

ABSTRACT

The objective of this reesearch is to describe the society's deep satisfaction with the services of Posyandu and its element as well as its factors influencing the broad involvement. The writer begins the theoritical framework and the research from the sentral variable that is the satisfac-tion. The realizes, however, this constrain in the literatur relevant with his work. The appropriate reseach method used this work is the comprehensive method, the integration betwen qualitative and quatitative study. The sample is the posyandu established in Sudimoro and Kadirejo. These two villages have different characteristics.

In the first field study, he makes a qualitative study to find out the concept of the Society's satisfaction with posyandu service and its indicators. There are 6 types of indicators of liking or disliking. There are the utility, esteem, monitoring by the people in charge, the series of activity, the involvement the local people and the condition of the activity itself. The first data arised is the back ground of the life of the society. There are coherent with their perception about the advantages and the disadvantages of joining posyandu. They are also coherent with their satis-faction and dissatisfaction with the posyandu services. They show the society's agreement with the exiztence of posyandu and its performance.

The data about their regional background can not di-scribe the society's satisfaction in detail but as a whole it has strong influence (53,59%). There are some significant factors here, such us the role of the head village and the role of the the people in charge of medical service.

INTISARI

Penelitian ini bertujuan untuk menjelaskan kepuasan masyarakat atas pelayanan Posyandu, dengan segenap proses dan unsur-unsurnya, serta faktor-faktor yang mempengaruhi dan yang dapat diintervensir untuk memperluas cakupan. Kerangka teoritik dan logika penelitian beranjak dari variabel sentral kepuasan tersebut, meski diakui keterbatasan penelitian awal (literature) mengenai pokok kajian yang digarap. Metode penelitian yang dipandang tepat adalah metode komprehensif, dengan memadukan antara studi kualitatif dengan studi kuantitatif. Sample mengambil Posyandu yang ada di desa Sudimoro dan Kadirejo, dua desa yang memiliki beberapa perbedaan antara lain peranan kepemimpinan, kehidupan beragama, pengalaman sakit-sehat dan sebagainya.

Pada penciuman lapangan pertama, dilakukan studi kualitatif dengan maksud menemukan konsep kepuasan masyarakat atas pelayanan Posyandu, beserta indikatornya. Indikator rasa senang atau tidak terhadap pelayanan Posyandu ada enam yaitu kemanfaatan, penghargaan, pemantauan petugas, rangkaian kegiatan, kesertaan tetangga dan personal lain serta kondisi kegiatan. Data awal yang dimunculkan adalah latar belakang (aspek-aspek kehidupan masyarakat) koheren dengan persepsi akan manfaat - mudarat ikut Posyandu, secara lurus koheren juga dengan puas - tidak puas atas pelayanan Posyandu, dengan persetujuan dan dukungan terhadap Posyandu yang akhirnya dengan performance Posyandu.

Meski dilihat dari bagian-bagian, data latar belakang kedaerahan tidak mampu menjelaskan kepuasan masyarakat atas pelayanan Posyandu, tetapi secara holistik pengaruhnya sangat kuat (53,5%). Faktor-faktor yang dapat diintervensir antara peranan pamong desa, mengefektifkan peranan petugas kesehatan.