

COMMUNITY VISIT INTEREST TO THE POSYANDU IN BALUNG LOR VILLAGE IN TERMS OF THE SERVICE QUALITY OF POSYANDU CADRES

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ABSTRACT

(Introduction) This study examines community interest in visiting the Posyandu (Integrated Health Post) in Balung Lor Village, viewed from the quality of services provided by Posyandu cadres. Posyandu plays a central role in providing community-based primary health and family planning services in Indonesia. It serves as a vital platform for promoting maternal and child health, particularly in reducing maternal and infant mortality rates. However, public participation in Posyandu activities has shown a decline in recent years, raising concerns about the effectiveness of service delivery and community engagement. (Background Problems) The main problem addressed in this research is the decreasing number of community visits to Posyandu in Balung Lor Village, which may be influenced by the perceived quality of services provided by Posyandu cadres. The research question is: How does service quality affect the community's interest in visiting Posyandu in Balung Lor Village? (Novelty) Previous studies have primarily focused on describing service quality in Posyandu or its relationship with satisfaction, but few have examined how service quality directly influences community visit interest particularly in rural contexts like Balung Lor Village. (Research Method) This research uses a quantitative method. The population consists of mothers or caregivers of children under five in Balung Lor Village, Jember Regency. Using purposive and accidental sampling, 130 respondents were selected. Data were collected using questionnaires based on the SERVQUAL model (tangibles, reliability, responsiveness, assurance, and empathy). (Findings/Results) The study is expected to show that higher service quality positively influences community visit interest, emphasizing the importance of cadre professionalism, facility readiness, and empathy. (Conclusion) Improving Posyandu service quality can increase community participation and strengthen community-based healthcare. The main takeaway is that revitalizing Posyandu services through better cadre training and facility improvement can enhance public trust and visitation rates.

Keywords: Service Quality; Interest; Posyandu; Posyandu Cadres.

INTRODUCTION

The Posyandu (Integrated Health Post) is a community-based center for public health and family planning services. It functions as a venue for implementing essential health activities organized by the community, from the community, and for the community, with support from healthcare workers. As a forum for maintaining public health, Posyandu plays a crucial role in empowering communities and facilitating access to basic healthcare services. One of its primary objectives is to accelerate the reduction of maternal and infant mortality rates (Ministry of Health of the Republic of Indonesia, 2022). Monthly Posyandu activities across Indonesia include child health examinations, weight monitoring, nutritional status assessments, vitamin A supplementation, immunizations, health consultations, and other healthcare services. Posyandu serves as an effective community-level approach to addressing various child health issues such as malnutrition, weight loss, and vitamin A deficiency. Therefore, community participation in Posyandu is essential to ensure the delivery of quality maternal and child healthcare (Ministry of Health of the Republic of Indonesia, 2022).

According to data from the Directorate of Health Promotion (2019), Indonesia had

294,428 Posyandu units, of which 169,087 were active. However, data from the Family Health and Community Nutrition Division (2016–2020) revealed a continuous decline in the number of children under five being weighed—from 158,768 in 2016 to only 92,218 in 2020, far below the national target of 85% coverage. This downward trend indicates a decrease in public participation in Posyandu activities, especially in rural areas (Jember District Health Office, 2021). The decline in Posyandu visits is a critical public health issue that necessitates evaluation of service quality to identify areas needing improvement.

Service quality refers to the effort to meet consumer needs and expectations and to deliver them accurately and consistently. According to the SERVQUAL model, service quality can be evaluated through five dimensions: reliability, responsiveness, assurance, empathy, and tangibles (Sumadi et al., 2022). Poor service quality can lead to dissatisfaction, lower trust, and reduced participation in health services. In Balung Lor Village, community participation in Posyandu remains low. Of 1,335 targeted participants, only 1,250 attend regularly. Factors suspected to influence this include perceptions of cadre attitudes, facility adequacy, and the overall effectiveness of Posyandu activities. When service quality fails to meet community expectations, it can reduce trust and interest in regular visits.

