

Rencana strategi bisnis 2012 ? 2016 RSUD Palabuhanratu Kabupaten Sukabumi untuk menjadi PPK BLUD = Hospital Palabuhanratu Sukabumi business strategy plan 2012 - 2016 to become KDP BLUD

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Abstrak

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Tesis ini membahas tentang penyusunan Rencana Strategi Bisnis RSUD Palabuhanratu tahun 2012 ? 2016 sebagai prasyarat untuk menjadi PPK BLUD (Pola Pengelolaan Keuangan Badan Layanan Umum Daerah). Tujuan penelitian ini adalah disusunnya rencana strategi bisnis yang paling sesuai dan realistis dengan kondisi internal dan eksternal RSUD Palabuhanratu.

Penelitian ini merupakan penelitian operasional dengan pendekatan analisis masalah secara deskriptif analisis menggunakan alat formulasi strategi berupa Analisis SWOT, Matriks EFE, Matriks IFE, Matriks IE dan Matriks TOWS. Strategi terpilih hasil analisis adalah Product Development dan Market Penetration. Selanjutnya dari strategi terpilih dibuat alternatif strategi yang aplikatif untuk diimplementasikan langsung oleh RSUD Palabuhanratu.

Berdasar hasil penilaian dengan QSPM, maka strategi terpilih yang diimplementasikan dari strategi Product Development adalah : Meningkatkan Jenis Layanan, anatar lain dengan pembukaan poli eksekutif, penambahan jenis poli spesialis, dan pembangunan ruang VVIP. Adapun strategi yang akan diimplementasikan dari Market Penetration adalah : Pelayanan Luar Gedung, seperti pelayanan poli spesialis di Puskesmas, kerjasama dengan klinik-klinik perusahaan dalam hal pelayanan medis, penyediaan obat-obatan, layanan ambulan dan lain-lain.

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ABSTRACT

This thesis discusses the preparation of the Strategic Business Plan for Hospital Palabuhanratu years 2012 - 2016 as a prerequisite for the KDP BLUD. The BLU policy is one of government's efforts to improve the quality of its Public Service including hospitals. The purpose of this study is to review the most appropriate and realistic formulation of business strategy plan due the condition of internal and external conditions Palabuhanratu hospitals.

This study is an operational research approach focusing on problem analysis and descriptive analysis using strategy formulation tools in the form of a SWOT analysis, EFE matrix, IFE Matrix, IE Matrix and Matrix tows. Based on strategy analysis and TOWS matrix IE result, this research chosen Product Development and Market Penetration. Furthermore, based from the chosen strategy this thesis made applicable alternative strategies to be implemented

directly by the Palabuhanratu Hospital.

Based on the assessment results with QSPM, which is an instrument of strategic decision-making, then selected the strategy which is implemented from the Product Development strategy is to: improving the service type, such as opening executive poly, the addition of specialists poly types and the construction of VVIP room. Another strategy would be implemented from Market Penetration is: Foreign Service Buildings, such as poly specialist services in health centers, clinics cooperation with companies in terms of medical services, provision of drugs, ambulance services and others., This thesis discusses the preparation of the Strategic Business Plan for Hospital

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