

TIME SCHEDULE PENULISAN PENELITIAN
PENGARUH MARKETING MIX TERHADAP INCOME RUMAH SAKIT DI RUMAH SAKIT ALMAH KABUPATEN BANGKA BELITUNG

| No | Kegiatan | 2012 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 2013 | | | | | | | |
|----|---------------------------|-------|---|---|---|-------|---|---|---|-----|---|---|---|------|---|---|---|------|---|---|---|---------|---|---|---|-----------|---|---|---|---------|---|---|---|----------|---|---|---|----------|---|---|---|------|---|---|---|---|---|---|---|------|--|--|--|--|--|--|--|
| | | Maret | | | | April | | | | Mei | | | | Juni | | | | Juli | | | | Agustus | | | | September | | | | Oktober | | | | November | | | | Desember | | | | 2013 | | | | | | | | | | | | | | | |
| | | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | | | | | | | | |
| 1 | Pemilihan topik dan judul | ■ | ■ | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Penyusunan BAB I | | | | | ■ | ■ | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Penyusunan BAB II | | | | | | | | | ■ | ■ | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | Penyusunan BAB III | | | | | | | | | | | | | ■ | ■ | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Proposal Tesis | | | | | | | | | | | | | | | | | ■ | ■ | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Seminar Proposal Tesis | | | | | | | | | | | | | | | | | | | | | ■ | ■ | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | Revisi Proposal | | | | | | | | | | | | | | | | | | | | | | | | | ■ | ■ | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Studi Pendahuluan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | ■ | ■ | ■ | ■ | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | Penelitian | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | Penyusunan BAB IV | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | Penyusunan BAB V | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | Seminar Hasil | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | Revisi Hasil Penelitian | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | Seminar Tesis | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | Revisi Tesis | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | Pengumpulan Tesis | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

BIAYA PROMOSI RS ALMAH
Tahun 2009-2011 (36 bulan)

| No | Biaya Promosi | 2009 | | | | | | | | | | | | Total |
|----|---------------|----------|----------|----------|----------|----------|----------|---------|---------|---------|---------|---------|---------|-------------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | |
| 1 | Iklan | 7.50.000 | 7.50.000 | 8.50.000 | 8.50.000 | 8.50.000 | 8.50.000 | 800.000 | 800.000 | 800.000 | 800.000 | 900.000 | 900.000 | 9.800.000 |
| 2 | Penjualan | 450.000 | 450.000 | 450.000 | 450.000 | 450.000 | 450.000 | 450.000 | 450.000 | 500.000 | 500.000 | 500.000 | 500.000 | 5.600.000 |
| 3 | Promosi | 400.000 | 450.000 | 450.000 | 500.000 | 500.000 | 550.000 | 600.000 | 600.000 | 700.000 | 700.000 | 750.000 | 800.000 | 7.000.000 |
| 4 | Publisitas | 400.000 | 400.000 | 400.000 | 400.000 | 450.000 | 450.000 | 450.000 | 450.000 | 500.000 | 500.000 | 600.000 | 600.000 | 5.600.000 |
| | TOTAL | | | | | | | | | | | | | 28.000.000 |

| No | Biaya Promosi | 2010 | | | | | | | | | | | | Total |
|----|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | |
| 1 | Iklan | 1.750.000 | 1.750.000 | 1.750.000 | 1.750.000 | 1.750.000 | 1.750.000 | 1.750.000 | 1.750.000 | 1.750.000 | 1.750.000 | 1.750.000 | 1.750.000 | 21.000.000 |
| 2 | Penjualan | 750.000 | 800.000 | 900.000 | 950.000 | 950.000 | 1.000.000 | 1.000.000 | 1.000.000 | 1.100.000 | 1.100.000 | 1.200.000 | 1.250.000 | 12.000.000 |
| 3 | Promosi | 1.100.000 | 1.100.000 | 1.150.000 | 1.150.000 | 1.200.000 | 1.200.000 | 1.300.000 | 1.300.000 | 1.350.000 | 1.350.000 | 1.400.000 | 1.400.000 | 15.000.000 |
| 4 | Publisitas | 700.000 | 700.000 | 700.000 | 1.000.000 | 1.000.000 | 1.050.000 | 1.050.000 | 1.100.000 | 1.100.000 | 1.200.000 | 1.200.000 | 1.200.000 | 12.000.000 |
| | TOTAL | | | | | | | | | | | | | 60.000.000 |

