

Analisis segmentasi target dan posisi pasar poliklinik anak di RSIA Buah Hati Ciputat tahun 2015 = Analysis of market segmentation target and market position of pediatric polyclinic of RSIA Buah Hati Ciputat 2015

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Abstrak

[Belum optimalnya kegiatan pemasaran dan belum adanya kerjasama dengan BPJS Kesehatan mengakibatkan sedikitnya jumlah pasien baru dibandingkan pasien lama dan menurunnya jumlah kunjungan poliklinik anak. Penelitian ini bertujuan untuk mendapatkan informasi mengenai segmen pasar sebagai dasar analisis segmentasi, target dan posisi pasar poliklinik anak RSIA Buah Hati Ciputat pada tahun 2015.

Penelitian ini menggunakan jenis penelitian deskriptif dengan pendekatan kuantitatif dan kualitatif. Hasil penelitian ini adalah segmen pasar yang dibagi berdasarkan variabel geografis, demografis, psikografis dan perilaku. Target pasar yang paling sesuai merupakan hasil segmen pasar yang dianggap potensial yaitu, ibu usia produktif dan berpendidikan tinggi yang memiliki anak usia 3-5 tahun dengan penghasilan keluarga 2-5 juta perbulan. Posisi pasar yang terbentuk adalah pelayanan kesehatan anak yang ekonomis dengan tenaga kesehatan berkualitas di Wilayah Kota Tangerang Selatan.

.....The marketing activities in RSIA Buah Hati Ciputat has not optimal and there are no cooperation with BPJS Kesehatan that has been targeted and has result least number of new patients compare to number of old patients and decreasing the

number of visits in pediatric polyclinic. This study aims to get information about market segments as the basis for the analysis of market segmentation, target and market position of pediatric polyclinic of RSIA Buah Hati Ciputat 2015. The types

of this study is descriptive with quantitative and qualitative. The result of this study are market segments which is divided by the variable geographic, demographic,

psychographic and behavioral. Target market is the potential of market segments is young mother and well educated who have children between 3-5 years old, with family income between 2-5 million rupiahs each month. The market position are the child health care which economical with qualified health personnel in South Tangerang City., The marketing activities in RSIA Buah Hati Ciputat has not optimal and there are

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