ABSTRACT

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

An organization value is most 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 and the total cost or the sacrifice which is discharged to receive the desired benefits. Consequently, value is a factor that a customer considers in purchasing. 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 visits of the elderly people to the elderly *posyandu* based on the Customer Value in Sidoarjo District. The research, which took place in January 2015, was done through observational interviews by using questionnaires. Although the population consisted of elderly people of ≥ 45 years old who received health services, but the samples were people between $60 - 70$ years old; who could communicate and who were healthy. The samples consisted of 189 people, proportionally selected using the Consecutive System. The 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* activities were entirely related to the elderly *posyandu* in Sidoarjo District. Conclusion: There were relationships between the Customer Value of the elderly people and the implementation of the elderly *posyandu* activities with the elderly's *posyandu* visits in Sidoarjo District. Suggestions: The activities are implemented based on the existing guidelines, that is, promotive, preventive, curative, reference and rehabilitative activities; whereas, the active roles of the community in the health programs are implemented by analyzing the Customer Value consisting functional, social and emotional values.

Key words: elderly, *posyandu* visits, customer value.