

ABSTRAK

Latar belakang: Permasalahan yang dihadapi RSJ Prof. Dr. Soerojo Magelang saat ini adalah penurunan angka kunjungan rawat jalan dan penurunan kepuasan pelanggan. Analisis bauran pemasaran berdasarkan survei kepuasan yang rata-rata bernilai cukup baik berdasarkan persepsi pelanggan rumah sakit dan target pendapatan yang ditargetkan dari sumber *out of pocket* sebesar 30 persen memerlukan taktik bauran pemasaran yang tepat terhadap pelanggan potensial yakni masyarakat. Penerapan taktik bauran pemasaran di RSJ Prof. Dr. Soerojo Magelang belum optimal dan belum pernah dilakukan penelitian terkait hal tersebut maka perlu dilakukan penelitian bagaimana peran faktor-faktor dalam bauran pemasaran terhadap keputusan masyarakat memilih rumah sakit.

Tujuan: Mengidentifikasi peran faktor-faktor dalam bauran pemasaran terhadap keputusan masyarakat memilih rumah sakit

Metode: Jenis penelitian deskriptif, pendekatan kuantitatif, desain penelitian *cross sectional*, responden sebanyak 385 orang, dilakukan survei dengan kuesioner dan dilakukan analisis data dengan paket program.

Hasil Penelitian: Komponen bauran pemasaran yang menempati tiga posisi teratas adalah komponen lokasi dengan median 4.67(1-5), komponen proses dengan median 4.60 (1-5) dan komponen biaya dengan median 4.50 (1-5). Terdapat perbedaan bermakna antara kelompok yang memilih dan tidak memilih RSJ Prof Dr Soerojo Magelang dalam komponen dokter/staf dan promosi (nilai $p < 0.05$).

Kesimpulan: Komponen lokasi, proses dan biaya merupakan faktor paling berpengaruh dalam bauran pemasaran terhadap keputusan masyarakat memilih rumah sakit

Kata kunci: Bauran Pemasaran, Masyarakat, Keputusan

ABSTRACT

Background: The problems faced by Soerojo Hospital is currently decreasing the number of outpatient visits and decreasing customer satisfaction. Marketing mix analysis based on satisfaction surveys which on average are good based on hospital customer perceptions and targeted revenue targets from out of pocket sources of 30 percent require the right marketing mix tactics for potential customers in the community. Application of marketing mix tactics in Soerojo Hospital has not been optimal and research related to this has never been done, it is necessary to research how the role of the marketing mix factors on people's decisions in hospital selection.

Objectives: The aims of this study was to identify the role of the marketing mix factors on people's decisions in hospital selection

Methods: This study was conducted with a descriptive, quantitative approach, cross sectional research design, 385 respondents were surveyed with questionnaires and data analysis was carried out with program packages.

Result: The components of the marketing mix that occupy the top three positions are the location component with a median of 4.67(1-5), the process component with a median of 4.60 (1-5) and the cost component with a median of 4.50 (1-5). There was a significant difference between the groups who choose and did not choose Soerojo mental hospital in the doctor/staff and promotion (p value <0.05).

Conclusion: Location, process and cost components are the most influential factors in the marketing mix on people's decisions in hospital selection.

Keywords: *marketing mix, people, decision*