

ABSTRAK

Rumah sakit sebagai penyedia layanan kesehatan menghadapi tantangan persaingan yang semakin ketat, sehingga diperlukan strategi pemasaran yang tepat serta ketersediaan fasilitas alat kesehatan yang memadai untuk meningkatkan jumlah pasien. Penelitian ini berfokus pada analisis pengaruh penerapan strategi pemasaran dan fasilitas produk alat kesehatan terhadap peningkatan jumlah pasien di RSUD Dr. Pirngadi Kota Medan.

Jenis penelitian ini adalah kuantitatif dengan desain deskriptif korelasional. Populasi penelitian adalah seluruh pasien yang berkunjung ke RSUD Dr. Pirngadi dalam tiga bulan terakhir, dengan sampel sebanyak 78 orang yang dipilih menggunakan teknik purposive sampling. Instrumen penelitian berupa kuesioner dengan skala Likert, yang mencakup variabel strategi pemasaran (X1), fasilitas produk alat kesehatan (X2), dan minat pasien (Y). Analisis data dilakukan melalui statistik deskriptif, uji reliabilitas dan validitas instrumen, serta regresi linier berganda.

Hasil penelitian menunjukkan bahwa strategi pemasaran berada pada kategori cukup baik (mean = 163,63; SD = 13,28), mutu alat kesehatan dinilai cukup menuju baik (mean = 3,04; SD = 0,62), dan minat pasien berada pada kategori sedang (mean = 0,58; SD = 0,50). Namun, hasil regresi linier berganda menunjukkan bahwa strategi pemasaran ($p = 0,929$) dan fasilitas produk alat kesehatan ($p = 0,646$) tidak berpengaruh signifikan terhadap minat pasien, dengan nilai $R^2 = 0,012$. Hal ini berarti hanya 1,2% variasi minat pasien yang dapat dijelaskan oleh kedua variabel tersebut, sementara sisanya dipengaruhi faktor lain di luar penelitian.

Kesimpulan dari penelitian ini adalah strategi pemasaran dan fasilitas produk alat kesehatan di RSUD Dr. Pirngadi sudah dinilai cukup baik, tetapi belum terbukti secara signifikan memengaruhi peningkatan jumlah pasien. Faktor lain seperti kualitas pelayanan tenaga medis, biaya, waktu tunggu, dan kenyamanan pelayanan kemungkinan lebih dominan. Penelitian ini merekomendasikan agar RSUD Dr. Pirngadi meningkatkan promosi berbasis digital, memperbarui fasilitas alat kesehatan, serta memperkuat kualitas pelayanan dan pengalaman pasien.

Kata kunci: *strategi pemasaran, fasilitas alat kesehatan, minat pasien, RSUD Dr. Pirngadi Medan*

ABSTRACT

Hospitals as healthcare providers face increasingly fierce competition, requiring appropriate marketing strategies and adequate medical equipment facilities to increase patient numbers. This study focuses on analyzing the effect of marketing strategies and medical equipment facilities on increasing patient numbers at Dr. Pirngadi Regional General Hospital in Medan.

This study is quantitative in nature with a correlational descriptive design. The study population consists of all patients who visited Dr. Pirngadi Regional General Hospital in the last three months, with a sample of 78 people selected using purposive sampling. The research instrument was a questionnaire with a Likert scale, which included the variables of marketing strategy (X1), medical equipment product facilities (X2), and patient interest (Y). Data analysis was performed through descriptive statistics, reliability and validity tests of the instrument, and multiple linear regression.

The results showed that the marketing strategy was in the fairly good category (mean = 163.63; SD = 13.28), the quality of medical devices was rated as fairly good (mean = 3.04; SD = 0.62), and patient interest was in the moderate category (mean = 0.58; SD = 0.50). However, the multiple linear regression results showed that marketing strategies ($p = 0.929$) and medical device product facilities ($p = 0.646$) did not have a significant effect on patient interest, with an R^2 value of 0.012. This means that only 1.2% of the variation in patient interest can be explained by these two variables, while the rest is influenced by other factors outside the scope of this study.

The conclusion of this study is that the marketing strategy and medical equipment facilities at Dr. Pirngadi Regional General Hospital are considered quite good, but have not been proven to significantly affect the increase in the number of patients. Other factors such as the quality of medical personnel services, costs, waiting times, and service comfort are likely to be more dominant. This study recommends that Dr. Pirngadi General Hospital improve its digital-based promotion, update its medical device facilities, and strengthen the quality of service and patient experience.

Keywords: *marketing strategy, medical device facilities, patient interest, Dr. Pirngadi General Hospital, Medan*