

SUMMARY

The Efforts to Increase Utilization of Labor Facility in the Primary Health Care Based on Characteristic and Consumer Behavior Analysis (Study at Gunung Anyar Primary Health Care Surabaya)

Gunung Anyar Primary Health Care is a labor facility type, located at Gunung Anyar Sub District of North Surabaya which had 3 beds for delivery. Labor facility at Gunung Anyar Primary Health Care was Surabaya Health Department policy, which aims provide 24 hours labor services for Gunung Anyar society. One of the indicators to describe labor facility performance is Bed Occupancy Rate (BOR). Labor facility of Gunung Anyar Primary Health Care showed below standard BOR from 2011 until 2014. The figure in 2011, 2012, 2013 and 2014 was 10,2%, 16,4%, 12,7 % and 7,7% respectively. However the figure was much lower compared with ideal BOR which is 26 %.

Based on theory and concept in this research was consumer behavior and concepts of purchase decision-making process caused by demographic, social, psychographic, culture and good marketing factors by primary health care and providers by parties outside the primary health care, which was examined by researchers are from demographic factors was age, education level, monthly average income, job, address, from social and cultural reference is the group of factors are marketing promotion, from psychographic factor was perceptions about human resources, infrastructure, accessibility and promotion.

The purchase or use of a product (goods and services) depends on how perception belonging to a person against that product. The main theory being used as the basis of the research is the theory the purchase decision making process by Leon Schiffman, Leslie Lazar Kanuk and Kotler.

This was analytic observational research conducted cross-sectional in April-May 2015. The technique for collecting data was questionnaires. The data utilized were primary and secondary data. The population was all 60 people with give questioner perceptions, group reference, and the process of utilization decisions. The population were mothers who delivery at Gunung Anyar Primary health care working area in April-May 2015. Respondents consisted of first group was people who used labor facility, 20 people that taken with total sampling methode. Second group was people who used labor facility besides Gunung Anyar Primary health care, 40 people that taken with simple random sampling.

The collected data was presented in frequency distribution tables, cross tabulation and analyzed using catagorical regression $\alpha < 0,05$. The result of this study revealed that the majority of respondents were in reproductive age (80%), subsistence housewife (75%), and 68,3% of them had monthly average income was less than 2,7 million rupiah. While their educational level were mostly (63,3%) graduated from senior high school. The results from analyzed catagorical regresion, searched for information was influenced by age ($p= 0,005$), family habits in labor ($p= 0,000$), reference group ($p= 0,000$) and promotion

perception ($p=0,033$). Alternative evaluation influenced by age ($p= 0,000$), educational level ($p=0,000$) and family habits in labor ($p= 0,001$). Utilization labor facility at Gunung Anyar Primary health care influenced by family habits in labor ($p= 0,000$), reference group ($p= 0,003$), perception of accesibility ($p= 0,000$) and promotion perception ($p=0,000$).

There were differences in group reference between user and non user respondents. The group reference from user respondents was their parents and non user respondents was their husband. User and non user respondents had different perception about accesibility of labor facility Gunung Anyar Primary Health Care. Non user respondents had perception of accesibility was difficult but user respondents had perception of accesibility was easy.

Majority respondents did not make research information and alternative evaluation of labor facility. There was only 48,3% total respondent researched information. And 38,3% evaluated alternative. The person who research information is that patient (55,2%) and their husband (37,9%). They researched information through friends and neighbour (58,6%) and family (24,1%). They were looked for infrastructure (48,3%) and human resourches (24,1%).

Factor in purchase decision making process, researched information and evaluated alternative of labor facility was no significant effect to buying labor facility. Researched information and evaluated alternative of labor facility was not influenced respondent to buying labor facility. Respondents who research information not always evaluated alternative of labor facility

Conclusion: the factors which influenced for utilization labor facility of Gunung Anyar Primary Health Care was family habits, reference group, perception of accesibility and promotion. Suggestions to Gunung Anyar Primary Health care are: 1) To increase socialization of labor facility at primary health care, 2) Activated ambulance and hotline 24 hours, 3) Cooperated with Organda to public transportation.