

## ABSTRACT

### FACTOR ANALYSIS PRODUCTS, PRICES, AND PLACE OF SATISFACTION WITH MEN IN FERTILE AGE COUPLE VASECTOMY KOTLER BASED MARKETING MIX IN DISTRICT KENJERAN SURABAYA

#### CROSS SECTIONAL RESEARCH

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The role of the husband in contraceptive choice is very important to determine the number of offspring that will be owned and the age difference to have children. Kotler's marketing mix strategy is a way of assessment services obtained men of fertile couples vasectomy acceptors to the satisfaction of service.

The study design was cross sectional approach. The population of all the men of fertile couples in the District Kenjeran. Total sample of 25 respondents with a purposive sampling techniques. The independent variables consist of product factor, price, and place. The independent variable is the satisfaction of contraceptive use vasectomy. Collecting data using questionnaires were analyzed using the Spearman Rho with a significance level of  $\alpha \leq 0,05$ .

The results of this study show there is no relationship between the product, price, and place with satisfaction. The results of the product ( $p=0,074$ ) ( $r=0,251$ ), price ( $p=0,074$ ) ( $r=- 0,363$ ), place ( $p=0,074$ ) ( $r=0,363$ ) with the satisfaction of contraceptive use vasectomy.

Respondents felt worried for a time that will come after a vasectomy. The work of the majority of the respondents were in dire need of respondents so that scavenger funds sufficient for daily needs. It greatly influenced in filling out the questionnaire. Reponden complained about the use of public transport would require.

Keywords: Marketing Mix, Vasectomy, Product, Price, Place