| No | Biaya Promosi | 2011 | | | | | | | | | | | | Total |
|----|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | |
| 1 | Iklan | 2.000.000 | 2.000.000 | 2.000.000 | 2.100.000 | 2.100.000 | 2.250.000 | 2.250.000 | 2.250.000 | 2.300.000 | 2.300.000 | 2.300.000 | 2.300.000 | 26.250.000 |
| 2 | Penjualan | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 15.000.000 |
| 3 | Promosi | 1.450.000 | 1.450.000 | 1.450.000 | 1.500.000 | 1.500.000 | 1.550.000 | 1.550.000 | 1.600.000 | 1.650.000 | 1.650.000 | 1.700.000 | 1.700.000 | 18.750.000 |
| 4 | Publisitas | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 1.250.000 | 15.000.000 |
| | TOTAL | | | | | | | | | | | | | 75.000.000 |

**BIAYA PROMOSI DAN PEMASUKAN RS ALMAH KAB. BANGKA
PERIODE TAHUN 2009-2011 (dalam miliar)**

| Tahun | Biaya Pemasukan | | | | Pendapatan |
|-------|-----------------|------------|------------|------------|----------------|
| | X1 | X2 | X3 | X4 | |
| 2009 | 9,800,000 | 5,600,000 | 7,000,000 | 5,600,000 | 8,750,000,000 |
| 2010 | 21,000,000 | 12,000,000 | 15,000,000 | 12,000,000 | 26,000,000,000 |
| 2011 | 26,250,000 | 15,000,000 | 18,750,000 | 15,000,000 | 32,000,000,000 |

Hasil uji antar variabel bebas bauran pemasaran

Regression

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .649 ^a | .422 | .347 | 2.82910645 |

a. Predictors: (Constant), Biaya_publisitas, Biaya_iklan, Biaya_penj, Biaya_promosi

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1 | Regression | 180.881 | 4 | 45.220 | 5.650 | .002 ^a |
| | Residual | 248.119 | 31 | 8.004 | | |
| | Total | 429.000 | 35 | | | |

a. Predictors: (Constant), Biaya_publisitas, Biaya_iklan, Biaya_penj, Biaya_promosi

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 6.460 | 1.199 | | 5.386 | .000 |
| | Biaya_iklan | .010 | .008 | .210 | 1.284 | .209 |
| | Biaya_penjualan personal | -.085 | .031 | -.425 | -2.740 | .010 |
| | Biaya_promosi penjualan | 1.063 | .315 | .682 | 3.373 | .002 |
| | Biaya_publisitas | -.761 | .334 | -.445 | -2.280 | .030 |

T-Test

One-Sample Statistics

| | N | Mean | Std. Deviation | Std. Error Mean |
|--------------------------|----|------------|----------------|-----------------|
| Biaya_iklan | 36 | 79.0555556 | 73.19990025 | 12.19998338 |
| Biaya_penjualan personal | 36 | 19.9305556 | 17.45817564 | 2.90969594 |
| Biaya_promosi penjualan | 36 | 2.88055556 | 2.245162348 | .374193725 |
| Biaya_publisitas | 36 | 2.7888889 | 2.04548671 | .34091445 |

One-Sample Test

| | Test Value = 0 | | | | | |
|--------------------------|----------------|----|-----------------|-----------------|---|-------------|
| | | | | | 95% Confidence Interval of the Difference | |
| | t | df | Sig. (2-tailed) | Mean Difference | Lower | Upper |
| Biaya_iklan | 6.480 | 35 | .101 | 79.05555556 | 54.2882726 | 103.8228385 |
| Biaya_penjualan personal | 6.850 | 35 | .000 | 19.93055556 | 14.0235588 | 25.8375524 |
| Biaya_promosi penjualan | 7.698 | 35 | .000 | 2.88055556 | 2.12090191 | 3.64020920 |
| Biaya_publisitas | 8.181 | 35 | .000 | 2.78888889 | 2.0967958 | 3.4809820 |