

# Analisis Penentuan Posisi Sebagai Dasar Pengembangan Klinik Spesialis Dan Rumah Bersalin Prima Husada Menjadi RSIA Prima Husada Berdasarkan Segmen Pelanggan

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## Abstrak

Dalam era globalisasi dengan masuknya modal asing maupun tenaga asing khususnya di bidang perumah sakitan, persaingan semakin ketat terlebih dalam usaha menarik pelanggan atau pasien. Sehingga untuk itu pihak pemilik maupun pengelola rumah sakit harus sudah menentukan target pasar/pelanggannya sehingga dapat menentukan posisinya dari persepsi pelanggan.

Penelitian ini bertujuan menentukan posisi Klinik Spesialis dan Rumah Bersalin Prima Husada Cinere dari target pasar yang ada berdasarkan persepsi pelanggan/pasar. Penelitian penentuan posisi ini merupakan penelitian deskriptik analitik dengan menggunakan pendekatan studi kuantitatif dan kualitatif dengan desain cross sectional. Pendekatan kuantitatif menggunakan kuesioner terhadap 100 responden dan pendekatan kualitatif dilakukan dengan wawancara mendalam pada pihak manajemen Klinik Spesialis dan Rumah Bersalin Prima Husada Cinere.

Hasil penelitian menunjukkan pelanggan Klinik Spesialis dan Rumah Bersalin Prima Husada Cinere mayoritas berasal dari sekitar Cinere, telah tinggal di kediamannya lebih dari 2 tahun sampai 8 tahun, usia > 20 - 40 tahun, pendapatan > 1 juta sampai 2,5 juta per bulan, informasi tentang keberadaan Klinik Spesialis dan Rumah Bersalin Prima Husada Cinere didapat dari saudara/teman, pembiayaan bersumber pribadi. Terdapat adanya segmen yang peduli tarif dan peduli pengobatan. Target pasar /pelanggan yang ditetapkan bersama manajemen adalah pelanggan yang berdomisili di wilayah Cinere dan sekitarnya, usia > 20 - 40 tahun, pendapatan > 1 juta sampai dengan 2,5 juta per bulan, pembiayaan bersumber pribadi/asuransi.

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In this new era, with the presence of foreign investors as well as foreign human resources especially in the hospital field, the competition has increased especially in the efforts to attract customers or patients. This condition causes the hospital's owner and management to determine their target or customers, especially through the customers' perceptions.

The aim of this research is to determine the position of the Cinere Prima Husada Specialist and Delivery Clinic from the present market target through customer or market perception. This position determination research is an analytical descriptive research with quantitative and qualitative approaches with cross sectional design. The quantitative approach used questionnaires given to 100 (one hundred) responders. Where as the qualitative approach was a thorough interview with Prima Husada Specialist and Delivery Clinic management.

The results showed that the majority of Prima Husada Specialist and Delivery Clinic customers come from around the Cinere area, have stayed there for 2 - 8 years, with ages of 20 - 40 years old, with salaries of 1 -

2.5 million rupiahs per month, having heard of Prima Husada Specialist and Delivery Clinic from friends or family, and they were self-paid. In this research, it was found that a segment of the customers paid close attention to the fee and treatment.

From the analysis it was concluded that the market or customer target determined by management were those living in Cinere and its surroundings, especially women in their productive age of 20 ? 40 years old with incomes ranging fom Rp. 1 - 2.5 million per month. In addition, the targeted patients are those who pay for the treatments themselves. Therefore the managment is positioning Prima Husada Specialist and Delivery Clinic, as well as the future mother and child hospital, to focus its customers on those in the middle-low economy segment.