

**ABSTRACT**

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

The problem in this study is the decreasing birth at the health center visit 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. This research uses quantitative data by using a questionnaire. Design of study using descriptive research. The research location is housed in Banyu Urip with a study in June 2015. 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 aged 36-40 years, have graduated from junior high school, 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 obtained from within and outside the health center Banyu Urip Surabaya. Psychographic characteristics 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 affordable and unique. Most of the pregnant women choose birth, the other chose in BPS. Based matrix Banyu Urip PHC Surabaya are in the scope broad target at a low cost (cost leadership). As the service provider it can manage services at affordable costs are expensive or very expensive become ANC and maternity services at affordable costs to the value chain linking activity.

**Keywords:** maternity, Public Health Service, competency advantage