ABSTRACT

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)

Bed Occupancy Rate in labor facility of Gunung Anyar Primary Health Care during the past four years did not meet the Ministry of Health centre standard. It can be seen from Bed Occupancy Rate (BOR) from 2011-2014, tends to decrease. 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%. The objective of this research was to analyzed consumer characteristic and buying behavior as recomandation in increasing the utilization of labor facility in the primary health care. This was analytic observational research conducted cross-sectional in April-May 2015. The technique for collecting data was questionnaires. The population was 60 people. Samples of first group was the patients of labor facility Gunung Anyar Primary Health Care (20 people) was taken with total sampling. The second group was the patients who lived in Gunung Anyar village and did not use labor facility of Gunung Anyar Primary Health Care (40 people) was taken with simple random sampling. The research result showed utilization labor facility at Gunung Anyar Primary Health Care influenced by family habits in labor (0.000), reference group (0.003), perception of accessibility (0.000) and promotion perception (0.000). Conclusion: the factors which influenced for utilization labor facility of Gunung Anyar Primary Health Care was family habits, reference group, perception of accessibility and promotion. Suggestions to Gunung Anyar Primary Health care are: 1) To increased socialization of labor facility at primary health care, 2) Activated ambulance and hotline 24 hours, 3) Cooperated with Organda to public transportation.

Keywords: utilization, labor facility, characteristic consumer, consumer behavior.