

## Gambaran bauran pemasaran Poliklinik Onkologi Rumah Sakit Umum Daerah kota Bogor tahun 2016 = General overview of marketing mix in Oncology Polyclinic of Rumah Sakit Umum Daerah kota Bogor in 2016

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### Abstrak

#### <b>ABSTRACT</b><br>

Perkembangan dan persaingan dunia pelayanan kesehatan membuat pihak manajemen berupaya memberikan yang terbaik kepada konsumen. RSUD Kota Bogor telah menyediakan pelayanan komprehensif bagi masyarakat Bogor dan sekitarnya, namun masih terdapat fenomena berupa kesenjangan jumlah pasien dan keterbatasan sumber daya. Penelitian ini dilaksanakan untuk mengetahui gambaran umum bauran pemasaran poliklinik onkologi RSUD Kota Bogor. Penelitian ini menggunakan rancangan penelitian deskriptif kualitatif dan dilaksanakan di poliklinik Onkologi RSUD Kota Bogor pada bulan Mei 2016. Hasil penelitian menunjukkan bauran pemasaran poliklinik onkologi RSUD Kota Bogor belum maksimal. Terdapat 9 bed di poliklinik onkologi namun masih banyak pasien kemoterapi yang belum tertangani karena tingginya jumlah pasien dan keterbatasan sumber daya. Tarif yang berlaku dirasa cukup terjangkau bagi masyarakat. Promosi RSUD Kota Bogor telah memadai, dilihat dari jumlah kunjungan pasien yang terus meningkat, namun jumlah pasien out of pocket masih minim. Berdasarkan hasil penelitian, diperlukan monitoring dan evaluasi kinerja RSUD Kota Bogor, dan dapat dipertimbangkan penambahan sumber daya poliklinik onkologi terutama bagi pasien out of pocket serta untuk memenuhi kebutuhan konsumen.

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#### <b>ABSTRACT</b><br>

Development and competition in health care process make the management of RSUD Kota Bogor seeks to give best performance for all consumers. RSUD Kota Bogor has provided a comprehensive medical care to all people in Bogor and regional nearby, but gaps number of patient and limited of resources still could be found in RSUD Kota Bogor. This study is conducted to find out marketing mix in Oncology Polyclinic of RSUD Kota Bogor. It used descriptive and qualitative as the research design which conducted at Oncology Polyclinic of RSUD Kota Bogor in May 2016. The result shows that marketing mix of RSUD Kota Bogor is not optimal yet. There are nine beds in the polyclinic but still there are lots of chemotherapy patient that could not be handled since the high gaps of number between total amount of patient and resources. Cost of treatment of the polyclinic was founded affordable to consumers. Promotion that were conducted by RSUD Kota Bogor looked adequate enough as the total number of patients was getting increase although the number of out of pocket patients was still less than what was expected. Based on the results of this research, monitoring and evaluation for work performance in RSUD Kota Bogor is needed and the addition of resources in Oncology Polyclinic should be considered as an important issue, more over for the out of pocket patient to fulfill all of the consumers? needs.