

Pengaruh Bauran Pemasaran Dengan Minat Kunjungan Ulang Pasien Di Poliklinik Graha Eksekutif RSMH Pada Masa Pandemi COVID-19 Tahun 2022

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Abstrak

Jumlah kunjungan ulang pasien di Poliklinik Graha Eksekutif RSMH sebelum dan saat masa pandemi COVID-19 belum mencapai target 90% pada tahun 2019, 2020 dan 2021. RSMH perlu mencari tahu apa harapan pasien dengan melakukan pemasaran efektif dan optimal dalam upaya meningkatkan minat kunjungan ulang pasien melalui konsep bauran pemasaran. Bauran Pemasaran adalah kumpulan alat pemasaran untuk mempengaruhi permintaan produknya. Penelitian bertujuan mengetahui hubungan dan pengaruh bauran pemasaran 7P meliputi: produk (product), harga/tarif (price), tempat (place), promosi (promotion), profesional (professional), karyawan (people), kekuatan pemerintah (power) dengan minat kunjungan ulang pasien, serta penyusunan rekomendasi alternatif strategi pemasaran yang tepat. Penelitian dilaksanakan di Poliklinik Graha Eksekutif RSMH dengan mix methode. Metode pengumpulan data kuesioner terhadap 215 responden selama tiga (3) bulan, wawancara terhadap 5 informan selama dua (2) bulan, FGD, dan telaah dokumen. Hasil penelitian kuantitatif didapatkan seluruh variabel 7P berhubungan dengan minat kunjungan ulang, variabel signifikan berpengaruh yaitu variabel harga/tarif, karyawan, promosi, kekuatan pemerintah dan yang paling dominan berpengaruh yaitu variabel tarif. Hasil penelitian kualitatif didapatkan rekomendasi alternatif strategi pemasaran jangka pendek >1 tahun meliputi : pelatihan public speaking dan service excellent, pengembangan SDM Unggul, memperluas networking untuk promosi, digitisasi tenaga kesehatan, promosi rutin, perbaikan interior eksterior, PKS pihak potensial, paket potongan 10%, diskon administrasi 50% dan mengoptimalkan Daftarinaja, telemedicine, Sijo, Sijadok dan jangka menengah >5 tahun meliputi : revisi tarif, penempatan karyawan right man on the right place, kebijakan remunerasi, pembuatan kios, menciptakan aplikasi RSMHClub, membuka brand produk, penerapan company branding, dan melakukan seminar pengampuan.

The number of revisits patients in Executive Hall Polyclinic of the RSMH Palembang prior to and during COVID19 pandemic had not reached the designated target of 90% in 2019, 2020, and 2021. The RSMH needs to identify expectations from the patients by undertaking effective through the concept of mixed marketing. Mixed marketing is a set of marketing tools to influence demands toward a product. This research intended to acknowledge the relationships and influences from Mixed Marketing which the 7P; price; place; promotion; professionalism; people (staffing) and power government, toward revisiting interests among patients, and accordingly the composing of proper alternative marketing strategy for recommendation. The research was undertaken within Executive Hall Polyclinic of the RSMH Palembang by way of mixed methods comprising the method of questionnaire data gathering from 215 respondents within 3 (three) months; interviewing of five informants for 2 (two) months, FGD and literature review. Quantitative results from the research yielded that throughout all the 7P variables related to revisiting interests, the most significantly-influencing variables are pricing; people; promotion, and the power of government, whereas the most dominant variable is pricing. While qualitative results from research yielded a short term alternative marketing strategy for recommendation within the time span >1

year, namely public speaking and service excellence trainings; development of superior human resources, expansion of networking for promotion; digitalization of health workers; routine promotions; enhancements of interiors and exteriors; PKS of potential; 10% discount packages; 50% discount; along with optimization of the applications Daftarinaja; telemedicine; Sijo and Sijadok. For the medium term of >5 years the recommendations obtained are tariff revision; ?right man on the right place ?staffing; remunerative policies; establishments of kiosks; creation of the RSMHClub app; setting up product branding; applying company branding and the organizing of remedial seminars. </div>