

INTISARI

Latar belakang:

Persaingan bisnis klinik hewan di Semarang meningkat sejak bermunculan klinik hewan baru. Klinik hewan GSL perlu segera memetakan profil segmen klien untuk dapat lebih mengenali kebutuhan pelanggan.

Tujuan:

Identifikasi profil segmen pelanggan rawat jalan berdasar karakter geografis, demografis & *pet ownership*, psikografi, dan perilaku untuk menggambarkan profil klien yang memanfaatkan jasa layanan di klinik hewan GSL.

Metode:

Penelitian dilakukan dengan memberikan kuisioner kepada 75 orang klien pemilik anjing dan 75 orang klien pemilik kucing di bagian rawat jalan klinik hewan GSL. Kuisioner dianalisa dengan analisa deskriptif pada karakter geografis, demografis & *pet ownership*, dan perilaku, dan analisa faktor dan analisa kluster pada karakter psikografi berdasar variabel *human-pet relationship*, kemudian dilakukan analisa crosstab guna membangun profil segmen klien pemilik anjing dan klien pemilik kucing berdasar karakter geografis, demografi & *pet-ownership*, perilaku, dan psikografi berdasar *human-pet relationship*.

Hasil dan pembahasan:

Terdapat perbedaan karakter pada kedua segmen klien, dimana klien pemilik anjing tinggal di area dekat klinik hewan GSL, berusia matang, bekerja sebagai wiraswasta dengan penghasilan tinggi dan tinggal di rumah pribadi. Mereka cenderung tidak memelihara hewan dalam jumlah banyak, dan berkunjung ke klinik hewan GSL untuk berobat dan perawatan rutin. Dimensi hubungan yang terbangun antara pemilik dan anjingnya didasari kesetiaan, refleksi diri, dan tampilan fisik. Klien pemilik kucing berasal dari area yang lebih luas, berusia muda produktif, tingkat pendidikan tinggi, bekerja sebagai pegawai swasta dengan penghasilan sedang dan tinggal bersama keluarga. Klien pemilik kucing cenderung memelihara kucing dalam jumlah lebih banyak, dan berkunjung ke GSL untuk berobat dan tindakan preventif. Dimensi hubungan antara pemilik dan kucingnya adalah karena hobi dan gaya hidup yang bisa dibanggakan, juga sebagai bagian dari keluarga.

Kesimpulan dan saran:

Berdasar hasil segmentasi geografis, demografis & *pet ownership*, perilaku, dan psikografi klien klinik hewan GSL, maka dapat disusun program pemasaran yang sesuai dengan karakter yang terbentuk pada masing-masing kelompok klien. Untuk klien pemilik anjing dapat diarahkan ke program *annual optimum-health care* dan *senior maintenance care* sedang pada pemilik kucing dapat diarahkan ke program *junior preventive care* dan *maternity plan*.

Kata kunci: segmentasi, klinik hewan, human-pet relationship

ABSTRACT

Background: Bussines competition of pet clinic in Semarang has increased since the emergence of new pet clinic. Clinic of Griya Satwa Lestari should immediately mapping of client profile segment to better identifying customer needs.

Objective: Customer segmentation of outpatient unit based on geographic, demographic, and pet ownership, psychography and behavior factor to getting overview of client segment profile who utilization service in veterinary clinic of Griya Satwa Lestari

Method: Type of study was descriptive analytics to looked characteristics of customers. Sampling used cluster random sampling method. Study was conducted by giving questionnaires to 75 dog owners and 75 cat owners in outpatient clinic of Griya Satwa Lestari. Questionnaire was analyzed by descriptive analysis on geographic, demographic, pet ownership, and behavioral. Factor analysis and cluster analysis on psychographic characteristic based on human-pet relationship variable, then analyzed using crosstabulation to developed profile of client segment of cat and dog owner by geographic, demographic, pet-ownership, behavior, and psychography based on human-pet relationship.

Result and Discussion: Both cat and dog client segments had different characters. The dog owner's clients lived in near area of pet clinic of Griya Satwa Lestari, mature, worked as high-income entrepreneurs and lived in private homes. The client tend not to raised large numbers of animals. The client always visited for treatment and routine care. The dimensions of relationship built between the dog's owner and the dog are based on loyalty, self-reflection, and physical appearance. The cat owner's client came from a wider area, productive young age, higher education level, working as a private employee with moderate income and living with family. Cats owners tend to keep more cats, and visited clinic for treatment and preventive measures. The dimension of relationship between the cat's owner and the cat due to hobbies and as prestige lifestyle and as well as part of family.

Conclusiomn and Suggestion: Client segmentation based on type of pet ownership can describes differences in characters both cat and dog client such as geographic, demographic and pet ownership, behavior, also psychography based on human-pet relationship. Animal clinical management may develop appropriate marketing strategies for each segment by taking into account the differences in characters.

Key words: segmentation, human-pet relationship, animal clinic