

**PENGARUH BAURAN PEMASARAN TERHADAP PROSES
KEPUTUSAN PELANGGAN DALAM MEMILIH
RAWAT INAP DI RUMAH SAKIT
IBNU SINA PADANG
TAHUN 2012**

TESIS



**PROGRAM STUDI KESEHATAN MASYARAKAT
PROGRAM PASCASARJANA
UNIVERSITAS ANDALAS**

2018

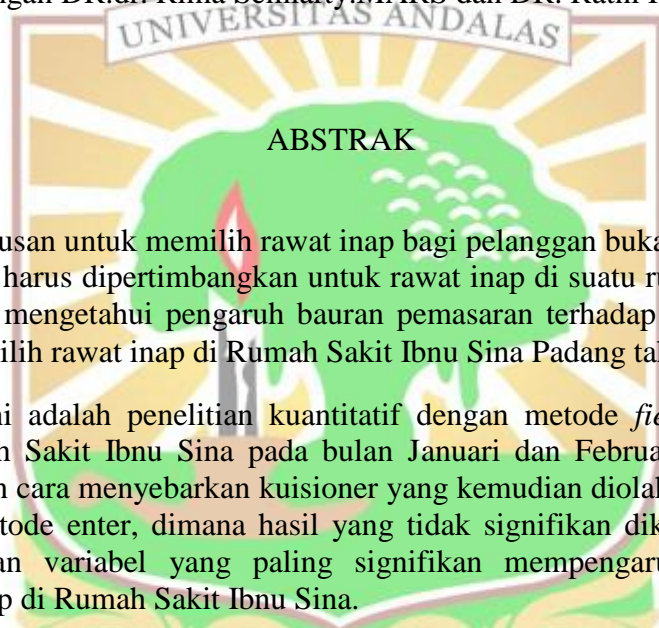
**PROGRAM PASCA SARJANA KESEHATAN MASYARAKAT
FAKULTAS KEDOKTERAN UNIVERSITAS ANDALAS**

Tesis Februari 2016

Sry Rachmawaty, BP : 0921219033

**PENGARUH BAURAN PEMASARAN TERHADAP PROSES KEPUTUSAN
PELANGGAN DALAM MEMILIH RAWAT INAP DI RUMAH SAKIT ISLAM IBNU
SINA PADANG TAHUN 2012**

Dibawah Bimbingan DR.dr. Rima Semiarty.MARS dan DR. Ratni Prima Lita.SE.MM



Proses keputusan untuk memilih rawat inap bagi pelanggan bukanlah hal yang mudah. Banyak faktor yang harus dipertimbangkan untuk rawat inap di suatu rumah sakit. Penelitian ini bertujuan untuk mengetahui pengaruh bauran pemasaran terhadap keputusan pelanggan (pasien) dalam memilih rawat inap di Rumah Sakit Ibnu Sina Padang tahun 2012.

Penelitian ini adalah penelitian kuantitatif dengan metode *field survey*. Penelitian dilakukan di Rumah Sakit Ibnu Sina pada bulan Januari dan Februari 2012. Data primer dikumpulkan dengan cara menyebarkan kuisioner yang kemudian diolah dengan regresi linier berganda dalam metode enter, dimana hasil yang tidak signifikan dikeluarkan satu-persatu sampai mendapatkan variabel yang paling signifikan mempengaruhi keputusan untuk memilih dirawat inap di Rumah Sakit Ibnu Sina.

Pada penelitian ini didapatkan bahwa semua variable bauran pemasaran mempengaruhi keputusan memilih sebesar 80,5%, sedangkan sisanya dipengaruhi oleh sebab lain yang tidak ikut diteliti. Dari 7 (tujuh) variabel pemasaran yang diuji, ada 3 (tiga) variabel yang sangat mempengaruhi pelanggan dalam memilih. variabel tersebut, yaitu: *price, people, dan physical evidence*. Diharapkan kepada Rumah Sakit Ibnu Sina Padang untuk menurunkan biaya layanan bagi pasien sesuai dengan status sosial ekonomi masyarakat disekitar wilayah Rumah Sakit dan meningkatkan kualitas bukti fisik layanan kesehatan seperti peralatan yang representatif, interior bangunan yang asri, eksterior bangunan, fasilitas parkir, kantin, bank, dan jaminan keamanan.

Kata Kunci: Bauran Pemasaran, Proses Memilih Keputusan dan Rawat Inap

**POST GRADUATE PROGRAM OF PUBLIC HEALTH
FACULTY OF UNIVERSITY ANDALAS UNIVERSITY**

**Thesis February 2016
Sry Rachmawaty, BP : 0921219033**

**THE EFFECT OF THE MARKETING MIX IN THE COSTUMER'S DECISION
PROCESS OF CHOOSING HOSPITALIZATION IN IBNU SINA HOSPITAL
PADANG**

Under the supervision of DR.dr. Rima Semiarty.MARS and DR. Ratni Prima Lita.SE.MM

ABSTRACT

The process of choosing hospitalization for customers is not a simple matter. Many factors are considered for being hospitalized. Unlike the other services' costumers, the hospital's costumers usually come in forced thus when they choose a hospital, they will prefer the one which can give them the fastest service. This research aims to find out and see the factors considered for selecting hospitalization in Ibnu Sina Hospital.

This research is a quantitative research by using field survey methods. The study was conducted at Ibnu Sina Hospital in January-February 2012. The primary data was collected by distributing questionnaires and processed by multiple linear regression of the enter method. Following that, the insignificant results were removed one by one until the most significant variables in affecting the decision to choose hospitalized in Ibnu Sina Hospital were obtained.

In this study, it is find that all of the seven marketing mix variables affect the costumer's decision to choose as percentage of 80,5%, while the rest are influenced by other causes that are not part of the observation. However, over the seven marketing variables that have been observed, there are 3 (three) variables, which really influence the customer to choose. The variables are the 'price', 'people' and 'physical evidence'. Then, it can be suggested to establish reasonable prices in using the hospital services, not only the cost in terms of money, but also the cost of the psychological services, cost of the time services, cost of the physical services, and cost of the sensory services.

The hospital should always improve the skills of the hospital personnel. The personnel are also expected to be able to serve the customer in accordance with the missions and the visions of Ibnu Sina hospital. For the physical evidence, the hospital management can maintain and increase the level of safety, comfort, beauty of the hospitals, and provide an adequate waiting room for patient's watchman in order to maintain and increase all of the marketing mix variables which influence the decision of the costumer to choose, hence the costumer can choose and decide to be hospitalized in Ibnu Sina Hospital.

Keyword: Marketing mix, the decision process, hospitalization

