

SUMMARY

An Effort To Increase Visits Develop Recommendations Based Of Generic Maternity Strategy And Analysis Value Chain To Create A Competitive Advantage (Case Study In Puskesmas Banyu Urip Surabaya)

PHC is the institute of health service, as organizers attempt first-level health has the responsibility of providing services to all the people of Indonesia. With the PHC, the community is expected to be able to obtain health quality services, the easiest access and affordable cost (Bappenas 2009). Maternal mortality in Surabaya in 2011 was 103.90 / 100,000 live births increased be 144.64 / 100,000 live births in 2012, and subsequently decreased to 119.15 / 100,000 live births in 2013 (Annual Report Surabaya City Health Office, 2013). Its work to improve services to pregnant women by improving antenatal care facilities, health center from 58 to 62 health centers.

Banyu Urip PHC Surabaya is located at Jl.Banyu Urip Kidul districts Sawahan 6/8 Surabaya, provide care services open 24 hours, with a 10-bed facility. The problem in this study was the decreasing birth at the health center visit Surabaya Surabaya Banyu Urip average 21.81% compared deliveries in private maternity facilities in 2011-2014. The aim of research is an effort to increase visits Develop recommendations based on analysis of generic maternity strategy to create a competitive advantage (case study in Puskesmas Banyu Urip Surabaya. Surabaya).

This research uses quantitative data with the aim of analyzing the concept of the target by using a questionnaire. Design of study or research study design using descriptive research. The research location is housed in Banyu Urip PHC Surabaya Surabaya, with a study for one month, in June 2015. The population is all visitors Banyu Urip PHC Surabaya with sex women of childbearing age. Samples are a number of women of childbearing age who come to visit the health center Banyu Urip Surabaya using simple random sampling technique. by 66 women.

The results were obtained characteristics of pregnant women at health centers Surabaya Banyu Urip obtained most pregnant women who visit health centers ANC and maternity in Banyu Urip Surabaya mostly aged 36-40 years, have graduated from junior high school education background / equivalent, work as a housewife, income 1 up to 2.5 millions, spending less than 2 millions, the person in charge check came from the husband, the person in charge check in other maternity services derived from BPJS. The geological characteristics of pregnant women at health centers Surabaya Banyu Urip obtained from within and outside the health center Banyu Urip Surabaya.

Psychographic characteristics of pregnant women at health centers Surabaya Banyu Urip obtained most expectant mothers get advice from a husband to do the ANC and maternity in Banyu Urip PHC Surabaya, where the ANC and maternity services are most in demand are health centers, the officer most desirable for ANC and maternity services is midwife, kind of normal delivery the

most desirable, inpatient mother and baby one room as the toilet facilities and the availability of inpatient rooms are most desirable. Most visited places ANC and maternity services less than a month ago. Price be the primary consideration of childbed da ANC election.

Most of the cost of service delivery in health centers Surabaya Banyu Urip affordable and unique. Most of the pregnant women choose birth at the health center services Banyu Urip Surabaya, the other chose in BPS. Based matrix Banyu Urip PHC Surabaya are in the scope broad target at a low cost (cost leadership).

The right strategy to do that is to use the strategy on cost leadership position with another characteristic tight control over costs, minimal costs in all areas, large-scale technology investments efficient, clear responsibilities and reporting and cost control. Most health care workers at the health center Banyu Urip Surabaya said that the primary activities and support value chain in the health centers do not fit Banyu Urip Surabaya.

Recommended advice from other research is as follows: 1) Suggest to management PHC Banyu Urip Surabaya to create ANC and maternity services at affordable prices and very unique so that pregnant women attracted to come and do a check in Banyu Urip PHC Surabaya. 2) the primary value chain activities carried out in accordance with standards ranging from initial preparation to the ministry given to patients, monitoring and evaluation system of the primary activities of the value chain regularly. 3) makes driving directions to get to the location of health services by placing it in a strategic position, set the parking space available and emngkondisikan with an area of land owned but still be able to meet the standards of safety and comfort, conduct training of health workers in accordance with the competencies and skills assessed less, to schedule an audit in accordance with the provisions and do so in accordance with the plan, cooperation with private clinics and a cadre of health facilities in the working environment separately optimize the visits of pregnant women.