

SOCIOPHYCHOGRAPHIC ANALYSIS OF CONSUMERS AND BRAND KNOWLEDGE AT EMERGENCY UNIT, PHC HOSPITAL, SURABAYA

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ABSTRAK

Emergency unit of the PHC hospital, Surabaya, is one of the leading service that has a critical role of providing a 24-hour services, supported by comprehensive technology for emergency actions. Its utilization, however, was decreasing from year 2007-2011. In order to understand causes of the decreasing utilization, we used analysis of sociophychographic characteristics of the consumers and brand knowledge. The study employed a cross-sectional survey and a questionnaire was deployed to respondents sampled using cluster campling technique from the community in an area 3kms away surrounding the hospital. The findings revealed that community living surrounding the hospital were women between the age of 31-50 years with middle economic status and junior-senior high school level of education. Those who work as enterpreneur with a monthly income of 1-2 million rupiahs choose to go the hospital because of the quality. While those with a higher income level, i.e. 2-3 million rupiahs per month, choose to go to a clinic due to the pricing. Regarding the brand knowledge, especially brand awareness, the Emergency Unit of PHC hospital was considered as the top second by the community. While for the brand image of this Emergency Unit, the community prefers the rate and methods of payment in the Emergency Unit of the competitor hospital. For the market share of low to middle level, this study recommends the hospital to embrace the market segments around the PHC hospital through increasing promotion, adjusting the rates and building cooperation with third party payers. While for the market share between middle-high level, it is recommended to maintain market opportunities, strengthen staff education and also build collaboration with third party payers.

Keywords: Hospital emergency unit, Sociophychographics consumer characteristics, brand knowledge