

ABSTRACT

Efforts To Increase The Utility Of Delivery Room Based On The Patient Rationality Type In Bhayangkara H.S. Samsueroi Mertojoso Surabaya Hospital

Background: Action in individuals are determined by their intention. In Weber's Rational Choice theory divided rationality types in fourfold; Zweckrational (cost and benefit consideration), Wertrational (influenced by value commitment in certain value), Affectual are led by a certain emotional circumstance and Traditional action (following ingrained tradition). In Bhayangkara H.S. Samsueroi Mertojoso Surabaya Hospital at 2011 was found the high number of pregnant women who do the ANC but not labor at Bhayangkara H.S. Samsueroi Mertojoso Surabaya Hospital by 33.3%. **Objective:** The purpose of this study was to analyze how their rationality types against the choice of delivery room and to increase the utility of delivery room based on type of rationality. **Methods:** Cross-sectional study with a survey research. Total sample in this research are 57 respondents. **Results:** Based on rationality types found that Zweckrational and Affectual type have similarity in tendency to give birth at Bhayangkara H.S.Samsueroi Mertojoso Surabaya, Traditional and Wertrational types preferred to give birth outside Bhayangkara H.S. Samsueroi Mertojoso Surabaya. **Conclusion:** conclusion of this research was rationality type influenced the choice of delivery room. **Recommendations:** to increase utility of delivery room at Bhayangkara H.S.Samsueroi Mertojoso Surabaya Hospital based on their rationality (1) making guidance book about price and facility. (2) making place orientation program to delivery room for mothers who underwent ANC in Gynecologic Outpatient Clinic at Bhayangkara H.S.Samsueroi Mertojoso Surabaya Hospital.(3). Doctors and midwives provide a patient-oriented services. (4) implementing customer relationship marketing. (5) giving education especially for Traditional type to giving birth in the place where ANC examination undergone to minimize risk while delivering. (6) especially for midwives at delivery room were expected to behave in friendly way (7) making improvement in some facilities to attract more consumer and followed by giving qualified services

Keywords : Weberian's rationality types, choice of delivery room