

ABSTRACT

Efforts to Increase the Coverage of Complete Basic Immunization through Customer Value Analysis in the Working Area of Health Centers in Surabaya

The coverage of complete basic immunization at Public Health Centers in Surabaya in 2016 was not reached the target of 100%. It only reached 94.72%. The objective of this research was to make recommendation to increase the coverage of complete basic immunization through customer value analysis.

Method used in this research was observational analytical with cross-sectional design. The population was comprised of midwives coordinating Mother and Child Health (KIA) program and infant mothers. Two sampling techniques were employed in this study. Accidental sampling was used to obtain 5 midwives coordinating KIA and multistage random sampling was used to get 72 infants mothers in the working area of selected Health Centers in Surabaya.

Based on the results, it is known that the planning of the immunization program had been done well, but the implementation had not been respectable. Monitoring and evaluation had been well implemented. This means that the implementation aspect is one of the factors causing immunization coverage not to be achieved. Based on the chi-square test, it was found that the attitude of mother toward complete basic immunization had significant relationship with customer value of the mother ($p=0.014$). Moreover, mother's motivation on complete basic immunization was significantly associated with customer value of the mother ($p=0.002$). The analysis results show that the better the attitude and motivation of the mother, the higher the customer value. There was no significant relationship between maternal characteristics with the accomplishment of complete basic immunization. The accomplishment of complete basic immunization had significant relationship with customer value of mother ($p= 0.043$) meaning that the higher the mother's customer value the more compliant the complete basic immunization in infants.

It is recommended that: 1. An integrated logistics procurement be established between Provincial and District/Municipality level; 2. Cost reduction (time cost, energy cost and psychic cost) be required at the Health Centers through the reduction of queue queing time and the provision of a comfortable and clean room; 3. Health Centers educate mothers about the benefits of providing complete basic immunization.

Key Words: complete basic immunization, customer value, Health Center

ABSTRAK

Upaya Peningkatan Cakupan Imunisasi Dasar Lengkap Melalui Analisis *Customer Value* Di Wilayah Kerja Puskesmas Kota Surabaya

Cakupan imunisasi dasar lengkap di Puskesmas Kota Surabaya pada tahun 2016 belum mencapai target 100% yakni masih mencapai 94,72%. Tujuan penelitian adalah menyusun rekomendasi peningkatan cakupan imunisasi dasar lengkap melalui analisis *customer value* di Puskesmas Kota Surabaya.

Metode penelitian adalah observasional analitik dengan rancang bangun *cross-sectional*. Populasi penelitian terdiri dari bidan koordinator KIA dan ibu bayi. Teknik pengambilan sampel terdiri dari 2 yakni digunakan *accidental sampling* untuk mendapatkan 5 bidan koordinator KIA dan *multistage random sampling* digunakan untuk mendapatkan 72 Ibu bayi di wilayah kerja Puskesmas terpilih Kota Surabaya.

Berdasarkan hasil penelitian diketahui bahwa perencanaan program imunisasi telah terlaksana dengan baik, namun pada aspek pelaksanaan masih tidak baik. Monitoring dan evaluasi telah terlaksana dengan baik. Hal tersebut bermakna bahwa aspek pelaksanaan adalah salah satu faktor penyebab tidak tercapainya cakupan imunisasi. Berdasarkan uji hubungan (*chi-square*) diperoleh hasil bahwa sikap ibu tentang imunisasi dasar lengkap mempunyai hubungan yang signifikan dengan *customer value* ibu ($p=0,014$), motivasi ibu tentang imunisasi dasar lengkap mempunyai hubungan yang signifikan dengan *customer value* ibu ($p=0,002$). Berdasarkan hasil analisis tersebut bermakna bahwa semakin baik sikap dan motivasi ibu maka *customer value* semakin tinggi. Tidak terdapat hubungan yang signifikan antara karakteristik ibu dengan kelengkapan imunisasi dasar lengkap. Kelengkapan imunisasi dasar lengkap mempunyai hubungan yang signifikan dengan *customer value* ibu ($p=0,043$) bermakna semakin tinggi *customer value* ibu maka imunisasi dasar lengkap pada bayi semakin lengkap.

Rekomendasi penelitian adalah bahwa perlu dilakukan: 1. Pengadaan logistik secara terintegrasi antara tingkat Provinsi dan Kabupaten/Kota. 2. Pengurangan pengorbanan (*time cost, energy cost* dan *psychic cost*) di Puskesmas melalui pengurangan waktu antrian dan penyediaan ruangan yang nyaman dan bersih. 3. Pemberikan edukasi kepada ibu oleh Puskesmas tentang manfaat pemberian imunisasi dasar lengkap.

Kata kunci : imunisasi dasar lengkap, *customer value*, Puskesmas