

## Abstrak

Peningkatan jumlah rumah sakit setiap tahunnya menyebabkan persaingan antar rumah sakit dalam memberi pelayanan kesehatan kepada pasien. Karena itulah perlunya menerapkan strategi pemasaran. Penelitian ini bertujuan menganalisis strategi pemasaran RS Royal Prima Marelan dengan strategi *mix marketing* (4P) yaitu *product*, *price*, *place/distribution*, dan *promotion*. Penelitian ini menggunakan pendekatan kualitatif, dilakukan dengan metode wawancara kepada 14 informan yaitu 1 manajemen marketing dan humas, 1 dokter umum, 1 kepala administrasi, 1 kepala ruangan rawat inap, 1 kepala ruangan rawat jalan, 1 fisioterapis, dan 8 pasien. Dari hasil penelitian didapatkan bahwa dibutuhkan dokter spesialis urologi dan spesialis bedah saraf, serta jumlah perawat perlu ditambah. Keunggulan RS ini di bidang produk jasa yaitu walaupun RS tipe C tapi memiliki dokter spesialis yang cukup banyak. RS ini berfokus di pelayanan trauma yang unggul, namun masih membutuhkan spesialis bedah saraf dan spesialis urologi. RS Royal Prima Marelan juga bertempat disamping jalan yang sangat cepat diakses, namun perlu perluasan atau pemisahan jalan masuk dan keluar. Di bidang promosi cukup banyak dan sering dilakukan oleh pihak manajemen dan pegawai. Tetapi perlu promosi lebih dibagian produk pelayanan fisioterapi.

**Kata kunci :** marketing mix, manajemen rumah sakit

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The increasing number of hospitals every year causes competition between hospitals in providing health services to patients. Because that's the need to implement a marketing strategy. This study aims to analyze the marketing strategy of Royal Prima Marelan Hospital with the marketing mix strategy (4P), namely product, price, place/distribution, and promotion. This study used a qualitative approach, conducted by interviewing 14 informants, namely 1 marketing and public relations management, 1 general practitioner, 1 head of administration, 1 head of inpatient room, 1 head of outpatient room, 1 physiotherapist, and 8 patients. From the research results it is known that a specialist urologist and neurosurgeon are needed, and the number of nurses needs to be increased. The advantage of this hospital in the field of service products is that even though it is a type C hospital, it has quite a lot of specialist doctors. This hospital focuses on excellent trauma services, but still requires specialists in neurosurgery and urology. Royal Prima Marelan Hospital is also located on the side of the road which is very quickly accessible, but it needs to expand or expand the entrance and exit. In the field of promotion quite a lot and often done by the management and employees. However, more promotion is needed in the physiotherapy service product section.

**Keyword :** marketing mix, hospital manangement