

**Pengaruh Bauran Pemasaran Terhadap Kepesertaan BPJS di Klinik
Pratama Nusa Medika Tahun 2016 (Effect Marketing Mix on
BPJS Membership at Pratama Nusa Medika Clinic 2016)**

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ABSTRACT

Pratama nusa medika clinic is a transition from family doctors, there is a change in the amount of membership data from Family Doctor patients to Pratama Nusa Medika Clinic which should be a comparison of one doctor compared with at least 10,001 participants. The strategy for membership of BPJS is most likely done with the marketing mix. The purpose of this study is to analyze the effect of marketing mix on BPJS membership in Pratama Nusa Medika Clinic Year 2016. The method used is analytical survey, sampling using accidental sampling method conducted in January - June 2017 and obtained a sample of 100 respondents. Based on the results of the research using logistic regression test of marketing mix significantly influence on the participation of BPJS in clinic Pratama Nusa medika contain at price, place promotion and people with value of price value ($p = 0.001$; $Exp = 20.746$), place ($p = 0.000$, $Exp = (P = 0.002$; $Exp = 7.433$), people ($p = 0.005$; $Exp = 10.004$) for product marketing and physical evidences, there is no influence on BPJS participation in clinic pratama nusa medika with product significance value ($p = 0.464$ $Exp = 0.498$) and physical evidence ($p = 0.487$; $Exp = 1.8826$). Increase the marketing price mix by cooperating with the insurer and the company, because only by paying the premium the patient can use the service by becoming a participant.

Keywords: *Marketing Mix, BPJS Membership, Primary Clinic*