



Analysis Segmentation, Targeting, and Positioning as a Marketing Strategy at Mother and Child Hospital of Bunda Aisyah

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Abstract. This study describes segmentation, targeting, and positioning as a marketing strategy. In order to fulfill the availability of hospitals, increase access to health services and face high competition in hospitals located in the city of Tasikmalaya, a marketing strategy is needed that can support the vision and mission of the hospital and with the aspiration to become the “first hospital” in the East Priangan Region which has the MUI Halal Certificate in 2022”. The research is based on descriptive research with a qualitative approach. Data collection methods used are interviews, observations, and documents. The research subjects and informants are the manager and customers of the Mother and Child Hospital of Bunda Aisyah. The results of this study indicate that segmentation, targeting, and positioning as a marketing strategy at the Mother and Child Hospital of Bunda Aisyah are quite good. This can be seen from the patient’s response, the increase in the number of patients every year, and the development of existing facilities and infrastructure.

Keywords: Segmentation · Targeting · Positioning

1 Introduction

One category of special hospitals is the Mother and child hospital. In order to fulfill the availability of hospitals, increase access to health services for mothers and children and face high competition in the Tasikmalaya City area, a marketing strategy is needed that can support the hospital’s vision and mission and with the aspiration to become “the first hospital in the East Priangan area. Which has the MUI Halal Certificate in 2022”.

Halal medical tourism is medical tourism that has rules based on sharia law to attract medical tourists, especially from Muslim-populated countries. There is a typology of cultural sensitivity of Muslim medical tourists and recommend the branding and certification of Halal Medical Tourism hospitals, health facilities, medicines, products, and services to attract Muslim patients and provide challenges and opportunities with future

research directions by exploring the emergence and development of Halal branded Hospitals and medical facilities as medical tourism products for Muslim patients worldwide and in India [1].

To achieve success, every company, including hospitals, requires good marketing management, among others, by identifying and analyzing segmentation, target market, and positioning. So that it can attract new customers and retain current customers by providing satisfaction [2]. Segmentation is the division of customers into several variables, such as major geographic, demographic, psychographic, and behavioral variables. In addition to deciding on segmentation and target market, the company must also be able to decide the value proposition, how it will create different value for the targeted segment, and positioning. Positioning that wants to be known by the product brand name is created in every customer's [2].

The scope of this research is divided into three problem formulations that focus on the following:

How is the segmenting done by the Mother and Child Hospital of Bunda Aisyah?

How is the targeting done by the Mother and Child Hospital of Bunda Aisyah?

How is the positioning done by the Mother and Child Hospital of Bunda Aisyah?

Based on the problem formulation above, the objectives of this research are: to find out the segmenting, the targeting market, and positioning carried out by Mother and Child Hospital of Bunda Aisyah.

2 Method

The research is based on descriptive research with a qualitative approach. The steps taken in analyzing the data used include data reduction, data presentation, and drawing conclusions about segmentation, targeting, and positioning as a marketing strategy for Mother and Child Hospital Bunda Aisyah. Segmentation, targeting, and positioning is shown in Fig. 1.

Marketing strategy is shown in Fig. 2.

Data collection technique based on primary data by depth interviews and observations with informants. Secondary data was obtained through a review of documents available at the hospital.

The reason for the selection of resource persons is based on the participant's willingness to provide accurate information, have complete and accurate data, as well as a professional in their field. The information through interviews with:

1. Director of Mother and Child Hospital of Bunda Aisyah

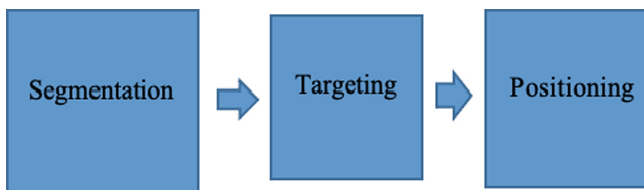


Fig. 1. Segmentation, Targeting, and Positioning.

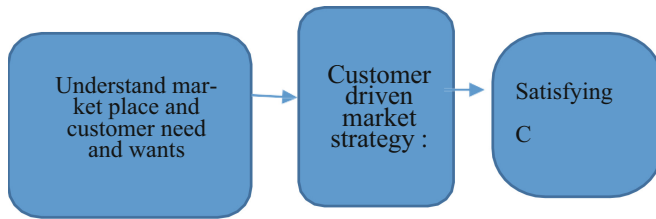


Fig. 2. Marketing Strategy

2. Mother and Child Hospital of Bunda Aisyah Management
3. Obstetrician Specialist
4. Pediatrician
5. Customers/patients of Mother and Child Hospital of Bunda Aisyah

3 Results and Discussion

Based on interviews and data collection, it is known that the determination of the marketing strategy, in the form of segmenting, targeting, and positioning, has been carried out in the Mother and Child Hospital of Bunda Aisyah.

Mother and Child Hospital of Bunda Aisyah has a vision that has been set as a guide in carrying out all daily activities that can support the achievement of the goal of establishing a hospital and being able to respond to the development of the hospital industry.

The vision of the Mother and Child Hospital of Bunda Aisyah is as follows: “To become a professional, trusted Islamic Mother and Child Hospital of Bunda Aisyah by providing excellent and comprehensive services”.

To support this vision, the Mother and Child Hospital of Bunda Aisyah has the MOTTO “Friends of the Health of Mothers and Children”.

