

Analisis Product Life Cycle pada Produk RSIA Budi Kemuliaan Tahun 2009 = Product Life Cycle Analysis of Budi Kemuliaan Hospital's Product in Year 2009

Spency Dolly, author

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Abstrak

Tesis ini membahas hasil analisis produk RSIA Budi Kemuliaan dalam Product Life Cycle atau Siklus Hidup Produk. Produk yang diteliti adalah produk rawat jalan (pribadi, berjenjang, UGD) dan produk KBKO (Kamar Bersalin, Kamar Operasi). Variabel yang digunakan adalah variabel sales, revenue, competitive technology, dan Investment in Research & Development. Penelitian ini merupakan penelitian operasional dengan pendekatan kuantitatif dan kualitatif.

Dari hasil penelitian ditemukan bahwa poliklinik berjenjang, klinik gigi, poliklinik sore, UGD, kamar bersalin dan kamar operasi mengalami fase growth. Sedangkan poliklinik pribadi mengalami fase mature. Peneliti menyarankan agar rumah sakit dapat membuat rencana strategi yang tepat dari analisis dan alternatif strategi yang diberikan.

.....The focus of this study is to analyze Budi Kemuliaan hospital's product with product life cycle tools. The products are polyclinic for the outpatient (general, specialist and emergency room), birthing room and operation room. This research is operational research with quantitative and qualitative approaches. The result of this study that general polyclinic, afternoon polyclinic, dental clinic, emergency room and birthing room have a growth stage. They are different with specialist clinic that has mature stage. Because of that, the researcher suggests that Budi Kemuliaan hospital make a strategic plan based on that facts. Which can help them growth larger than they were right now.