

Analisis hubungan persepsi tentang bauran pemasaran dengan kepuasan dan WORD OF MOUTH pada pasien umum poliklinik Rumah Sakit Kartika Husada Setu tahun 2017

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Abstrak

Penelitian yang dilakukan di poliklinik RS Kartika Husada Setu ini membahas hubungan persepsi tentang bauran pemasaran dengan kepuasan dan word of mouth pada pasien umum, yang dinilai penulis penting dilakukan untuk acuan rumah sakit dalam menetapkan strategi pemasaran. Penelitian dilakukan dengan disain kuantitatif, metode survei dan pendekatan crosssectional. Berdasarkan hasil penelitian diketahui mayoritas persepsi pasien tentang product baik sebesar (64,2%), persepsi pasien tentang price kurang baik sebesar (58,8%), persepsi pasien tentang place baik sebesar (60,1%), persepsi pasien tentang promotion baik sebesar (54,7%), persepsi pasien tentang people baik sebesar (56,8%), persepsi pasien tentang physical evidence baik sebesar (62,2%), persepsi pasien tentang process baik sebesar (55,4%), pasien yang puas sebesar (58,8%) dan pasien melakukan word of mouth sebesar (56,1%). Hasil penelitian menunjukkan ada hubungan antara persepsi pasien tentang product ($p=0,604$), place ($p=0,016$), people ($p=0,019$), physical evidence ($p=0,042$) dengan kepuasan pasien dan tidak ada hubungan antara price ($p=0,528$), promotion ($p=0,225$), dan process ($p=0,202$) dengan kepuasan pasien. Hasil penelitian juga menunjukkan ada hubungan antara kepuasan pasien dan word of mouth ($p=0,044$). Hasil penelitian menunjukkan physical evidence memiliki hubungan paling kuat dengan kepuasan pasien ($p=0,048$). RS Kartika Husada Setu perlu memperhatikan aspek bauran pemasaran product, place, people, dan terutama physical evidence. Kata kunci: Persepsi, Bauran Pemasaran, Kepuasan Pasien, Word of Mouth

Research conducted in polyclinic RS Kartika Husada Setu discusses the relationship of perception about the marketing mix with satisfaction and word of mouth in general patients, which assessed the author is important for hospital reference in setting marketing strategy. The research was conducted by quantitative design, survey method and cross-sectional approach. Based on the result of the research, it is known that the majority of patient perception about good product is (64,2%), patient perception about price less good (58,8%), patient perception about good place (60,1%), patient perception about promotion good (54,7%), patient perception about good people (56,8%), patient perception about physical evidence either (62,2%), patient perception about good process (55,4%), patient Satisfied (58,8%) and patient do word of mouth (56,1%). The result showed that there was correlation between patient perception about product ($p = 0,604$), place ($p = 0,016$), people ($p = 0,019$), physical evidence ($p = 0,042$) with patient satisfaction and no relation between price ($p = 0,528$), Promotion ($p = 0,225$), and process ($p = 0,202$) with patient satisfaction. The results also showed there was a relationship between patient satisfaction and word of mouth ($p = 0.044$). The results showed physical evidence had the strongest relationship with patient satisfaction ($p = 0.048$). RS Kartika Husada Setu needs to pay attention to the marketing mix of product, place, people, and especially physical evidence

Keywords: Perception, Marketing Mix, Patient Satisfaction, Word of Mouth