

Hubungan bauran pemasaran dengan loyalitas pelanggan unit rawat jalan Rumah Sakit Haji Jakarta tahun 2007

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Abstrak

Achievement of hospital marketing is strongly rely on their perception of costumer behaviour. Loyal costumer grow to be a valuable asset for health service provider. The understanding of costumer loyalty development phases could construct costumer trustworthiness.

Haji Hospitas is a private hospital located at Pondok Gede, East Jakarta From 2007's data of Out Patient Rate, can be concluded that the number tend to be decreasing and showed no significant improvement. Considering on the situation, which is more expensive to reach new costumer than to retain the old ones, then hospital management is willing to improve marketing strategy by identifying their marketing mix which related to I-laji?s costumer loyalty.

Thesis objective is to discover relationship between Haji?s marketing mix with their costumer loyalty. Therefore, this research is an observational study through cross-sectional quantitive analysis approach. Primary data collection is performed through self administrated questionnaire toward I IO respondents.

Quantitive approach indicated majority of respondents are having a good perception with the existing marketing mix at Haji Hospital. The result of Chi Square test shows that the determining variables are : location aspect, waiting time aspect and access of informaton aspect. This research conclude : to perform the significance connection between products, prices, promotion and peoples with costumer loyalty, this study should be completed with qualitative approach.

This thesis is also proposing suggestion to perform study of building the costumer retention marketing programme by hospital management The application programme, based on the research result are Relationship Marketing Programme, Frequent Costumer Gilt, Testimonial Letter and Recommend a Frien and Family Member Reward.