

Analisis segmen pasar potensial pelayanan rawat inap kelas VVIP RS PMI Bogor tahun 2010

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Abstrak

<div style="text-align: justify;">Tesis ini membahas analisis segmen pasar potensial produk pelayanan rawat inap kelas VVIP Rumah Sakit PMI Bogor berdasarkan lcarakberistik pasien meliputi demograiiik, geograflk dan psykografik serta karakteristik wilayah kota Bogor meliputi gambaran geodemograflk, analisa minat, daya beli dan akses terhadap produk pelayanan rawat imap kelas VVIP Rumah Sakit PMI Bogor. Penelitian ini adalah penelitiau kualitatif dengan desain deskriptif. Hasil penclitian menyarankan bahwa Rumah Sakit PMI Bogor perlu menyusun kembali strategi pemasaran yang sesuai dengan pasar potensial secara sistematis, akurat dan profesional dengan memperhatikan sarana dan prasarana, sehingga dapat meningkatkan utilisasi dan pendapatan bagi Rumah Sakit PMI Bogor.<hr />This thesis discusses the analysis of the potential market segment for a service product of the VVIP class in patient service at PMI l-hospital, Bogor based on a patient’s characteristics which consist of the characteristics of demographic, geographic, and psychograiic, and also the characteristics of Bogor itself which covers the geodemographic picttue, intention analysis, purchase power, and access towards the VVIP class in patientservice at PMI Hospital, Bogor. This research applies a qualitative methode with a descriptive design. The reseach's result draws a conclusion that the PM.I Hospital, Bogorhas to build a marketing stxategi which is proper with a potential market systematically, accurately, and professionallyby paying attention to the Hospital’s infrastructures in order to the optimize the utilization and to increase the income of PMI Hospital, Bogor.</div>