

# Family Planning Program Service Quality, Technical Implementation Unit, Regional Family Planning Coordinating Board in West Sumatra Province

Rossy Lambelanova  
Governmental Institute of Home Affairs (IPDN)  
Jatinangor, West Java, Indonesia  
[rossylambelanova@gmail.com](mailto:rossylambelanova@gmail.com)

Elgi Putra Taufik  
Governmental Institute of Home Affairs (IPDN)  
Jatinangor, West Java, Indonesia  
[Elgiputra73@gmail.com](mailto:Elgiputra73@gmail.com)

**Abstract-** The problem of public service on family planning (KB) conducted by the Technical Implementation Unit (UPTB) in Sungai Limau District is the public does not get enough information about the importance of family planning program. There are still many couples at fertile age do not follow the program. This study aimed to analyze the quality of the Family Planning Program service in Sungai Limau District by using the quality concept there are tangible, reliability, responsiveness, assurance, and empathy. This study uses an explorative method with an inductive approach. The data collection techniques are done by observation, interviews, and documentation. The result showed that District Sungai Limau Technical Implementation Unit (UPTB) still needs an improvement of physical facilities and infrastructure in order to make counseling service for the family planning program is getting better.

**Keywords**—Family Planning Program; quality; Coordinating;

## I. INTRODUCTION

In the new order era, the Family Planning program success is a successful indicator for the regional development. During the reform period, the local government was concentrate more on economic development, especially the regional revenue. This is a challenge for the family program in Indonesia, so that population growth can be controlled.

One form of public service is Family Planning (KB) service conducted by the Technical Implementation Unit (UPTB) Sungai Limau Padang Pariaman Regency, West Sumatra Province. Local Regulation in Padang Pariaman District Number 14 Year 2014 on the Establishment of Organization and Working Procedure of the Regional Population and Family Planning containing Technical Implementation Unit (UPTB) is an operational executor element in Regional Coordinating Board and Family (BKKBD) Padang Pariaman. With this regulation, the region formed the Organization and Working Procedure of the Regional Population and Family Planning Padang Pariaman.

Implementation of the National Family Planning Program is to achieve a balance between fertility and mortality

rate, with the main purpose is to achieve public welfare through control and regulation of the birth rate. One program from UPTB is "Come join the family planning, two kids are better " especially in Sungai Limau which consisting of four villages namely Kuranji Hilir, Pilubang, Koto Tinggi Kuranji Hilir, Guguak Kuranji Hilir.

In Sungai Limau District, the Family Planning Program Service Quality as the national program is still not optimal. According to the interview results with some interviewees on August 3, 2015, they stated that the performance of UPTB apparatus Sungai Limau District who have provided the service was not satisfied enough. They were usually late in giving the service or counseling. Furthermore, there were several people who did not respond positively to the family planning program because they were busy in seeking additional household income, and they were thinking that it is better to make money than to join the family planning program, which is only wasting their time. Additionally, there are still many couples at fertile age do not follow this program. They assume that the main duty of a mother is just taking care of home and children. This makes the public awareness of joining the Family Planning Program is greatly decreased. Based on data from UPTB there is instability of couples at fertile age that follow the Family Planning Program [1]:

**Table 1.1**The Number of Couples at Fertile Age 2011-2014

No	Year	Total Number	Family Program			
			Join	%	Not Join	%
1	2011	4140 people	2244	-	1896 people	-
2	2012	4168 people	2446	0,86	1722 people	0,95
3	2013	4178 people	2670	0,88	1508 people	1,31
4	2014	4178 people	2746	0,28	1432 people	0,51

Source: UPTB Sungai Limau District 2014

Phenomena occurred in the field can be arranged to these following research Questions:

1. How is the quality service of UPTB in implementing the family planning program in Sungai Limau District?
2. What factors inhibit UPTB in implementing the family planning service program in Sungai Limau?

The study objective is to assess and analyze the Family Planning Program service in UPTB Sungai Limau in Padang Pariaman district.

## **II. RESEARCH METHOD**

This research uses descriptive and analytical research design as the research procedure, through a qualitative approach. Data analysis technique used is the analysis of Miles and Huberman [4], using an interactive model that consists of three analysis components that are reduction, data presentation and conclusion.

## **III. DISCUSSION**

### **A. Technical Implementation Unit of (UPTB) Service Quality in The Implementation of Family Planning Program in Sungai Limau District**

Researchers used Parasuraman opinion, Zethaml, and Berry [5] regarding the quality of service as a tool of analysis in this study.