The Mission of the Mother and Child Hospital of Mother Aisyah is:

1. Applying Islamic Sharia in providing services and hospital management, namely:
 - a. Ta’awun, help each other in goodness.
 - b. Tawashi advises each other to carry out Allah’s commands, stay away from all His prohibitions, and uphold noble behavior.
 - c. Fastabikhul Khoirot competes in goodness by working as best as possible to carry out the mandate and worship.
2. Provide quality, professional, friendly, fast, and precise health services.
3. Creating a professional, dynamic, innovative, and highly dedicated Islamic team.

4 Segmentation Analysis

1. Demographic Segment

Based on document observations, it was found that the customers of Mother and Child Hospital of Bunda Aisyah ranged in age from newborn to childbearing age.

Most of them are women consisting of pregnant women, mothers giving birth, and postpartum with education above high school and, on average, working in the private sector.

2. Geographic Segmentation

Mother and Child Hospital of Bunda Aisyah is located at RE Martadinata road Number 200 B, Cipedes, City of Tasikmalaya. It is located in a very strategic and easily accessible area in the urban area of the city of Tasikmalaya.

Even patients of Mother and Child Hospital Mother Aisyah not only come from Tasikmalaya City residents, but some patients also come from outside the city, such as Tasikmalaya Regency, Ciamis, Garut, Banjar, Pangandaran even across provinces.

This hospital has a land area of 2200 m², which is divided into a building area consisting of:

- a. Storey building for service, with a building area of 2500 m².
 - b. 2 - storey building for offices with a building area of 200 m².
- ## 3. Psychographic Segment

The reason service users choose services at Mother and Child Hospital of Bunda Aisyah, apart from being in a location close to home, the quality of professional doctors, and complete infrastructure accompanied by Islamic culture, the customer segment based on psychographic factors in this study consists of social class and lifestyle that is actualized in their perceptions and preferences.

Social class and lifestyle can be seen in customer preferences at Mother and Child Hospital of Bunda Aisyah, although all patients, including general patients, are in terms of cost.

According to the responses from the patients, they stated that they had received an explanation of the services at the hospital based on the required treatment and that the hospital had also assisted in administrative matters.

The explanation of the service fee has been submitted since the beginning of the patient administration process for general patients and participants with other insurance other than BPJS. This is done as a consideration for patients to choose treatment classes, especially for general patients and patients who do not receive BPJS contribution assistance.

This time the Mother and Child Hospital of Bunda Aisyah has not collaborated with BPJS anymore because, in several years, it has had internal problems, so it has not been able to collaborate again regarding financing with BPJS (Health Insurance).

4. Behavior Segment

Most of the users of inpatient services left the hospital in a recovering or improving condition. Patients give positive impressions and messages in filling out the satisfaction questionnaire. Willingness to use inpatient services on their initiative.

5 Analysis of Targeting

The hospital is currently setting specific targets in the form of superior services in the form of urogynecological surgery and infertility clinics.

Emergency, outpatient, and inpatient services provide several classes of services from class III to VVIP. The target set is the occupancy rate between 60%–80%.

Since the establishment of the hospital in providing services, the Mother and Child Hospital of Bunda Aisyah has applied the principles of Islamic law. Some of the activities include:

1. Employees of the Mother and Child Hospital of Mother Aisyah always take the time to pray in the morning before doing work, among others, by reading: Morning Dhikr, Asmaul Husna, Shalawat Tibbil Quluub, and Surat Al-Insyirah.
2. Throughout service hours, we always accompany visitors by chanting the holy verses of the Qur'an, sholawat, and nasyid.
3. Before carrying out the operation, the operations team prayed for the patient's safety.
4. We always take the time to pray together with the Director of the Mother and Child Hospital of Bunda Aisyah during the Month of Ramadan.
5. As a tribute to lucky employees, we dispatch free umrah as a form of appreciation.

In addition, the Free Umrah Program also applies to refer midwives who contribute best to the Mother and Child Hospital of Bunda Aisyah.

6 Analysis of Positioning

Hospital facilities are getting more complete from year to year. As a special hospital serving mothers' and children's health, we also open a fertility clinic that can help married couples with difficulty having children through medical therapy carried out by experienced doctors with complete infrastructure.

The following are several beds, room facilities/services at Mother and Child Hospital of Bunda Aisyah:

1. Total Bed Treatment: 61 beds
 - ICU: 1 bed
 - PICU: 1 bed
 - NICU: 4 beds
2. Laboratory and Radiology.
3. Obstetrics and Gynecology Specialist Polyclinic
4. Pediatric Specialist Polyclinic
5. Internal Medicine Specialist Polyclinic (Internist)
6. Emergency Installation
7. Inpatient Installation
8. Fertility Clinic supported by Morula IVF Jakarta
9. Perinatology Installation
10. Surgical Installation
11. Lactation Clinic
12. Insurance and Partner Companies.

Director of Mother and Child Hospital of Bunda Aisyah said, "This hospital not only provides benefits and blessings for the owners, employees, and the surrounding community, but also hopefully becomes an increase in faith in Allah SWT".

To make this happen, Mother and Child Hospital Bunda Aisyah strongly wanted that in 2022 it will become the first hospital in the East Priangan area to have an MUI Halal Certificate.

Although the nuances of Islam are so inherent, Mother and Child Hospital of Bunda Aisyah opens the opportunity to accept non-Muslim patients, in accordance with the principles of Health Law in Number 25 in 2009 [3] concerning public services with equal rights that the provision of services may not discriminate, especially regarding ethnicity, nation, religion, class, gender, and economic status.

7 Conclusion

Based on interviews and a review of documents, it is known that the determination of segmenting, targeting, and positioning as marketing strategies has been carried out and is quite good at the Mother and Child Hospital of Bunda Aisyah. This can be seen from the patient's response, the increase in the number of patients every year, and the development of existing facilities and infrastructure.

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