30%), media promosi (18,21%). Level yang diminati : biaya konsultasi Rp 50.000, waktu tunggu 5 menit dan 15 menit, pembawaan dokter gigi yang ramah dan sabar, media promosi penyuluhan. Level yang kurang diminati: biaya konsultasi Rp 100.000 dan Rp 150.000, waktu tunggu 30 menit, pembawaan dokter gigi cepat dan tanggap dan memberikan informasi yang jelas, media promosi melalui brosur dan media *chatting*.

Kesimpulan: Biaya konsultasi dokter gigi merupakan faktor terpenting dalam penelitian ini, faktor berikutnya berturut-turut: waktu tunggu, sikap dokter gigi dan media promosi.

Kata kunci: Bauran pemasaran, *conjoint*, minat, periksa gigi.

ABSTRACT

Background: *Dental health and pregnancy are two things that are interconnected so it is important be paid attention to. The utilization of dental health services for pregnant women is still not high yet. Amanda Clinic attempts to provide quality health services and has strong competitiveness, therefore, it is necessary to analyze the marketing mix factors that influence the dental checkup interest of pregnant women at Amanda Dental Polyclinic.*

Objective: *This research aims to analyze the marketing mix factors that influence the dental checkup interest of pregnant women at Amanda Dental Polyclinic.*

Method: *This research is an observational-analytic, quantitative, cross-sectional, and conjoint analysis, with total sampling technique. The preliminary research on 26 patients resulted in the attributes: dentist's attitudes, dentist's consultation fee, waiting time, promotion media and 12 levels. These attribute levels were processed into 9 dental poly scenarios. Furthermore, 96 patients were asked to give ratings 1 to 7 on the scenarios regarding their interest in doing a dental checkup at the clinic.*

Results *The most important attributes: the dentist consultation fee (41.96%), the waiting time (20.54%), the dentist's attitudes (19.30%), the promotion media (18.21%). The interested levels: the consultation fee of 50,000 IDR, 5-minute and 15-minute waiting times, the friendly and patient dentist, the promotion media in the form of counseling. The uninterested levels: the consultation fees of 100,000 and 150,000 IDR, a 30-minute waiting time, the fast and responsive yet clear information dentist, the promotion media through brochures and chat.*

Conclusion: *The dental consultation fee is the most important factor in this research, and the following factors are: the waiting time, the dentist's attitudes, and the promotion media.*

Keywords: *Marketing mix, conjoint, interest, dental checkup*