



# PENERAPAN MARKETING MIX MELALUI

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## 3 PENERAPAN MARKETING MIX MELALUI PEMANFAATAN PELAYANAN KESEHATAN DI POLIKLINIK KEBIDANAN DAN KANDUNGAN RUMAH SAKIT AR BUNDA PRABUMULIH

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### ABSTRACT

*Background: A need marketing mix marketing strategies as a means to win the competition in the health service. Obstetrics and gynecology clinic at Ar Bunda Hospital has been trying to implement all variables of marketing mix in an optimal but was accompanied with an increased number of visits. Therefore, this study aims to determine how the application of marketing mix in the clinic of obstetrics and gynecology.*

*Method: This kind of the research is descriptive study with a qualitative approach. Research method by observation and depth interviews. There are eleven people plus one expert informant as the source of information in this research.*

*Result: The result showed that place, promotion, physical evidence and process variables has not been applied properly. While price and people variables has been applied with good.*

*Conclusion: Concluded that implementation of the marketing mix in Obstetrics and Gynecology Clinic at Ar Bunda Hospital of Prabumulih City has not done well because there are still some variables that have not been applied properly. The suggestion for public relations of hospital must to further optimize promotional efforts at the hospital. By way of a more proactive approach with the public through seminars that made regular hospital program and for all of department at hospital as a whole to pay more attention to the condition of the hospital cleanliness and completeness of the supporting facilities.*

**Keywords:** Marketing mix, health services

### ABSTRAK

*Latar Belakang: Dalam persaingan dunia kesehatan khususnya dunia perumah sakitan diperlukan suatu*

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