

Universitas Ngudi Waluyo  
Program Studi Kebidanan, Program Sarjana, Fakultas Kesehatan  
Skripsi, Agustus 2022  
Dyah Wahyuningsih  
153191005

## **PERSEPSI MUTU IBU BALITA PADA DIMENSI MUTU TANGIBLES TERHADAP PELAYANAN POSYANDU MEKARSARI I**

### **ABSTRAK**

**Latar Belakang:** Posyandu Mekarsari I bertempat di Dusun Bengkle, Desa Gebugan, Kecamatan Bergas memiliki target cakupan posyandu yang ditetapkan oleh puskesmas yaitu sebesar 89%, sedangkan posyandu Mekarsari I baru mencapai 70 - 80 % di setiap programnya. Kader menyampaikan bahwa hal tersebut dipengaruhi oleh faktor orang tua yang malas untuk datang posyandu. Ibu balita menyampaikan Posyandu Mekarsari I masih kurang dari sisi tangibles diantaranya yaitu kekurangan tata letak meja posyandu, tempat posyandu masih kurang luas, peralatan belum modern Selain itu, lokasi posyandu tidak terlalu strategis, tidak di tengah desa, sehingga sebagian masyarakat merasa masuk posyandu terlalu jauh, sehingga mengurangi jangkauan pengunjung posyandu. Kondisi ini sangat berbeda dengan hasil wawancara selama penelitian sekarang yang dimana ibu balita tidak mempermasalahkan hal tersebut.

**Tujuan:** Menggambarkan persepsi mutu ibu balita pada dimensi mutu tangibles terhadap pelayanan Posyandu Mekarsari I

**Metode:** Metode penelitian deskriptif kualitatif. Populasi dalam penelitian ini adalah ibu balita di Dusun Bengkle sejumlah 80 orang. Adapun subjek penelitian (informan) utama dalam penelitian ini adalah ibu balita di Dusun Bengkle sejumlah 14 orang dan dan informan triangulasi berjumlah 2 orang yaitu kader posyandu dan bidan desa. Instrumen yang digunakan adalah wawancara terstruktur dan analisis data dengan menyajikan data dan menarik kesimpulan.

**Hasil:** Berdasarkan hasil wawancara dengan informan utama dan triangulasi, didapatkan hasil bahwa persepsi mutu ibu balita pada dimensi mutu tangibles secara keseluruhan sudah baik, hanya masih kurang dalam fasilitas fisik dan perlengkapan yang digunakan.

**Saran:** Kader bekerjasama dengan petugas kesehatan dan perangkat desa untuk menyiapkan perlengkapan posyandu yang lebih modern.

**Kata Kunci** : dimensi mutu, tangibles, posyandu, persepsi mutu, ibu balita

**Kepustakaan** :

Ngudi Waluyo University  
Midwifery Study Program, Undergraduate Program, Faculty of Health  
Thesis, August 2022  
Dyah Wahyuningsih  
153191005

## **QUALITY PERCEPTIONS OF MOTHERS TODDLERS ON TANGIBLES QUALITY DIMENSIONS OF MEKARSARI I POSYANDU SERVICES**

### **ABSTRACT**

**Background:** Mekarsari I Posyandu, located in Bengkle Hamlet, Gebugan Village, Bergas District, has a posyandu coverage target set by the puskesmas which is 89%, while the Mekarsari I Posyandu only reaches 70-80% in each program. The cadre said that this was influenced by the factor of parents being lazy to come to the posyandu. In terms of tangibles, toddler mothers' perception of Posyandu Mekarsari is still lacking. The toddler's mother said at the time of the preliminary study interview that the Mekarsari I Posyandu still lacks the layout of the posyandu table, the space for the posyandu is still not spacious, and the equipment is not modern. In addition, the location of the posyandu is not too strategic, not in the middle of the village, so some people feel that entering the posyandu is too far away, thereby reducing the reach of posyandu visitors. This condition is very different from the results of interviews conducted during the current study, where the mother of the toddler did not mind this.

**Objective:** To describe mothers' perceptions of the quality of the Mekarsari i Posyandu services on the dimensions of tangible quality.

**Methods:** Qualitative descriptive research methods. The population in this study were mothers of children under five in Bengkle Hamlet, Gebugan Village, Bergas District, Semarang Regency, as many as 80 people. The main research subjects (informants) in this study were mothers of children under five in Bengkle Hamlet, Gebugan Village, Bergas District, Semarang Regency with 14 people and two triangulation informants, namely posyandu cadres and village midwives. The instruments used are semi-structured interviews and data analysis by presenting data and drawing conclusions.

**Results:** Based on the results of interviews with key informants and triangulation, it was found that the perception of the quality of mothers under five on the dimensions of tangible quality as a whole was good, only lacking in physical facilities and equipment used.

**Suggestion:** Cadres work together with health workers and village officials to prepare more modern posyandu equipment.

**Keywords:** quality dimensions, tangibles, posyandu, perception of quality, mothers of toddlers.

**Library:**