#### **1) Tangible**

Is the ability and reliability to provide promised services with immediate, reliable, accurate and satisfactory, from the research I did on the physical facilities in UPTB, which is meetinghouse at the Village Hall, it looks very large and comfortable to hold meetings between the cadres also there are so many seats and they are looks tidy. The parking lot is also wide and safe.

Regarding equipment and means of communication were not complete enough, especially for laptops and LCD. PLKB were still not using laptops and LCD in conveying information, they were still using oral communication and written media such as brochures and pamphlets. This is due to the lack of operational funds and some of their personnel were still not use to laptop. In giving the service process UPTB Sungai Limau was quite flexible and easy, but there are some obstacles.

The same thing was also expressed by PLKB Nagari Pilibang that was interviewed at the Office UPTB Sungai Limau on January 12, 2016 13:30 pm located at the health center of Nagari Pilubang, he stated that "UPTB employees in Sungai Limau District complained that the facility is not enough, such as not using computers, laptops or LCD for the presentation to the public".

From these statements it can be seen that UPTB Sungai Limau still needs an improvement in physical facilities and infrastructure for the sake of counseling of the family planning program in Sungai Limau District. This is according to Ndura [2] expressed that "service delivery of public goods and services is the responsibility of the government, because the relationship between the government and the people like

relationships between producers and consumers, namely government as producer and the people as consumer. In this explanation the people have interests, and governments need to recognize, respect, fulfill and protect ", and as noted by Lupiyoadi [3]"tangible is the ability of a company to show its existence to the external parties. Appearance and physical infrastructure companies and the surrounding environment are tangible proof of the services provided by the service provider".

#### **2) Reliability**

In dealing with any public complaints, the accuracy of contraceptive products, as well as the accuracy and the accomplishment speed in the service process are extremely needed because it can give satisfaction to the public as the service users.

The further interview was conducted by the author to the people who work as housewife, it took place in Puskesmas Sungai Limau on January 18, 2016 08.30 am, she said: "The UPTB officer conducting the counseling always came on time, the UPTB officers usually were the ones who waited for the people to come".

Public services conducted by PLKB from the reliability aspect has already met the dimensional aspect of service quality, because it already has the ability to create the promised service accurately, does not distinguish between social status of culture, religion, and race (discriminatory), all were serviced with ease and the same attention. Based on the explanation above reliability aspect in family planning services performed by PLKB officers gave satisfaction to the customers or the public, it is in line with the opinion of Kotler in Tjiptono [6], "customer satisfaction is a level of someone's feeling after comparing the performance (or outcome), that he felt compared to his expectations". Public services conducted by PLKB in line Widodo [7] public service is defined as "Service provision for the people who have interest in the organization in accordance with the basic rules and procedures determined"

#### **3) Responsiveness**

Ready to help and quick respond to any customer complaints (the public), gave positive impact to the institution also to the community as well as creating a community satisfaction with the services.

In an interview with a housewife on January 20, 2016 at 10:30 pm took place in Puskesmas Sungai Limau stating about response given by the PLKB officers to answer the public complaints that "PLKB are always ready and eager to provide solutions to any community complaints. For example, people who fail to use contraceptives, they (PLKB officers) will be responsible and bring those people to the local health clinic".

The same thing was also conveyed by interviewing a civil servant on January 25, 2016 at 09:00 am took place in health center of Sungai Limau District, she said that "PLKB is very enthusiastic in the implementation of family planning

services were held in Sungai Limau District, sometimes there were some people complaining about the service or complaining about contraceptives, but the PLKB officers always responded well".

Responsiveness aspect that has been done by PLKB Sungai Limau to society in giving a good response, quick and responsive in responding to any public complaints and provide maximum service, especially in any counseling conducted by PLKB Sungai Limau District, in accordance with the foundations services proposed by Sugiarto [8], one of which is "focus on the customer". This would be much better that the responsiveness aspect is further enhanced due to public demand for better services is increasing. This is in accordance with the opinion from Suprianto [9] "the customer expectations on the service speed almost certainly will change with a rising tendency from time to time".

This is appropriate with Ratminto and Minarsih [10], "Service is an activity or series of activities that are invisible (intangible) that occurs as a result of the interaction between consumers and employees or other things provided by service providers intended to solve consumers or customers problem.

