# SUMMARY

## Efforts To Decrease The Figure Of Drop Out K1-K4 ANC (Ante Natal Care) Visiting In Mother And Children Outpatient Ward Sawahan Public Health Center Surabaya City Based On Customer Engagement Methods

One of aims Millenium Development Goals (MDG's) 2015 is to decrease maternal mortality number which the target is 102/100.000 per life birth in 2015. Maternal mortality number in Surabaya is still below the target, 119,5/100.000 life birth in 2013. Increasing maternal health services such as ante natal care for pregnant woman was one of the efforts to prevent maternal mortality. It can be monitor by the figure of drop out K1-K4 ANC visiting. The number of drop out K1-K4 visiting in Surabaya city is 10,09 % (target < 5%), so does in Sawahan Public Health Center (26,11%). Background of this research is based on the increasing number of K1-K4 visiting more than 5% per year in PHC Sawahan Surabaya City. While the purpose of this study was to develop recommendation based on customer engagement methods to reduce drop out K1-K4 visit in Sawahan PHC, Surabaya City.

This research is an observational study that is the retrieval of the data without providing any treatment to the respondent.The research design method is cross sectional approach. This research was conducted in Sawahan Public Health Center region in December 2014 to August 2015. The population of this study is all pregnant women in Sawahan Public Health Center region. Sample were taken from the population (85 respondents). The sampling methods in this study is using proporsional random sampling. The independent variable in this study are age, paritas, pregnancy perceive, need and want of pregnant woman, knowledge aobut ANC, past habitual ANC, perceive to doctor, and perceive to midwife. The dependent variable in this study is engagement, with the between variables are satisfaction, retention, commitment and advocacy. The tool in this study was a questionnaire. Strategic issues based on the analysis of data obtained seen from the value of the significantly results of correlation test.

The characteristic respondents as the result of this study are majority pregnant woman are in the age of 26-40 years old, have a good perceive about their pregnancy when they visit to  mother and children outpatient ward, have need and want about a good health officer attitude such as 3S (smile, say a regard, say hello), responsive to complains, fasten waiting time, equal, assurance and secure services. The pregnancy knowledge of majority respondents were in the middle. The past habitual of respondents were less good. Respondents have a good perceive to doctor and midwife.

There is correlations between the past habitual ANC and satisfaction, respondent perceive about midwife and satisfaction. Also, there is correlations between respondents perceive about doctor and retension, respondents perceive about docter and advocacy, respondents perceive about midwife and advocacy. Then, there is correlations between respondents perceive about midwife and engagement. There is correlations between ANC visiting and engagement. And

there is a correlation between satisfaction and retention, retention and commitment, commitment and advocacy, advocacy and engagement.

The recommendations as an efforts to decrease drop out K1-K4 ANC (Ante Natal Care) visiting in mother and children outpatient ward Sawahan Public Health Center  Surabaya City based on customer engagement methods (satisfaction, retention, commitment, advocacy, engagement) such as increasing professionalism and skill doctors and midwifes, increasing accessibility to maternal health services, proposed all pregnant woman who done maternal services in outpatient ward Sawahan Health Center to tell others about their positive experienced maternal services in outpatient ward Sawahan Health Center. Intensifying mother class to maintenance pregnant woman keep coming to Sawahan Health Center.