

**ABSTRACT**

**Brand Equity As An Efforts To Improve Visiting Basic Emergency Neonatal Observation Services And Independent Practice Midwives  
(Study in the Working Area of Arosbaya Health Center )**

*Branding* is an attempt to give the brand power products and services. Their brand equity is very important for providers of goods / services in an effort to foster customer loyalty. Basic Emergency Care Neonatal Obsentri is a facility provided by the government in the service delivery. The low number of patient visits Obsentri Neonatal Basic Emergency Services as much as 59% in 2015, 21% in 2016 and 36% in 2017 at the Arosbaya Health Center in Bangkalan District indicates the need to be efforts to increase the quality of service that hopes to improve patient visit. The purpose of this research is to develop efforts to increase visits Basic Emergency Care Neonatal Obsentri based on analysis of brand equity in Basic Emergency Care Neonatal Health Center Obsentri in Bangkalan District Public Health Center and Independent Practice Midwives in the working area of Arosbaya Health Center in Bangkalan District.

This type of research is descriptive research with quantitative design. Based on the time, the design of this study was cross sectional. The study population was all the mothers who have given birth in Basic Emergency Care Neonatal Obsentri and Practice Independent Midwives in the Arosbaya Community Health Center. How sampling using *accidental sampling*, Large sample 83 respondents divided on 41 respondents mothers who gave birth in Basic Emergency Care Neonatal Obsentri and 42 respondents mothers who gave birth in midwife Independent Practice. Retrieval of data through a survey method with questionnaire instrument.

Based on the results of this study concluded that the value of *brand Equity* the Independent Practice Midwives better than Basic Emergency Care Neonatal Health Center Obsentri Arosbaya. Patient characteristics associated with Brand Equity is income, history of pregnancy and number of children. As for age, education and employment showed no relationship with Brand Equity Obstetric Neonatal Obstetric Basic Service in Arosbaya Health Center and Independent Practice Midwives in the work area of Arosbaya Health Center.

Statistical analysis showed that the patient characteristics associated with the brand association among income (sig = 0.008), history of pregnancy (sig = 0.036) and number of children (sig = 0.005). Patient characteristics associated with Perceived quality is a history of pregnancy (sig = 0.037). While the patient characteristics associated with brand loyalty including pregnancy history (sig = 0.016) and number of children (sig = 0.000).

Keywords: Brand Equity, Midwives Independent Practice, Basic Emergency Care Neonatal Obsentri

**ABSTRAK**

***Brand Equity* Sebagai Upaya Peningkatan Kunjungan Poned dan Bidan  
Praktek Mandiri  
(Studi di Wilayah Kerja Puskesmas Arosbaya)**

*Branding* adalah suatu usaha memberikan kekuatan merek kepada produk dan jasa. Adanya *brand equity* sangat penting bagi penyedia barang/ jasa dalam upaya menumbuhkan loyalitas pelanggan. PONEDED merupakan fasilitas yang disediakan pemerintah dalam melayani persalinan. Rendahnya jumlah kunjungan pasien PONEDED sebanyak 59% pada tahun 2015, 21% pada tahun 2016 dan 36% pada tahun 2017 di Puskesmas Arosbaya Kabupaten Bangkalan mengindikasikan perlunya dilakukan upaya peningkatan kualitas pelayanan yang harapannya dapat meningkatkan kunjungan pasien. Tujuan dalam penelitian ini adalah menyusun upaya peningkatan kunjungan PONEDED berdasarkan analisis *brand equity* di PONEDED Puskesmas Arosbaya Kabupaten Bangkalan dan BPM di wilayah kerja Puskesmas Arosbaya Kabupaten Bangkalan.

Jenis penelitian ini adalah penelitian deskriptif dengan desain kuantitatif. Berdasarkan waktu, desain penelitian ini adalah cross sectional. Populasi penelitian ini adalah semua ibu yang pernah melahirkan di PONEDED dan BPM di wilayah kerja Puskesmas Arosbaya. Cara pengambilan sampel menggunakan teknik *accidental sampling*. Besar sampel penelitian 83 responden terbagi atas 41 responden ibu yang melahirkan di PONEDED dan 42 responden ibu yang melahirkan di BPM. Pengambilan data melalui metode survei dengan instrumen kuesioner.

Berdasarkan hasil penelitian dapat disimpulkan bahwa nilai *Brand Equity* pada BPM lebih baik dibandingkan PONEDED Puskesmas Arosbaya. Karakteristik pasien yang berhubungan dengan *Brand Equity* adalah pendapatan, riwayat kehamilan dan jumlah anak. Sedangkan umur, pendidikan dan pekerjaan menunjukkan tidak ada hubungan dengan *Brand Equity* PONEDED Puskesmas Arosbaya dan BPM di wilayah kerja Puskesmas Arosbaya.

Hasil uji statistik menunjukkan bahwa pada karakteristik pasien yang berhubungan dengan *brand association* diantaranya pendapatan ( $\text{sig} = 0,008$ ), riwayat kehamilan ( $\text{sig} = 0,036$ ) dan jumlah anak ( $\text{sig} = 0,005$ ). Karakteristik pasien yang berhubungan dengan *Perceived quality* adalah riwayat kehamilan ( $\text{sig} = 0,037$ ). Sedangkan karakteristik pasien yang berhubungan dengan *brand loyalty* diantaranya riwayat kehamilan ( $\text{sig} = 0,016$ ) dan jumlah anak ( $\text{sig} = 0,000$ ).

Kata kunci : *Brand Equity*, Bidan Praktek Mandiri, Pelayanan Obsentri Neonatal  
Emergensi Dasar