

# Market Segmentation and Buyer Readiness Stage Analysis to Determine Suitable Hospital Marketing.

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## Abstract

Changing the status of the hospital from a particular type such as Maternity Hospital to General Hospital has the consequence of adding several new services such as internal medicine, dental treatment, general surgery, etc. Internal medicine as a new service has the lowest visit in the past two years. It might happen since the public does not yet know its existence, so it needs to be promoted more. This study aims to analyze the market segmentation and buyer readiness stage of the community around the hospital. This study employed descriptive research through cross-sectional data collection. A total of 101 respondents were identified with simple random sampling from a population living within a radius of 3 km from the hospital. Then this study used primary data obtained by utilizing questionnaires consisting of several questions about the characteristics of respondents, psychographic, and buyer readiness stage. The results indicated that the market segment characteristics were people who are highly educated, work as civil servants and entrepreneurs, and those with a middle economic level. Then the medical service center that was frequently visited was the clinic/primary health service. The purchase readiness was at the awareness level, meaning that the respondents are still in the early stage of being aware of the hospital existence. Promotion is needed to increase purchase readiness to the level of knowledge to generate conviction and purchase. Understanding market segments and purchase readiness level could help hospitals to determine the suitable promotional methods for marketing campaigns.

Keywords:

Buyer Readiness Stage Hospital Market Segmentation Promotion