UTILIZATION IMPROVEMENT OF ANTENATAL CARE BASED ON
VOICE OF THE CUSTOMER

Abstrak :

The number of antenatal care fourth visit in 2009 to 2011 were still did not reach the target which setted by District Health Office. This research aimed to arrange a recommendation for utilization improvement in antenatal care services based on the voice of the customer. This was a cross sectional study using a qualitative descriptive approach. There 62 pregnant women in Pacarkeling calculated by simple random sampling participating in this study. This research showed that most of respondents who visit the antenatal care service in Pacarkeling Community Health Center were over 35 years and senior high school educated. Most of respondents had more than four children. By focusing on voice of the customer there were 24 recommendations for utilization improvement. These 24 recommendations were related into what customer expect from midwives as providers, especially relating to competency, assurance, responsiveness, empathy, communication, caring, physical environment, comfort and safety of antenatal care services.

Keyword :
antenatal care services, fourth visit, public health center, Voice of the Customer (VOC)

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