

ABSTRACT

Improvement effort visit Infant in Klampis Ngasem Public Health Center Surabaya Based Study Type Rational Action Theory And Preference

Coverage result of infants visitin *Puskesmas* Klampis Ngasem Surabaya below the determined target was 75%. Purpose of this study is to make recommendations on increasing of infant service coverage effort based on type of rational action approach, customer preferences, and infants service utilization in *Puskesmas* Klampis Ngasem Surabaya. Design research is observational. The population was all babies in the *Puskesmas* Klampis Ngasem working area. The sampling method using simple random sampling technique. The sample was 85 mothers within fantsaged one to two years. The results of this research showed that most of respondents in *Puskesmas* Klampis Ngasem working area were purposive action type of rational action. Society preference tend to go to *Puskesmas*, persons with mid-end education, purposive type and has value action have influence choosing the preference health service. In using infants service, society that have preference to go to clinic tend to go to the clinic regularly. Recommendation in this research has three programs, health promotion, in this program has one activity, Public Relation. The second program is service innovation, this program consists of 6 activities (six) pediatrician polyclinic, consultation clinic, point reward, open show health service, lactation corner, and playground. In increasing the utilization of *Puskesmas*, there will the last program, improving the quality of service program. This program has 5 (five) activities, improving the quality of the officers, improving the skill of officers, improving the speed of service, completing the health facility, and developing the available supporting infrastructure and creating SOP in giving service.

Keywords: rational action type, customer preferences and infants service utilization