

SUMMARY

Analysis of Delivery Place Utilization By Pregnant Mother Based On Theory Of Planned Behavior and Customer Value In Pasuruan District

Unexpected things that can harm mother and fetus may occur in childbirth. It is called maternity complications. One of the factors that needs to be considered in order to have a safe childbirth is the selection of places to conduct delivery and birth attendants. Selection of a proper place and birth attendants will also influence the mother's mental readiness to face the delivery process.

According to Ministry of Health (2001) the most ideal place to conduct delivery is health facilities equipped with equipment and personnel who are ready to help and know where to refer in case of complications. The health facilities among others are village midwife, primary health care, primary health care with service of Basic Emergency Obstetric and Neonatal Care (PONED), private midwife, level I clinic hospitalization, maternity service, and state and private hospitals. Based on the results of Health Research (Riskesdas) in 2013 it was known that in East Java the using of delivery place (health facility) by pregnant mother had reached the number of 90%. This means that there was 10% of deliveries conducted at home, which is common in Pasuruan.

Utilization of delivery place is a matter of behavior. According to Ajzen (2005) behavior which is caused by intention in a person has some direct determinants among others are attitude toward the behavior, subjective norm, and perceived behavioral control. Customer value has a positive correlation with behavioral intention (Sweeny & Soutar, 2001; Gill et al., 2007; Kuo et al., 2009; Petrick, 2004). Based on these two concepts it can be concluded that a person's intention to behave is influenced by the attitude toward the behavior, subjective norm, perceived behavioral control, and customer value.

Behavior of pregnant mother in the use of one of the delivery places is influenced by the intention of pregnant mother, which is determined by the attitude of pregnant mother against one of the places of delivery, maternal perception of the social pressure around it to utilize or not utilize one of the places of delivery, self-control abilities possessed by pregnant mother to stick to her choice and perception of pregnant mother on the benefits received to sacrifice incurred when utilizing one of the places of delivery.

This research is observational research with prospective longitudinal study design. This study aimed to analyze the using of delivery place by pregnant mother based on a theory of planned behavior and customer value. The population of this study were all pregnant mothers with gestation periods ranging from 34 to 36 weeks living in Pasuruan district. Total sample of 100 people was determined by using the formula of Notoadmojo (2002). The sampling method used was multistage random sampling with three regions, namely urban, rural and mountain. Data collection was done twice, before and after the giving birth. The measuring of intention was conducted before the giving birth and the measuring of behavior was made after the giving birth.

The results indicated that the majority of pregnant mother in Pasuruan District had good attitude toward the behavior, subjective norm, perceived behavioral control and customer value. Customer value influenced the intention of pregnant mother to give birth in one of delivery place ($p=0,0001$). Attitude toward behavior, subjective norm and perceived behavioral control did not influence intention. Intention of pregnant mother formed during pregnancy may actually influence the behavior of utilization delivery place. The dimension of customer value that influenced utilization is performance value ($p= 0,017$ for utilization in primary health care, $p=0,047$ for utilization in health facility except primary health care) and value for money ($p=0,012$ for utilization in primary health care, $p=0,038$ for utilization in health facility except primary health care). Influence of intention and behavior of utilization delivery place was indicated by the match between the intention of pregnant mother to give birth in one delivery place and delivery place used by pregnant mother. The difference between the intention and the utilization of delivery place was caused by the reference point. Only a small part because of the unexpected, the distance, the desire to get better service, and birth attendants.

The conclusion of this study is that customer value has more influence on utilization of delivery place by pregnant mother in pasuruan District through intention first. The dimension of customer value that influenced utilization are performance value and value for money. The suggestion for next research is to analyze factors that affected but didn't analyze in this research.