

ABSTRACT

**An Improvement Efforts to Increase Student's Visits
to the Dental Public Health through Customer Engagement
(Study in Keputih Public Health of Surabaya)**

The Keputih Health Center is one of the health centers with the number of elementary school students who have not been treated at the UKGS referral public health center in the last four years which is continuously increasing. The average number of visits that did not receive treatment at the Keputih Health Center was still far from the target, which was only 38.14% from the Republic of Indonesia's Health Ministry target of 80%. Efforts to increase visits to the Keputih Health Center dental clinic was carried out with a customer engagement approach so that emotional and cognitive parents and students' trust and commitment in long-term relationships are built.

The type of this research is an analytic observational study, while the data collection was done by cross sectional. The study was conducted at SDN Keputih 245 and SDN Medokan Semampir 1. The sample was all parents of students at SDN Keputih 245 and SDN Medokan Semampir 1 who had examined the condition of their teeth and mouth in the UKGS activities and needed dental and oral services in poly teeth totaling 66 people.

Based on the results of the analysis of statistical tests and cross tabulations, conclusions are drawn that promotion has a strong effect on engagement; satisfaction and advocacy has a strong influence on student visits to dental clinic; retention and engagement there is a tendency for a relationship to student visits to dental clinic. Recommendations for increasing elementary school students' visits to the UKGS program to the Keputih Health Center dental clinic through customer engagement are to increase promotion, feedback, and parental participation in the UKGS program.

Keywords: student visits, UKGS, customer engagement

ABSTRAK

**Upaya Peningkatan Kunjungan Siswa SD
pada Program UKGS ke Poli Gigi Puskesmas
Melalui *Customer Engagement*
(Studi di Puskesmas Keputih Kota Surabaya)**

Puskesmas Keputih adalah salah satu puskesmas dengan jumlah kunjungan siswa SD yang tidak melakukan perawatan di puskesmas rujukan UKGS dalam empat tahun terakhir terus-menerus mengalami peningkatan. Rata-rata angka kunjungan yang tidak mendapat perawatan di Puskesmas Keputih masih jauh dari target yaitu sebesar 38,14% dari target Depkes RI sebesar 80%. Upaya peningkatan kunjungan ke poli gigi Puskesmas Keputih akan dilakukan dengan pendekatan *customer engagement* agar terbangun kepercayaan dan komitmen orang tua siswa SD secara emosional serta kognitif pada hubungan jangka panjang.

Jenis penelitian ini merupakan penelitian observasional analitik dan pengumpulan data dilakukan secara *cross sectional*. Penelitian dilakukan di SDN Keputih 245 dan SDN Medokan Semampir 1. Sampelnya adalah seluruh orang tua dari siswa SDN Keputih 245 dan SDN Medokan Semampir 1 yang telah diperiksa kondisi gigi dan mulutnya pada kegiatan UKGS dan membutuhkan pelayanan gigi dan mulut di poli gigi yang berjumlah 66 orang.

Berdasarkan hasil analisis uji statistik dan tabulasi silang dihasilkan kesimpulan yaitu promosi berpengaruh kuat terhadap *engagement*; *satisfaction* dan *advocacy* berpengaruh kuat terhadap kunjungan siswa ke poli gigi; *retention* dan *engagement* ada kecenderungan hubungan terhadap kunjungan siswa ke poli gigi. Rekomendasi terhadap peningkatan kunjungan siswa SD pada program UKGS ke poli gigi Puskesmas Keputih melalui *customer engagement* adalah meningkatkan promosi, *feedback*, peran serta orang tua terhadap program UKGS.

Kata kunci: kunjungan siswa, UKGS, *customer engagement*