

ABSTRACT

The increasing number of new hospital growth not only triggers competition between hospitals, but is also influenced by high expectations and patient perceptions of the quality of hospital services, including Menur Mental Hospital, East Java Province. market segmentation needs to be done with the aim of marketing can be done effectively and efficiently. The purpose of this study was to determine market segmentation based on the characteristics of health service users in the non-mental outpatient clinic of Menur Mental Hospital, East Java Province. This research was a quantitative study with a cross sectional approach. The total sample was 99 respondents at the Menur Mental Hospital outpatient clinic with sampling using purposive sampling method. Data were collected through questionnaire sheets. Data processing was done by frequency distribution analysis and cluster analysis. Based on the results of the study, it was found that the demographic characteristics of the hospital market were in the category of > 45 years, female, high school education level, private employees with low income, family size of 5-6 people. Based on geographic characteristics, they have a residential location in the city of Surabaya and the status of their own home. Based on psychographic characteristics, they have high motivation and perception. Based on behavioral characteristics, treatment-seeking patterns when mild and moderate illnesses choose puskesmas/family doctors while when severe illnesses choose hospitals. Based on the characteristics obtained, market segmentation in Menur Mental Hospital is divided into three segments namely Hospital Care aversion (32%), Hospital Care Minimizer (29%), and Hospital Care Maximizer (38%) which have 14 different characteristics.

Keywords: *Health services, hospital, market segmentation.*

ABSTRAK

Meningkatnya jumlah pertumbuhan rumah sakit yang baru tidak hanya memicu persaingan antar rumah sakit, tetapi juga dipengaruhi oleh harapan yang tinggi dan persepsi pasien terhadap kualitas pelayanan rumah sakit, termasuk Rumah Sakit Jiwa Menur Provinsi Jawa Timur. Segmentasi pasar perlu dilakukan dengan tujuan pemasaran dapat dilakukan secara efektif dan efisien. Tujuan dari penelitian ini adalah untuk mengetahui segmentasi pasar berdasarkan karakteristik pengguna jasa pelayanan kesehatan di poli rawat jalan non jiwa Rumah Sakit Jiwa Menur Provinsi Jawa Timur. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan cross sectional. Total sampel sebanyak 99 responden di poli rawat jalan RS Jiwa Menur dengan pengambilan sampel menggunakan metode purposive sampling. Data dikumpulkan melalui lembar kuisioner. Pengolahan data dilakukan dengan analisis distribusi frekuensi dan analisis cluster. Berdasarkan hasil penelitian, diperoleh bahwa karakteristik demografi pasar RS berada pada kategori >45 tahun, perempuan, tingkat pendidikan sekolah menengah keatas, pegawai swasta dengan pendapatan rendah, ukuran keluarga 5-6 orang. Berdasarkan karakteristik geografi, memiliki lokasi tempat tinggal dalam kota Surabaya dan status tempat tinggal rumah sendiri. Berdasarkan karakteristik psikografi memiliki motivasi dan persepsi tinggi. Berdasarkan karakteristik perilaku, pola pencarian pengobatan ketika sakit ringan dan sedang memilih puskesmas/dokter keluarga sedangkan ketika sakit berat memilih rumah sakit. Berdasarkan karakteristik yang didapatkan, segmentasi pasar di RS Jiwa Menur terbagi atas tiga segmen yaitu Hospital Care aversion (32%), Hospital Care Minimizer (29%), dan Hospital Care Maximizer (38%) yang memiliki 14 karakteristik berbeda.

Kata Kunci: Pelayanan kesehatan, rumah sakit, segmentasi pasar.