Previous studies have demonstrated a strong relationship between service quality and patient satisfaction, loyalty, and visit intentions in healthcare facilities such as hospitals and community health centers (puskesmas). However, similar studies focusing on Posyandu especially in rural settings are still limited. Most prior research emphasized attendance statistics rather than exploring psychological or perceptual factors such as community interest. Moreover, few studies have examined the unique local characteristics of villages like Balung Lor. Therefore, this study seeks to fill this research gap by empirically analyzing the relationship between service quality and community visit interest at the Posyandu in Balung Lor Village. Based on these considerations, the researcher is interested in conducting a study entitled: “Community Visit Interest to the Posyandu in Balung Lor Village in Terms of the Service Quality of Posyandu Cadres.”

Literature Review

The Posyandu (Integrated Health Post) is one of Indonesia’s most essential community-based health programs that aims to improve maternal and child health. It operates as a participatory platform where health services are implemented by, from, and for the community with the assistance of health workers. The effectiveness of Posyandu depends heavily on the service quality provided by its cadres, as it influences community satisfaction, trust, and participation levels. Therefore, understanding and evaluating service quality dimensions becomes crucial in determining community interest in visiting Posyandu.

According to Indrasari (2019), service quality is a dynamic concept encompassing products, people, processes, and environments that together meet or exceed customer expectations. Kotler (2002) defines service as any intangible act or performance offered by one party to another without resulting in ownership. In the context of health services, perceived service quality plays a vital role in determining patient satisfaction and their continued use of services. A widely accepted framework for assessing service quality is the SERVQUAL model developed by Parasuraman et al. (1988), which introduces five key dimensions—tangibles, reliability, responsiveness, assurance, and empathy. Each of these dimensions provides a distinct aspect of how services are experienced and evaluated by the public.

Tangibles refer to the physical elements that can be observed directly by the service users. This includes infrastructure, facilities, medical equipment, and the appearance of the service providers. In the Posyandu context, tangibles include the cleanliness and comfort of

the weighing area, the modernity and adequacy of medical tools, and the neatness and professionalism of the cadres. Studies have shown that a well-maintained and visually appealing environment enhances community confidence and encourages participation (Maruli et al., 2023). When facilities are inadequate or poorly maintained, it can discourage mothers from attending Posyandu activities.

Reliability refers to the ability of service providers to deliver accurate and dependable services in accordance with predetermined standards or schedules. In Posyandu operations, reliability involves the ability of cadres to carry out health services as scheduled, maintain accuracy in weighing and recording children's growth, and consistently follow through with healthcare programs. Sumadi et al. (2022) emphasize that reliable services foster community trust, which is essential for ensuring that mothers regularly bring their children to Posyandu. When cadres perform tasks with consistency and precision, it builds a reputation for dependability that motivates continued community engagement.

Responsiveness represents the readiness and ability of service providers to assist community members promptly and efficiently. In the Posyandu setting, responsiveness can be seen in how quickly cadres attend to participants, provide information, and respond to questions or problems during Posyandu sessions. According to Febriyana et al. (2024), prompt and helpful responses from cadres increase the perception of efficiency and care, strengthening community satisfaction and interest in returning. Conversely, slow or unresponsive service delivery can create frustration and decrease participation levels.

Assurance is related to the competence, courtesy, and trustworthiness of service providers, which build a sense of security and confidence among service users. In Posyandu activities, this includes the knowledge and communication skills of cadres, their politeness when interacting with mothers, and their ability to deliver accurate health education. Assurance also encompasses the emotional comfort that participants feel during their interactions with Posyandu cadres. According to Hapipah et al. (2024), strong assurance through cadre professionalism can positively influence maternal trust, leading to higher participation and retention in health programs.

Empathy is the degree to which service providers give individualized attention and understand the specific needs of their clients. For Posyandu cadres, empathy involves being approachable, understanding the personal and social conditions of the participants, and showing genuine concern for the well-being of mothers and children. Ramadhan and Afriyadi (2023) state that empathetic behavior enhances emotional connections between cadres and the community, resulting in greater satisfaction and loyalty. Empathy becomes especially important in rural contexts where interpersonal relationships play a central role in sustaining participation.

