



UNIVERSITAS ANDALAS

**HUBUNGAN BAURAN PEMASARAN DENGAN KEPUTUSAN
PASIEN MEMILIH PELAYANAN UNIT RAWAT
INAP DI RSU AISYIYAH PADANG
TAHUN 2019**

Oleh :

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**FAKULTAS KESEHATAN MASYARAKAT
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MEMILIH PELAYANAN UNIT RAWAT INAP DI RSU AISIYIAH PADANG
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xiii + 80 halaman, 25 tabel, 2 gambar, 9 lampiran

ABSTRAK

Tujuan Penelitian

RSU Aisyiyah Padang telah melakukan kegiatan pemasaran rumah sakit, tetapi data menunjukkan jumlah pasien di unit rawat inap menurun dari tahun 2015-2018. Tujuan penelitian ini untuk mengetahui hubungan bauran pemasaran berupa produk, tempat, promosi, tenaga kesehatan, proses dan bukti fisik dengan keputusan pasien memilih pelayanan unit rawat inap di RSU Aisyiyah Padang tahun 2019.

Metode

Jenis penelitian kuantitatif dengan desain *cross sectional study*. Penelitian ini dilakukan pada November 2018 sampai dengan Mei 2019 di RSU Aisyiyah Padang. Populasi penelitian yaitu pasien rawat inap di RSU Aisyiyah Padang dan sampel sebanyak 75 responden dengan menggunakan metode *Proportional sampling* dan *Accidental sampling*. Analisis data menggunakan uji *Chi-square*.

Hasil

Hasil penelitian menunjukkan, 53,3% menyatakan memilih pelayanan unit rawat inap, 62,7% menyatakan produk baik, 45,3% menyatakan tempat baik, 48% menyatakan promosi baik, 57,3% menyatakan tenaga kesehatan baik, 56% menyatakan proses baik, 69,3% menyatakan bukti fisik baik. Terdapat hubungan signifikan antara produk ($p=0,046$), tempat ($p=0,004$), tenaga kesehatan ($p=0,017$), dan bukti fisik ($p=0,040$) dengan keputusan pasien memilih pelayanan unit rawat inap. Terdapat hubungan yang tidak signifikan antara promosi ($p=0,271$) dan proses ($p=0,069$) dengan keputusan pasien memilih pelayanan unit rawat inap.

Kesimpulan

Keputusan pemilihan pelayanan unit rawat inap dipengaruhi oleh penilaian pasien terhadap produk, tempat, promosi, tenaga kesehatan, proses dan bukti fisik. Disarankan kepada rumah sakit untuk menata fasilitas tempat parkir kendaraan pasien atau keluarga pasien, sehingga tidak ada lagi keluhan dari pasien maupun keluarga pasien.

Daftar Pustaka : 37 (2006-2018)

Kata Kunci : Bauran pemasaran, Keputusan memilih pelayanan

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**RELATIONSHIP OF MARKETING MIX WITH PATIENTS DECISION TO
CHOOSE INPATIENT SERVICE IN REGIONAL GENERAL AISIYAH
HOSPITAL PADANG 2019**

xiii + 80 pages, 25 tables, 2 pictures, 9 attachment

ABSTRACT

Objective

Aisiyah Hospital has conducted hospital marketing activities, but the data shows the number of patients admitted to the inpatient unit is decreasing from 2016 to 2018. The purpose of this study was to determine the relationship of the marketing mix in the form of products, places, promotions, health workers, processes and physical evidence with the patient's decision to choose the inpatient unit at Aisiyah in 2019.

Methods

This is a quantitative research with crosssectional study design. This research was conducted in November 2018 until May 2019 at Aisiyah Hospital. The population study were inpatients at Aisiyah Hospital and the number of sample were 75 respondents using Proportional sampling and Accidental sampling methods. Data analyzed by using Chi-square test.

Results

The results showed, 53.3% said they chose the inpatient unit service, 62.7% stated that the product was good, 45.3% stated that the place was good, 48% said the promotion was good, 57.3% said the health personnel were good, 56% stated well, 69.3% stated good physical evidence. There was a significant relationship between the product ($p = 0.046$), place ($p = 0.004$), health personnel ($p = 0.017$), and physical evidence ($p = 0.040$) with the patient's decision to choose the inpatient unit service. There was a non-significant relationship between promotion ($p = 0.271$) and the process ($p = 0.069$) with the patient's decision to choose an inpatient unit service.

Conclusions

The decision for choosing inpatient unit services are influenced by the patient's assessment of the product, place, promotion, health workers, process, and physical evidence. It is suggested to the hospital to arrange the parking facilities of the patient's vehicle or the patient's family so that there are no more complaints from patients or the patient's family.

References : 37 (2006-2018)

Keywords : marketing mix, decision for choosing services