

Strategic Marketing to Maintain Market Share Eporex at the Hospital dialysis Center in Jakarta

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Abstract

The main idea of this research is marketing strategy to maintain market share of Eporex drug at the hospital dialysis center in Jakarta. This research main purpose are to know (1) why the market share decrease from year to year, (2) factor that cause the decrease of market share, (3) attitude and consumers perception, and (4) what kind of marketing strategy to maintain market share.

Method has been using to know an attitude and consumer's perception by disseminating questioners to consumers. Responders were doctors that responsible at the hospital dialysis center in Jakarta. There are 42 dialysis center consist of 13-dialysis center classes A, 16-dialysis centers classes B, and 8-dialysis center classes C. There are 55 doctors from 42-dialysis centers, consist of 23-nephrologists, 33-internist and general practitioners in dialysis. The questioners method relate to multi-attribute attitude research from Fisbein. Score for the sake of the attribute erythropoietin drugs, are (1) very unimportant, (2) rather unimportant, (3) unimportant, (4) rather important, (5) important, and (6) very important. While, the score of attribute believe for every erythropoietin drug such as Eporex, Recormon, Hemapo and Epotrex, are (1) very poor, (2) rather poor, (3) poor, (4) rather good, (5) good, and (6) very good.

Eporex (erythropoietin alpha) produced by Janssen-Cilag, is pioneer in market of erythropoietin drug in Indonesia. Eporex is market leader in sales value, but third position below Hemapo and Epotrex in sales unit. Hemapo and Epotrex are generic (me too) of Eporex, both of the drugs have cheaper than Eporex. Recormon is erythropoietin beta, which is the main competitor of Eporex because have the same segmentation and target costumers.

Eporex has done the Marketing strategy to maintaining market compartment with doing defense position and counter attack. Through questioners that disseminated to responders, were resulting three most important attributes, efficacy (5,83), quality (5,74) and safety (5,52). Attribute giving of gimmick assumed that it is not important (3,86). The result of analysis attitude multi-attribute Fisbein, prove that Eporex get the highest score (405,48) than Recormon (394,41), Hemapo (355,41), and Epotrex (299,03). Costumer evaluating that Eporex more likely than other erythropoietin. Attribute quality and cool chain system have good value by responder, both of attributes get the highest believing score (5,00), otherhand price is unnecessary attribute (3,55), and Eporex is the most expensive price among other erythropoietin.

Suggested strategy to maintain market compartment are market segmentation, which will be in middle-upper class (premium) and the main market target is institution market. The positioning have to develop is quality of erythropoietin to increase patient Hb. Marketing mix, focus on promotion and price. Price does not to increase, because of Eprex more expansive than other erythropoietin. For the institution market, marketing strategy can do with discount. Promotion activity especially for institution, can be adjusted with presentation of the Eprex about advantage and value able compared with competitors.



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