

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

According to the Ministry of Health (2001) the most ideal place to conduct deliveries are health facilities equipped with equipment and personnel who are ready to help and know where to refer in case of complications. This research aims to analyze the utilization of delivery place by pregnant mother based on a theory of planned behavior and customer value. This research is observational research with prospective longitudinal study design. The sample was 100 pregnant mother with gestation period ranging from 34 to 36 weeks who were not registered as participants in the health insurance and were selected using multistage random sampling. Data collection was done before and after the giving birth using questionnaire. The research results showed that customer value influenced intention ($p=0,0001$) and the intention influenced utilization of delivery place by pregnant mother. Attitude toward behavior, subjective norm and perceived behavioral control did not affect influence intention. The dimension of customer value that affected influenced utilization is performance value ($p= 0,0017$ 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 Faskes primary health care, $p=0,038$ for utilization in health facility except primary health care). The conclusion that can be made is 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 affected 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.

Keywords: Theory Of Planned Behavior, Customer Value, Utilization of delivery place