ABSTRACT

The coverage number of K4 in Kabupaten Mojokerto was less than 95% (SPM’s target) in 2008 until 2010. 48.15% of Public Health Center (PHC) in Kabupaten Mojokerto did not reach of K4’s standard. The coverage number of K4 was describe the quality of antenatal care. Therefore, the objective of this research was to analyze the quality of antenatal care based on satisfaction model stimuli - value judgement – reaction (SVR) in Public Health Center (PHC) of Kabupaten Mojokerto.

This research is a kind of descriptive-diagnostic marketing research. Based on the time, include cross-sectional study. Sample of this study were patients at the selected PHC’s area taken through a multistage. Data has been analyzed by calculated composite mean from each variables then plotted the mean into 4x4 position matriks.

The result of this research is the existence of strategic issue in PHC of Kabupaten Mojokerto related to antenatal care quality that is the continuity aspect of the ANC, midwives reliability, emphaty, friendliness, and the responsiveness of midwives.

The conclusion of this research is the quality of antenatal care in PHC of Kabupaten Mojokerto are less well especially on aspect process. Suggestions to improve the quality of antenatal care in PHC Kabupaten Mojokerto are excellence service training and monitoring the accuracy of the opening hours of service.

Keywords: Public Health Center of Kabupaten Mojokerto, Stimuli-Value Judgment-Reaction, Satisfaction, Quality of Care