

ABSTRACT

**AN APPROACH OF MARKETING MIX THEORY TO THE PROCESS,
PROMOTION, PEOPLE AND THE SATISFACTION OF MALE
CONSUMERS OF VASECTOMY CONTRACEPTION DURING THEIR
FERTILE AGES IN KENJERAN SUB-DISTRICT**

CROSS-SECTIONAL RESEARCH

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Man's participation in Family Planning Program is one of the indicators of success. One contraception method that is commonly used by man is vasectomy. It is regarded as the most effective contraception for man. It is effective in stopping man's fertility. Marketing Mix Theory of Kotler was used for determining the perception of man in his fertile age over the service satisfaction. This theory is a service marketing method that was used for assessing the service of vasectomy from the point of view of a man as a consumer. The purpose of this study was to analyze the factors contributing to the satisfaction in using contraceptive vasectomy in man during his fertile age based on Marketing Mix Theory of Kotler.

The researcher used cross-sectional approach in designing this research. The population was all of the men in their fertile ages living in the area of Kenjeran Sub-District. The research sample consisted of 25 respondents; the samples were drawn by using simple random sampling. The independent variables were the factors of promotion, people, and process. The dependent variable was the satisfaction of using vasectomy. The data were collected from questionnaires that were analyzed using Spearman Rho with the rate of significance of $\alpha \leq 0,05$.

The results of this research indicated the correlations between the factors of promotion ($p=0,000$), people ($0,022$) and process ($0,000$), and the satisfaction in using vasectomy. Marketing Mix Theory indicated a significant correlation towards the man's satisfaction.

Key words: Consumer's satisfaction, vasectomy, Marketing Mix of Kotler.