#### **4) Assurance**

Guarantee given by UPTB Sungai Limau District like convenience in becoming family planning acceptors, installation contraceptives easy procedures, PLKB officers who have special skills and expertise, quite comprehensive knowledge, friendly and courteous attitude at the counseling time. From the result, it was revealed that the people were satisfied and happy in using health care services performed by UPTB, as explained by a trader on January 22, 2016 at 11:00 am took place at her house, "I was satisfied to use the of UPTB services, they always give accurate and secured services."

The same story was also conveyed by a civil servant, the interview conducted by the author on January 21, 2016 at 09.30 am at the health center Sungai Limau District, she said that "in the UPTB explanation during counseling I quickly understood from their presentation for the public, this might be because the officers already had training before".

The results showed that the assurance given by the UPTB Sungai Limau in accordance with one of the dimensions of service quality in terms of collateral, in this case the public service providers' competency must be capable based on their knowledge, expertise, skills, attitudes and behaviors needed. If there are complaints from the public, the officers will immediately follow up the problems.

Public services conducted by PLKB in line with kotner in simambela, et al [11] service is "any activity that is beneficial for a group or entity, and offers satisfaction even though the results are not tied to a physical product", and this is in accordance to the views expressed assurance that "knowledge, courtesy, and the ability of the company's employees to create costumers' confidence to the company, such as some components like communication, credibility, and manners".

#### **5) Empathy**

Empathy given by the service officers related to the officer's attention to the customers (the public) with giving a friendly and pleasant impression in providing the services, and always understanding the customer's wishes (the public). From the interview with one of junior high school teachers as service user of UPTB Sungai Limau District on January 20, 2016 at 10:00 am "The services provided by UPTB Sungai Limau District is very satisfactory, the officers always give full attention to the community, responsible to all public complaints".

The same opinion was also conveyed by a housewife as service user at UPTB Sungai Limau District during the interview on January 21, 2016 08.30 am "The services given UPTB Sungai Limau are good enough, in PLKB officers does not discriminate people who participate in family planning services, always responding to the public complaints".

Paying attention to each customer's wishes (the public), community is one of the service objects that must be understood by the service providers. This is in accordance to service fundamentals, there are:

Some ways to focus on the customers are:

Listening attentively to what the customers was talking about, and do not ever cut them off, watch your body language, act calm and relaxed, staring eyes to the customer when talking and smiling, so that your eye contact makes people feel calm, paying attention to your facial expressions and always show your smile.

This has been answered by the community that the UPTB officers in Sungai Limau District in delivering the service have already performed well in accordance with the aspect of empathy in the public service. Empathy is "the provision of genuine attention and personal or individual care given to customers with a form of understanding of consumers' wishes, where a company is expected to have understanding about customers. This is in accordance to the views expressed by Hardiyansah [12] that service is "given activity to help, prepare and manage goods or services from one party to another".

Family planning program by the government aims to create a family as the smallest life of the nation unit is expected to become Small, Happy and Prosperous Family Norm (NKKBS) that is oriented to population growth balance. (<https://venotes.wordpress.com/2010/11/25/teori-implementasi-edwardIII/>). According to Adioetomo and Samosir [13] the family planning program is "Improving the quality of population through birth control, and reduce mortality."

Family planning services is one of the public service, according to Moenir [14] "Tracing the meaning of public service can not be separated from public interest issues. In other words, there is correlation between the general interests and the public service. Although in the further development, public service can also arise because of the obligation of conducting organizational activities". Base on shortage conducted by PLKB Sungai Limau District, the local

government should correct existing deficiencies mainly physical infrastructure immediately, so the purpose of the implementation of family planning programs can be realized.

This is accordance with the purpose of the public services provided by the government for the public, according to Ibrahim [15] are:

1. Improving the quality and quantity or productivity of executor and government agencies function or governance in the public service field.
2. Support every governance system program and service procedure effectively and efficiently so that the public services can be organized in a more efficient and effective way.
3. Encourage the growth of creativity, initiative and public participation in the development and improve people's welfare.

Improvement of infrastructure that must be done by UPTD Sungai limau is an effort to improve the quality of public services by local government, so that people, especially in Sungai Limau satisfied with services of the family planning provided, this is in line with John Stewart and Kieron Walsh in Bastian [16], introduced that the quality of local government services can be determined through three dimensions, namely:

1. The Core Service: For what the service is made, and whether it can meet the needs and to whom it is made?
2. The Service Surroundings: Does the service can support and bolster the neighborhood or local?
3. The Service Relationship: What is the relationship between service provision and service acceptance that support the core service experience?

