

ABSTRACT

This investigation has been conducted for the purposes of understanding influences on the family planning acceptor's self-sufficiency level of IEC absorption, service quality, and both IEC absorption and service quality in Ujungpandang Municipality. The sample location was determined by the purposive sampling method, while the investigational respondents were selected by means of the snow-ball sampling technique. Guided interviews were done to collect primary data by some trained interviewers, and the secondary ones were gathered by doing some observations, documentations, and brief interviews to the related institutions and persons by the author. Then, the collected data were analyzed by the correlation and regression procedures aided by computerized SPSSPC+ program. For interpreting and explaining the analytical results an elaboration model based on Rosenberg's procedures was applied.

The investigational results indicated that both IEC absorption and service quality positively and significantly correlated to the self-sufficiency level ($r = .4656$ and $.4227$, respectively at $p < .01$). More positive and significant correlation was found when both independent variables were combined ($r = .5443$, $p < .01$). The influences of IEC absorption and service quality were identified by the obtained regression coefficients of $.6612$ and $.7796$, respectively. The combined influences of both were found in the order of $.5174$ and $.5525$ with the fitness of regression line (square R) of $.2924$. It was found from the interpretation and explanation stages that the socio-economic status test factor determined the IEC absorption. Some listed cross-tabulations indicated that only 3% of those with low socio-economic status who had high IEC absorption level. The others were distributed in accordance with their socio-economic status. The family planning acceptance duration and motivation of being acceptor were also treated as test factors, but both of them had only small influences.

It had been recognized that social phenomena can be approached reliably only by involving related disciplines as much as possible. Therefore, a follow-up multi-disciplinary study involving more variables was recommended.

INTISARI

Penelitian yang telah dilakukan ini bertujuan untuk mengetahui pengaruh penerimaan KIE, kualitas pelayanan dan perpaduan penerimaan KIE dan kualitas pelayanan terhadap tingkat kemandirian peserta KB di Kotamadya Ujungpandang. Daerah sampel penelitian ditentukan dengan metode sampling bertujuan, sementara responden penelitiannya dipilih dengan teknik sampling bola-salju. Wawancara-terpandu dilakukan oleh sejumlah pewawancara terlatih untuk mengumpulkan data primer, dan data sekunder dan penunjang didapatkan dengan melakukan sejumlah pengamatan, dokumentasi, dan wawancara singkat pada beberapa instansi dan personel terkait oleh penulis. Kemudian, data yang terkumpul dianalisis dengan teknik analisis korelasi dan regresi dengan bantuan program SPSSPC+ komputer. Untuk menginterpretasi dan menjelaskan hasil-hasil analisis, sebuah model elaborasi yang didasarkan pada prosedur Rosenberg digunakan.

Hasil-hasil penelitian menunjukkan bahwa baik penerimaan KIE maupun kualitas pelayanan secara positif dan signifikan berkorelasi dengan tingkat kemandirian (dengan nilai r masing-masing 0,4656 dan 0,4227 pada $p \leq 0,01$). Korelasi yang lebih positif dan signifikan diperoleh jika kedua variabel bebasnya digabungkan ($r = 0,5443, p \leq 0,01$). Pengaruh penerimaan KIE dan kualitas pelayanan diketahui dari nilai koefisien regresi yang diperoleh, yang masing-masing sebesar 0,6612 dan 0,7796. Pengaruh gabungan dari kedua variabel bebas ini ternyata sebesar masing-masing 0,5174 dan 0,5525 dengan ketepatan garis regresi (R kuadrat) sebesar 0,2924. Pada tahap interpretasi dan penjelasan diketahui bahwa faktor tes status sosial ekonomi menentukan tingkat penerimaan KIE. Sejumlah tabulasi-silang menunjukkan bahwa hanya 3% dari kelompok berstatus sosial ekonomi rendah yang memiliki tingkat penerimaan KIE tinggi. Yang lain terdistribusi sesuai dengan status sosial ekonomi mereka. Lama ber-KB dan dorongan ber-KB juga diperlakukan sebagai faktor tes, tetapi keduanya hanya berpengaruh kecil.

Sudah diakui bahwa fenomena sosial dapat didekati secara handal hanya dengan melibatkan disiplin ilmu terkait sebanyak mungkin. Karenanya, suatu studi lanjutan dan multi-disipliner dengan lebih banyak variabel dianjurkan untuk penelitian mendatang.