

ABSTRACT

Marketing Effort of Delivery Service Health Personnel through Characteristic, Satisfaction and Loyalty Analysis at Nonggunong PHC

Nonggunong Public Health Center (PHC) is located in the islands of Sumenep, it offers child-birth service as one of PHC's specialty. The distinctive service of delivering babies is way below the target coverage of Nonggunong PHC. For the past years, traditional midwives (*dukun*) handled most labors in the work area of Nonggunong PHC. The low utilization of labor facility at the PHC, requires BKIA (*Balai Kesehatan Ibu dan Anak* =Mother and Child Health Clinic) to assert and market the establishment as well as the health personnel.

The research aims at formulating the marketing effort of health personnel based on characteristic, satisfaction and loyalty analysis at Nonggunong PHC. For this purpose, respondent characteristic, satisfaction and loyalty must be identified.

This was a descriptive research conducted in retrospective method in the month of June 2006 at the working area of Nonggunong PHC. Primary data was collected from questionnaires and the secondary data was taken from the Sumenep Regency Health Office and from the PHC. Respondents are mothers with babies at Nonggunong PHC totaling to 69 mothers (total population). Data processing began with cleaning (checking whether the questionnaires were fully answered), and coding (giving a certain code on question item). Afterwards, a descriptive analysis was performed on respondent characteristic, environment, satisfactory and loyalty identifications.

The research result showed individual characteristic of respondent as follows: housewife, married in young age, both husband and wife had low education, husband worked in private sectors (fisherman, farmer), and low income. The psychological characteristics were child-birth experience, perception of labor attended by midwives and the choice of safe delivery. Respondents stated that their experience of giving birth attended by midwives was pleasant, no birth complication and no labor trauma. The environment characteristic showed that the location of PHC was near, and easy to reach. From tariff wise, the PHC was relatively inexpensive. While from the completeness of means and infrastructure, the PHC is by far more than the average. But from consumer's satisfaction, the level of satisfaction towards the PHC was low.

The identification of respondent characteristic, environment, satisfactory level and customer loyalty are used as a basis of marketing strategy and health personnel formulations at the Nonggunong PHC. The marketing strategies are: PHC means and infrastructure improvement, socialization of health service information (health personnel), fixing-tariff strategy (determining an affordable price) and health service quality improvement.

Key words: marketing, health personnel, analysis