

# ANALISIS PENERAPAN STRATEGI BAURAN PEMASARAN 7P UNTUK PENINGKATAN KUNJUNGAN RAWAT JALAN DIMASA PANDEMI COVID-19 DI KLINIK GRIYA HUSADA BEKASI

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## ABSTRAK

Kunjungan rawat jalan poli umum di Klinik Griya Husada (tidak termasuk layanan pemeriksaan *rapid test* dan *swab PCR*) di tahun 2019 – April 2021 telah terjadi penurunan jumlah kunjungan rawat jalan dari target yang dirumuskan manajemen. Penelitian ini mencoba mendeskripsikan strategi pemasaran dengan pola bauran pemasaran yang meliputi 7P (*Product, Price, Promotion, Place, People, Process, dan Physical Evidence*) untuk menjamin terlaksananya operasional klinik dalam memberi dan menjaga mutu pelayanan kesehatan yang akan berdampak pada peningkatan kunjungan rawat jalan di Klinik Griya Husada. Penelitian ini adalah penelitian deskriptif dengan pendekatan kualitatif melalui teknik *in-depth interview*, observasi, dan data sekunder. Informan dalam penelitian ini berjumlah empat orang yang dipilih melalui teknik *puprosive sampling* antara lain informan kunci adalah Penanggungjawab Rawat Jalan & Bagian Pemasaran, informan utama adalah Kepala Klinik dan informan pendukung petugas administrasi dan pasien. Hasil penelitian menunjukkan bahwa proses pemasaran yang dilakukan belum ada program khusus, pelaksanaannya masih mengacu pada prioritas publik yang dipromosikan, bauran (*place*) lokasi klinik strategis sehingga mudah dijangkau oleh masyarakat, bauran (*prduct*) produk pelayanan yang tersedia di klinik cukup lengkap, bauran (*price*) tarif klinik cukup terjangkau serta sudah sesuai dengan fasilitas yang diberikan, bauran (*people*) pelayanan yang diberikan oleh SDM klinik cukup memuaskan bagi pasien, bauran (*process*) proses yang berlaku di klinik cukup baik, tidak berbelit-belit dan tidak membingungkan pasien, serta bauran (*physical evidence*) fasilitas klinik yang menarik dan lingkungan sekitar klinik cukup bersih, namun lahan parkir belum memadai sempit. Bauran (*promotion*) promosi yang dilakukan klinik kurang maksimal dimasa pandemi *covid-19*, karena kurangnya informasi yang diberikan tentang klinik serta belum ada inovasi layanan khusus dan menarik untuk dimasa pandemi *covid-19*. Diharapkan pihak klinik dapat meningkatkan upaya promosi melalui media cetak seperti brosur atau leaflet dan dapat diletakkan di tempat pendaftaran maupun di tempat strategis lainnya yang mudah di akses oleh pengunjung dan melalui media online seperti website dikembangkan untuk pendaftaran online dan instagram yang selalu aktif untuk update informasi maupun ajakan untuk menarik pengunjung berobat di Klinik Griya Husada.

**Kata Kunci:** Bauran Pemasaran, Promosi, Klinik

6 Bab 72 halaman, 7 Tabel, dan 12 Lampiran

Pustaka : 15 (2014-2021)

**ANALYSIS OF THE IMPLEMENTATION OF THE 7P MARKETING MIX  
STRATEGY FOR INCREASING OUTSIDE VISITS DURING THE COVID-19  
PANDEMIC AT GRIYA HUSADA CLINIC, BEKASI IN 2021**

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**ABSTRACT**

*General poly outpatient visits at the Griya Husada Clinic (excluding rapid test and PCR swab examination services) in 2019 – April 2021 there has been a decrease in the number of outpatient visits from the targets formulated by management. This study tries to describe a marketing strategy with a marketing mix pattern that includes 7Ps ( Product, Price, Promotion, Place, People, Process, and Physical Evidence) to ensure the implementation of clinical operations in providing and maintaining the quality of health services which will have an impact on increasing outpatient visits, at the Griya Husada Clinic. This research is a descriptive research with a qualitative approach through in-depth interview techniques, observation, and secondary data. There were four informants in this study who were selected through purposive sampling, including the key informant in charge of the Outpatient & Marketing Departement, the main informant being the Head of the Clinic and supporting informants for administrative staff and patients. The results of the study indicate that the marketing process carried out does not have a special program, its implementation still refers to promoted public priorities, the mix (place) of strategic clinic locations so that it is easily accessible by the community, the product mix (product) available at the clinic is quite complete, the mix (price) clinic rates are quite affordable and are in accordance with the facilities provided, the mix (people) of services provided by clinical human resources is quite satisfactory for patients, the process mix that applies at the clinic is quite good, not convoluted and does not confuse patients, and the mix (physical evidence) the clinical facilities are attractive and the environment around the clinic is quite clean, but the parking area is not narrow enough. The promotion mix carried out by the clinic was not optimal during the covid-19 pandemic, due to the lack of information provided about the clinic and there was no special and interesting service innovation for the covid-19 pandemic. It is hoped that the clinic can increase promotional efforts through print media such as brochures or leaflets and can be placed at the registration site or in other strategic places that are easily accessible by visitors and through online media such as websites developed for online registration and Instagram which is always active for updating information and an invitation to attract visitors for treatment at the Griya Husada Clinic.*

*Keywords : Marketing Mix, Promotion, Clinic*