

SUMMARY

An Effort to Increase Dental Filling Based on Customer's Perceived Need, Evaluated Need Provider, and Persuasive Communication in Kebonsari Public Health Center Surabaya

Dental filling at some Public Health Center Surabaya in 2011-2013 was lower compared with extraction. Data shows that there are 12 public health centers in Surabaya had dental filling and extraction ratio lower than the standard assigned by the Ministry of Health. If the ratio is below 1, means that there were more extraction than dental filling. One of the public health centers which hadn't reach the standard is Kebonsari Public Health Center. The percentage of dental filling in 2012 was 0.56% and in 2013 37.50% compared with extraction. The percentage reduction in total patient visit in Dental Public Health Center is 10.50% in 2012 and 36.65% in 2013. The average ratio of dental filling and extraction were at 0.46. It means that dental filling were lower than extraction. According to Jordan and Sudarti cited by Sarwono (2004) healthy public perception of pain influenced by elements of past experience, as well as socio-cultural elements. Instead health workers trying wherever possible to apply objective medical criteria based on symptoms that seem to diagnose a person's physical condition. Differences in the perception of the public and health workers often cause problems in implementing health programs. According to Alan Dever, factors that affect the utilization of health services are sociocultural factors, organizational factors, consumer factors, provider factors. In this research, consumer factors include sociodemographic factors (age, education, occupation), sosiopsychology (knowledge, preference), customer's perceived need, evaluated need provider (diagnosis, treatment plan) and persuasive communication. This research conducted from October 2014 to July 2015 using cross sectional design. The location of this research is Kebonsari Public Health Center Surabaya. The sample in this research using total sampling. 50 samples collected in this research were all patients with inclusion criteria. The result of the research showed that there are 14 samples that don't match between perceived need and evaluated need, as many as 14 samples of extraction. The factors of education, knowledge, preferences, has a significant difference with perceived need. A persuasive communication can't change the decision of consumers to extract the tooth.