

**ABSTRACT**

*Based on the preliminary study results of 112 respondents, 69.60% of the respondents had dental and oral health issues, but only 31.30% accessed dental and oral health services during new habits adaptation era. Individual, psychological, environmental, and provider factors all have an impact on the need for health services. The aim of this study was to determine the need and demand for dental and oral health services in Surabaya in the era of New Habit Adaptation.*

*This research employed a cross-sectional research design with a descriptive observational study. This analysis utilized a non-random sampling using incidental sampling method. There were 394 respondents in the area of Surabaya City. Data collection included individual factors, psychological factors, dental and oral health status, insurance ownership, perceived need, and demand. Frequency table, percentage, and cross tabulation were used to analyze the data.*

*The results revealed that the highest needs were health facilities (primary health care), health personnel (dentist), tariffs (<500,000), facilities (complete equipment), waiting room infrastructure (with signage), waiting room airflow (windows and air conditioning), operating room infrastructure (good lighting system), operating room airflow (AC), patient PPE (disposable gown), screening (on site), registration (phone/sms/wa/line), and payment (health insurance). The highest demands were for facilities (dentists practicing), health personnel (dentists), tariffs ((<500,000), facilities (only action rooms and waiting rooms), waiting room infrastructure (with signage), waiting room airflow (windows and air conditioning), infrastructure operating room (good lighting system), and operating room airflow (AC), PPE for health workers (level 2), PPE for patient (apron), screening (checking body temperature), registration system (phone/sms/wa/line) and payment (cash).*

*According to the outcomes of this study, respondents' use of dental and oral health services remains low, and there are still unfulfilled needs and inappropriate demands. It is recommended that oral health be promoted, for example, on social media, and that this research be used to evaluate dental and oral health services.*

**Keywords:** *New Normal, Demand, Need, dental and oral health services*

## ABSTRAK

Hasil studi pendahuluan kepada 112 responden, 69,60% responden pernah bermasalah gigi dan mulut, namun hanya 31,30% yang memanfaatkan pelayanan kesehatan gigi dan mulut di era adaptasi kebiasaan baru. Faktor yang mempengaruhi kebutuhan pemanfaatan pelayanan kesehatan yaitu faktor individu, psikologi, lingkungan, dan provider. Tujuan penelitian yaitu menganalisis kebutuhan dan permintaan pelayanan kesehatan gigi dan mulut di Kota Surabaya era Adaptasi Kebiasaan Baru.

Penelitian ini merupakan penelitian observasional deskriptif, menggunakan desain penelitian cross sectional. Penelitian ini termasuk non random sampling dengan metode insidental sampling. Berjumlah 394 responden di wilayah Kota Surabaya. Pengumpulan data meliputi faktor individu, faktor psikologi, status kesehatan gigi dan mulut, kepemilikan asuransi, felt need, dan demand. Analisis data dengan tabel frekuensi, presentase, dan tabulasi silang.

Hasil penelitian menunjukkan kebutuhan tertinggi yaitu fasilitas kesehatan (puskesmas), tenaga kesehatan (dokter gigi), tarif (<500.000), sarana (peralatan lengkap), prasarana ruang tunggu (terdapat signage), aliran udara ruang tunggu (jendela dan AC), prasarana ruang tindakan (sistem pencahayaan baik), aliran udara ruang tindakan (AC), APD pasien (gaun sekali pakai), skrinning (ditempat), pendaftaran (telepon/sms/wa/line), dan pembayaran (asuransi kesehatan). Permintaan tertinggi yaitu fasilitas (dokter gigi praktek), tenaga kesehatan (dokter gigi), tarif (<500.000), sarana (hanya ruang tindakan dan ruang tunggu), prasarana ruang tunggu (terdapat signage), aliran udara ruang tunggu (jendela dan AC), prasarana ruang tindakan (sistem pencahayaan baik), dan aliran udara ruang tindakan (AC), APD tenaga kesehatan (level 2), APD pasien (celemek), Skrinning (pengecekan suhu badan), sistem pendaftaran (telepon/sms/wa/line) dan pembayaran (tunai).

Kesimpulan dari penelitian ini adalah pemanfaatan pelayanan kesehatan gigi dan mulut responden masih rendah dan masih terdapat kebutuhan yang tidak terpenuhi dan permintaan (*demand*) yang tidak sesuai dengan kebutuhan. Sebaiknya perlu dilakukan promosi kesehatan gigi dan mulut seperti di media sosial dan mempertimbangkan penelitian ini untuk mengevaluasi pelayanan kesehatan gigi dan mulut.

**Kata kunci** : Adaptasi Kebiasaan Baru, *Demand*, *Need*, pelayanan kesehatan gigi dan mulut