

## SUMMARY

### **Attempts To Enhance The Elderly *Posyandu* Visits Based On Customer Value Analysis In Sidoarjo District**

The success of development in the field of health has taken effect on the increasing life expectancy of the community which also effects the demographic transition. Based on the results of 2000 East Java Inter-Census Population Survey Projection, the number of elderly people were 7,4%; in which 14,45% were living in Sidoarjo District. Elderly people belong to the high-risk population groups, for that reason effort should be sought so that these people will remain healthy, independent and productive.

One of the attempts made is fostering the elderly's health through an association called *Karang Werdha*. One activity of *Karang Werdha* is the elderly *Posyandu* (Integrated Service Center) as one of the Health Section activities. Although *Karang Werdha* has been established in 353 villages in Sidoarjo District, but the visits of the elderly *posyandu* have only reached 50,05% instead of the specified target of 70%. Therefore, attempts should be made to enhance the visits of the elderly *posyandu*.

An organization value is very important for a long-term success of the organization concerned. The value is very essential as an effort of introducing the needs of the consumer in making his or her decision. Customer Value is the ration between the total benefits received from the total cost of the sacrifice made to receive the desired benefits. Consequently, a value is the reason that a customer considers in buying. A high customer value will add to the success because a customer will continue to buy and use the product or service made.

The objectives of this research were to arrange efforts to increase the elderly *posyandu* visits based on the Customer Value analysis in Sidoarjo District. The research took place in January 2015, using the observational method of interviewing the elderly with questionnaires. The population consisted of the aged people of  $\geq 45$  years old, but the samples were people between 60 – 70 years old who could communicate and who were healthy. The reason for selecting samples that consisted of these people, that is, between 45 to  $< 60$  years old was because they were still productive, and they rarely visited the elderly *posyandu* except those who did not work. As samples, 189 elderly were taken from 13 *posyandu* of 13 Community Health Centers. The samples were obtained proportionally by using the Consecutive System from the Community Health Centers of the selected elderly *posyandu*. Data analysis was made by using the Multiple Linear Regression and Ordinal Double Regression tests with a significant level of  $\alpha = 0,05$ .

The results of the Regression test are  $p = 0,000 < 0,005$ . This shows that the characteristics of the elderly and the implementation of the elderly *posyandu* activities were entirely related to the Customer Value in the elderly *posyandu* in Sidoarjo District. While the Customer Value of the elderly people and the implementation of the elderly *posyandu* were entirely related to the elderly *posyandu* visits in Sidoarjo District.

Conclusion: The characteristics of the elderly visiting the elderly *posyandu* were women, between 65 - 70 years old, Muslim, did not work, had low incomes, and completed primary school education or its equal. The *posyandu* was located nearby, so the elderly came to the *posyandu* on foot, therefore, he or she did not need any transportation fee. The family supported his or her visiting the *posyandu* so that he or she could come every month. The activities implemented in the elderly *posyandu* consisted of promotive, preventive, curative, reference and rehabilitative. The value received by the elderly in the elderly *posyandu* in Sidoarjo District consisted of functional, social and emotional values. The characteristics of the elderly and the implementation of the elderly *posyandu* activities were entirely related to the Customer Value in the elderly *posyandu* in Sidoarjo District. While the Customer Value of the elderly and the implementation of the elderly *posyandu* activities were entirely related to the elderly's visits to the elderly *posyandu* in Sidoarjo District. Hence, to increase the elderly *posyandu* visits, the promotive, preventive, curative, reference and rehabilitative activities should be heightened and the functional, social and emotional values of the elderly should be enhanced as well.

Suggestions: The activities are implemented based on the existing guidelines, namely, in accordance with the Handbook for Elderly Mannered Community Health Centers For Health Officers (Department of Health of The Republic of Indonesia, 2003) and the Handbook of Activity Management for the Elderly (Department of Health of The Republic of Indonesia, 2003) concerning promotive, preventive, curative, reference and rehabilitative activities. The active role of the community in the health programs can be implemented by analyzing the Customer Value consisting functional, social and emotional values because the values are factors that are considered by the customers to utilize the health service product.