Identified three dimensions of quality, namely:

1. Technical Dimensions: Knowledge and technology application can become a problem.
2. Non-Technical Dimensions: social interaction or psychology among practitioners and clients.
3. Facilities (The Amenities), or the setting of the service.

## **B. Factors Inhibiting the implementation of the family planning program**

Tjiptono stated that the cause of public services quality becoming bad or not good, that "communication gaps, expansion or excessive of development services, simultaneous production and consumption". The opinion was contained in the implementation of public service delivery in the Technical Implementation Unit Sungai Limau District which causes some problems, which include:

a) Lack of operational funds

Fact that happened today is the absence of operational funds for the village cadres. Due to the lack of funds, PLKB officers can only ride on the activities organized by the village cadres.

To alleviate the shortage of operational funds, the government can cooperate with the private sector with

utilizing CSR (Corporate Social responsibility). This is according to Bastian :

one privatization goal is to improve the quality of public services, and one of the government functions is the provision of services to the community, so the government must optimize every effort to support the implementation of public services that can satisfy the community as the form of bureaucratic apparatus function as a public servant. The apparatus is a 'tool' to serve the public, and not vice versa that the public should serve them. This paradigm should be reflected in the role awareness and contained in the organization culture of local government.

b) The decline of the number of PLKB officers and the increasing number of UPTB tasks

After the regional autonomy, the number of PLKB officers slump. Until now at PLKB for Sungai Limau, there is only one field officer who handles four villages. PLKB should be responsible to accomplish the number of the family plan program and the number of renewal reports of poor families and prosperous ones. Each month, they (PLKB officers) should be able to complete all the tasks quickly and accurately. Therefore, there should be a proper award for the hard work done by this PLKB.

c) There are some thoughts that are not in line with the family program planning.

The thoughts are usually coming from the parent of a child who has been married. Typically, if the child has decided to join the family plan program, the next thing happens is the parents would forbid their children in joining the program for various reasons.

d) The marriage trend at really young age under 19 years old.

In Regulation Legislation No. 4 Year 1974 about Child Welfare said that the minimum age for a woman to perform a marriage is 16 years old and the man is 19 years old. But what happened for the past few days, there is a trend to get married young (under the age predetermined). This creates a big concern about the potentiality for the occurrence of baby boom.

e) Rumors about the contraception failure

The occurrence of bad rumors or issues that are not clear among the community can be a significant obstacle for the family planning program. Therefore, to address these issues PLKB increasingly emphasize the program importance to the village cadres before they explain it to the community. This is in line with Pamudji [17] stated that public service is a "wide range of activities aimed to fulfill people's needs for goods and services"

## **IV. CONCLUSION AND RECOMMENDATION**

### **4.1 Conclusion**

Based on the analysis, it can be summed up as follows:

1) The family planning service quality Technical Implementation Unit of BKKBD in Sungai Limau District still needs an improvement in the physical facilities (tangible) dimension, including completeness of facilities and



infrastructure in order to increase counseling services of the family planning program.

2) Barriers arising in delivering public service in UPTB Sungai Limau District are:

- a. Lack of funds for cadres
- b. Lack of PLKB officers, so that the workload gets higher
- c. There some opinions that are not the same with the family program planning.
- d. Marriage trend at young age under 19 years old
- e. Rumors about contraception failure

#### **4.2 Recommendation**

Based on the research that has been done, these are some recommendations:

- 1) UPTB especially PLKB should improve the service quality that are considered less than satisfactory in the service process which is of physical facilities (tangible) dimension, adding some physical facilities, such as laptops and LCD so that the counseling can become more interesting and not boring, it can increase the public interest of the family planning program.
- 2) The local government should provide high incentives to the family planning cadres, in order to motivate them in the family planning program implemented by UPTB Sungai Limau District. If the government is not able to provide incentives, the government can cooperate with the private sector with utilizing CSR (Corporate Social responsibility).
- 3) The local government should increase the number of UPTB officers in Sungai Limau since a lot of officers who have retired or their tenure are up.
- 4) To control people's minds that are not supporting the family program planning and to anticipate the rumors about the contraception failure, UPTB needs to collect data of couples of fertile age who do not follow the family planning program in Sungai Limau and came to their house, door to door to explain the importance of family planning program and its benefits.
- 5) In reducing the increasing number of marriages at a young age, UPTB officers should do some socialization in Sungai Limau schools to educate the students about the impact of early marriage for their psychological, health, and social live.

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