

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

There are 12 public health centers in Surabaya, which had a ratio between dental filling and extraction below the standard in the last 3 years (2011-2013). If the ratio is lower than one, 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 was 37.50%. The percentage reduction in total patient visit in Dental Public Health Center was 10.50% in 2012 and by 2013 have a significant reduction by 36.65%. The average ratio of dental filling and extraction were at 0.46. It means that dental filling was lower than extraction. In this research, consumer factors include socio demographic factors (age, education, occupation), socio psychology (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 PHC Surabaya. The samples in this research using total sampling. 50 samples in this research were all patients with inclusion criteria. The result of this research showed that there were 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 significant difference with perceived need. A persuasive communication can't change the decision of consumer to extract the tooth.

**Keywords:** need, dental filling, persuasive communication