

ABSTRAK

Latar Belakang: Layanan *Medical check-up* (MCU) merupakan salah satu upaya preventif dalam mendeteksi dini kondisi kesehatan masyarakat. RS YARSI sebagai institusi pelayanan kesehatan telah mengembangkan layanan MCU secara berkelanjutan, namun tantangan terkait peningkatan kunjungan pasien masih ditemukan. Penelitian ini bertujuan untuk menganalisis efektivitas implementasi strategi komunikasi departemen humas dan pemasaran RS YARSI pada pasien *Medical check-up* di RS YARSI

Metode: Penelitian ini menggunakan pendekatan *mixed methods*. Data kuantitatif diperoleh melalui kuesioner terhadap 87 responden pasien MCU dan dianalisis menggunakan uji korelasi dan regresi. Data kualitatif diperoleh melalui wawancara mendalam dengan pihak manajemen, staf MCU, dan mitra korporat, serta dianalisis menggunakan perangkat *NVivo*.

Hasil: Hasil kuantitatif menunjukkan bahwa sebagian besar responden memiliki tingkat kesadaran (83,9%) dan kepuasan (87,4%) yang baik. Kemitraan layanan berada dalam kategori cukup (50% baik, 16,7% kurang), sedangkan kunjungan pasien berada pada kategori cukup (63,2%), dengan 20,7% masih tergolong rendah. Terdapat hubungan yang signifikan antara tingkat kesadaran ($p=0,039$), kepuasan ($p=0,038$), dan kemitraan ($p=0,004$) dengan peningkatan kunjungan. Hasil *multivariat* menunjukkan bahwa variabel kepuasan pasien memiliki pengaruh paling dominan terhadap peningkatan kunjungan, dengan nilai *Partial eta squared* sebesar 0,697 dan signifikansi *Pillai's Trace* = 0,017.

Kesimpulan: Tingkat kesadaran, kepuasan, dan strategi kemitraan berkontribusi signifikan terhadap peningkatan kunjungan layanan *Medical check-up* di RS YARSI. Penguatan strategi promosi, evaluasi kualitas layanan, serta pengembangan kemitraan korporat menjadi faktor kunci dalam optimalisasi layanan MCU ke depan.

Kata kunci: kesadaran, kepuasan, kemitraan, kunjungan, MCU, RS YARSI

ABSTRACT

Background: Medical check-up (MCU) service is one of the preventif efforts in detecting early public health conditions. RS YARSI as a health care institution has developed MCU services on an ongoing basis, but challenges related to increasing patient visits are still found. This study aims to analyze the effectiveness of the implementation of the communication strategy of the Public Relations and Marketing department of RS YARSI on Medical check-up patients at RS YARSI.

Methods: This study used a mixed methods approach. Quantitative data was obtained through questionnaires to 87 MCU patient respondents and analyzed using Correlation and regression Tests. Qualitative data was obtained through in-depth interviews with manajemen, MCU staff, and corporate partners, and analyzed using the NVivo tool.

Results: Quantitative results showed that most respondents had good levels of Awareness (83.9%) and satisfaction (87.4%). Service partnerships were moderate (50% good, 16.7% poor), while patient visits were moderate (63.2%), with 20.7% still low. There was a signifikan association between Awareness level ($p=0.039$), satisfaction ($p=0.038$), and partnership ($p=0.004$) with increased visits. Multivariate results showed that the patient satisfaction Variable had the most dominant influence on increasing visits, with a Partial eta squared value of 0.697 and Pillai's Trace significance = 0.017.

Conclusion: Awareness level, satisfaction, and partnership strategy significantly contribute to the increase in Medical check-up service visits at YARSI Hospital. Strengthening Promotional strategies, evaluating service quality, and developing corporate partnerships are key factors in optimizing MCU services in the future.

Keywords: Awareness, satisfaction, partnership, visit, MCU, YARSI Hospital.