

# Analisis Bauran Pemasaran untuk Meningkatkan Minat Kunjungan Ulang Pasien Poliklinik Spesialis RSU Sriwijaya Palembang Tahun 2022. = The Analysis of The Mix Marketing to Increase The Visits of Specialist Polyclinic Services at RSU Sriwijaya Palembang 2022

Mutia Muliawati, author

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## Abstrak

Kunjungan Pasien di RSU Sriwijaya Palembang belum mencapai target kunjungan. RSU Sriwijaya Palembang adalah RS Swasta Tipe C perkembangan dari RS Khusus Mata dengan nama Sriwijaya Eye Center, dengan branding yang telah dikenal masyarakat sebagai Eye Center, mayoritas pasien yang berkunjung masih didominasi pasien mata, hal ini juga membuat kunjungan di poliklinik spesialis lain sangat kurang, diharapkan dengan penerapan bauran pemasaran atau marketing mix yang tepat dapat meningkatkan angka kunjungan pasien rawat jalan di poliklinik spesialis RSU Sriwijaya. Bauran pemasaran dalam penelitian ini dengan 7 P yaitu: product, price, place, promotion, people, process dan physical evidence. Tujuan penelitian ini adalah menganalisis hubungan antara bauran pemasaran dengan minat layanan ulang ke poliklinik spesialis RSU Sriwijaya Palembang. Penelitian ini dilakukan di 8 poliklinik spesialis RSU Sriwijaya Palembang dengan menggunakan metode campuran kuantitatif dan kualitatif, pada penelitian kuantitatif sampel dari pasien poliklinik spesialis berjumlah 341 sampel dan pada penelitian kualitatif sampel adalah informan dari management berjumlah 4 sampel. Instrumen pada penelitian kuantitatif dengan menggunakan kuisioner dan instrumen pada penelitian kualitatif dengan daftar pertanyaan. Hasil penelitian ini membuktikan adanya hubungan yang signifikan antara bauran pemasaran process, place, promotion dan product terhadap minat kunjungan ulang secara berurutan elemen bauran pemasaran yang memiliki hubungan dengan minat kunjungan ulang pasien poliklinik spesialis RSU Sriwijaya adalah process, place, promotion dan product.

.....Patient visits at RSU Sriwijaya Palembang have not reached the visiting target. RSU Sriwijaya Palembang is a Type C Private Hospital. That is the development of the Sriwijaya Eye Center under the name Sriwijaya Eye Center, with a branding that has been known to the public as Eye Center, the majority of patients who visit are still dominated by eye patients, this also makes visits at other specialist polyclinics very lacking. It is hoped that the application of the mix marketing can increase the number of outpatient visits at the specialist polyclinic of RSU Sriwijaya. The mix marketing in this study used the 7 Ps, namely: product, price, place, promotion, people, process, and physical evidence. The purpose of this study was to analyze the relationship between the mix marketing and the interest in repeat services to the specialist polyclinic of RSU Sriwijaya Palembang. This research was conducted in 8 specialist polyclinics of RSU Sriwijaya Palembang and also using a mix of quantitative and qualitative methods, in quantitative research the samples from specialist polyclinic patients totaling 341 samples and in qualitative research, the samples were informants from management totaling 4 samples. Instruments in quantitative research using questionnaires and instruments in qualitative research with a list of questions. The results of this study proved that there was a significant relationship between the mix marketing of process, place, promotion, and product on the interest in repeat visits in sequence. The elements of the mix marketing that have a relationship with the interest of repeat visits to specialist polyclinic patients at Sriwijaya Hospital were

process, place, promotion, and product.