

ABSTRACT**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**

Increasing maternal health services such as ante natal care for pregnant woman was one of the efforts to prevent maternal mortality. It could be monitor by the figure of drop out K1-K4 ANC visiting. The number of drop out K1-K4 visiting in Surabaya city was 10,09 % (target < 5%), so did in Sawahan Public Health Center (26,11%). Background of this research 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 was an observational study, cross sectional approached, conducted in Sawahan Public Health Center region in December 2014 to August 2015. The population of this study was all pregnant women in Sawahan Public Health Center region (85 respondents) using proporsional random sampling, a questionnaire as a tool. Strategic issues based on the analysis of data obtained seen from the value of the significantly results of correlation test. There was correlations between the past habitual ANC and satisfaction, respondent perceive about midwife and satisfaction, respondents perceive about doctor and retention, respondents perceive about doctor and advocacy, respondents perceive about midwife and advocacy, respondents perceive about midwife and engagement, ANC visiting and engagement. satisfaction and retention, retention and commitment, commitment and advocacy, advocacy and engagement

Keywords : Drop out K1-K4, ANC, customer engagement