

PERUMUSAN STRATEGI PEMASARAN PADA RUMAH SAKIT ISLAM HASANAH MUHAMMADIYAH KOTA MOJOKERTO

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ABSTRACT

This research have character of descriptively, this thesis done at Islam Hospital of Hasanah Muhammadiyah Town of Mojokerto with title Formulation Of Marketing Strategy at Islam Hospital of Hasanah Muhammadiyah Town of Mojokerto.

The objective of this research is know weakness and strength and know threat and opportunity at hospital so can be determine appropriate marketing strategy at Hospital Islam of Hasanah.

Analyzer the used is analyzer of EFAS (Eksternal Factory Analysis Summary) and IFAS (Internal Factor Analysis Summary) then entered in SWOT matrix to obtain and know what strategy is appropriate and can be applied at hospital.

Result from analysis of EFAS show factor of eksternal hospital opportunity is demography, technological, government and supplier. While factor becoming threat is economics, cultural social and competitor. Total for score by analysis of EFAS equal to 2,34 indicating that factor of eksternal have influence is to hospital. While result of analysis of IFAS show internal factor of hospital strength is price, customer service, product/service and people. While factor becoming weakness that is process, promotion, physical evidence and place. Total for score by analysis of IFAS equal to 2,28 indicating internal factor of RSI Hasanah mean compared to competitor.

Pursuant to research result can be concluded that appropriate strategy for the RSI Hasanah is Market Penetrating Strategy, with aim to maintain customer which have used hospital service and draw competitor consumer. This strategy improve productivity of marketing mix element by improve marketing mix application developed service type and improve activity of promotion on the chance of hospital can draw new consumer. Through policy of competitive price and also correction of system of service hence RSI Hasanah can compete between hospital which progressively mount.