

**FAKULTAS KESEHATAN MASYARAKAT
UNIVERSITAS ANDALAS**

Skripsi, 01 Juli 2016

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**HUBUNGAN *MARKETING MIX* TERHADAP KEPUTUSAN MEMILIH
PELAYANAN KESEHATAN PADA PASIEN RAWAT INAP DI RUMAH
SAKIT KHUSUS IBU DAN ANAK SUKMA BUNDA KOTA PAYAKUMBUH**

xi + 74 halaman, 23 tabel, 3 gambar, 13 lampiran

ABSTRAK

Tujuan

RSKIA Sukma Bunda dalam melakukan kegiatan pemasaran, tidak terjadi peningkatan jumlah pasien yang signifikan. Tujuan penelitian ini untuk mengetahui hubungan *marketing mix* berupa tempat, promosi, orang, proses dan bukti fisik dengan keputusan memilih pelayanan kesehatan pada pasien rawat inap di RSKIA Sukma Bunda Kota Payakumbuh tahun 2016.

Metode

Jenis penelitian kuantitatif dengan desain *cross sectional study*. Populasi penelitian seluruh pasien rawat inap RSKIA Sukma Bunda 2015 berjumlah 639 orang, sampel 74 orang, pengambilan sampel dengan teknik *purposive sampling*. Data penelitian ini diolah dengan analisis univariat dan bivariat menggunakan uji statistik *chi-square*.

Hasil

Hasil penelitian menunjukkan 45,9% menyatakan tempat tidak baik, 44,6% menyatakan promosi tidak baik, 31,1% menyatakan SDM tidak baik, 40,5% menyatakan proses tidak baik, 50% menyatakan bukti fisik tidak memadai, 52,7% menyatakan tidak memilih pelayanan kesehatan. Terdapat hubungan signifikan antara harga, tempat, orang, dan bukti fisik terhadap keputusan memilih pelayanan kesehatan. Terdapat hubungan yang tidak signifikan antara promosi dan proses terhadap keputusan memilih pelayanan kesehatan.

Kesimpulan

Keputusan pemilihan pelayanan kesehatan dipengaruhi oleh penilaian pasien terhadap harga, tempat, orang, dan bukti fisik. Disarankan kepada rumah sakit untuk memperbaiki fasilitas pelayanan dan melakukan promosi melalui media cetak dan elektronik.

Daftar Pustaka : 30 (2004-2015)

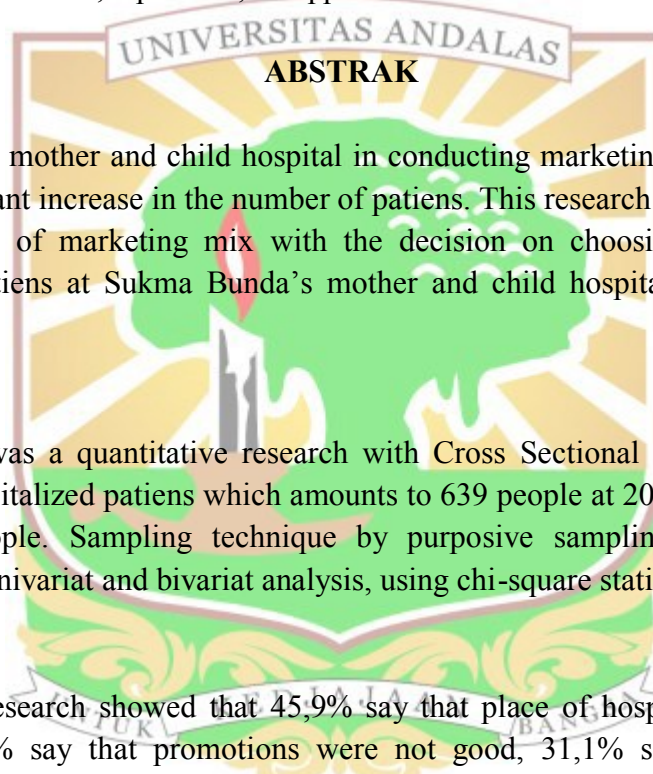
Kata Kunci : *Marketing mix*, Keputusan Memilih Pelayanan Kesehatan

**FACULTY OF PUBLIC HEALTH
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**Undergraduate Thesis, 01th July 2016
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**THE RELATIONSHIP OF MARKETING MIX WITH DECISION ON
CHOOSING HEALTH CARE IN HOSPITALIZED PATIENS AT SUKMA
BUNDA'S MOTHER AND CHILD HOSPITAL PAYAKUMBUH**

xi + 74 pages, 23 tables, 3 pictures, 13 appendices



Objective

Sukma Bunda's mother and child hospital in conducting marketing activities do not occur a significant increase in the number of patients. This research aims to determine the relationship of marketing mix with the decision on choosing health care in hospitalized patients at Sukma Bunda's mother and child hospital Payakumbuh at 2016.

Method

This research was a quantitative research with Cross Sectional Study. Population were all of hospitalized patients which amounts to 639 people at 2015 and the sample size is 74 people. Sampling technique by purposive sampling. Research data analyzed with univariate and bivariate analysis, using chi-square statistic test.

Result

The result of research showed that 45,9% say that place of hospital is difficult to accessed, 44,6% say that promotions were not good, 31,1% say that people at hospital were not good, 40,5% say that process at hospital were not good, 50% say that physical evidence was not complete, 52,7% decide to not purchase decision to hospital. There are significant relationship between the price, place, people, and physical evidence with purchase decision. There are no significant relationship between the promotion and process with purchase decision.

Conclusion

Health service selection decisions are influenced by patient assessment of price, place, people, and physical evidence. Recommended to the hospital to improve care facilities and promotion through print and electronic media.

References : 30 (2004-2015)

Keywords : Marketing Mix, Decision of Choosing Health Care