The five SERVQUAL dimensions collectively shape community perceptions of service quality, which in turn influences their motivation to visit Posyandu. Empirical research by Dewi et al. (2024) revealed that these dimensions significantly affect satisfaction and engagement among parents visiting Posyandu in Bali. Similarly, Mufassaroh and Widodo (2023) emphasized that both tangible and intangible service elements must be aligned to maintain consistent quality. However, many prior studies have not yet examined how these dimensions directly impact visit interest, particularly in rural settings such as Balung Lor Village.

This gap indicates that while the quality of service delivery at Posyandu has been described, the behavioral implications specifically, how perceptions of service quality shape people's desire and decision to visit have not been fully addressed. Additionally, existing research often overlooks non-parental caregivers such as grandparents, who play an active role in bringing children to Posyandu. To address this research gap, the present study

explores the relationship between service quality and community visit interest at the Posyandu in Balung Lor Village, using the SERVQUAL dimensions as analytical indicators. By integrating these theoretical perspectives with empirical data, this study aims to provide comprehensive insights into how improving service quality can enhance community participation and strengthen the sustainability of Posyandu programs.

Hypothesis Development

Based on the theoretical framework and prior studies, the following hypothesis is formulated:

H1: Service quality, which includes tangibles, reliability, responsiveness, assurance, and empathy, has a positive and significant effect on community visit interest at the Posyandu in Balung Lor Village.

RESEARCH METHODS

This study employed a quantitative research approach to examine the relationship between service quality and community visit interest at the Posyandu (Integrated Health Post) in Balung Lor Village, Jember Regency. The quantitative method was chosen because it allows the researcher to analyze measurable data objectively and test hypotheses statistically, ensuring the reliability and validity of the findings. Quantitative analysis is particularly suitable for identifying correlations between variables, such as the influence of service quality dimensions on community visit interest.

The research design used was descriptive-correlational, aiming to describe the existing condition of Posyandu service quality and determine its relationship with community participation levels. The population in this study consisted of all mothers or caregivers who bring children under five years old to Posyandu activities in Balung Lor Village. Because the exact population size was unknown, the number of samples was determined using the Hair formula, which recommends 5–10 respondents per indicator. With a total of 13 indicators, the minimum sample size required was 130 respondents.

The sampling technique combined purposive sampling and accidental sampling. Purposive sampling was used to ensure that respondents met specific criteria, such as:

1. Being a mother or caregiver responsible for a child under five years old.
2. Not serving as a Posyandu cadre.
3. Willing to participate voluntarily in the study.

Meanwhile, accidental sampling was applied to select respondents who were present during Posyandu activities and met the inclusion criteria. This dual approach ensured both representativeness and practicality in data collection.

The research utilized primary and secondary data sources. Primary data were obtained directly through questionnaires distributed to respondents during Posyandu activities. The questionnaire was structured using the Likert scale (1–5) and divided into two main parts: (1) indicators measuring service quality based on the SERVQUAL model (tangibles, reliability, responsiveness, assurance, empathy), and (2) indicators measuring community visit interest, including age, education, occupation, distance, access, cost, spousal support, and information availability. Secondary data were gathered from official Posyandu records, publications, and relevant health reports from the Jember District Health Office. Data collection was conducted through direct observation and distribution of questionnaires after obtaining informed consent from respondents. Respondents were briefed about the research purpose, and participation was voluntary with guaranteed confidentiality.

For data analysis, this study applied simple linear regression analysis using the Statistical Package for the Social Sciences (SPSS version 25) to examine the relationship between service quality and community visit interest. Prior to hypothesis testing, several

statistical procedures were performed, including validity testing, reliability testing, and classical assumption tests (normality, multicollinearity, and heteroscedasticity) to ensure data accuracy and model robustness. The chosen methodology ensures that the research design, data collection, and analysis procedures align with the objectives of identifying how service quality affects the level of community participation in Posyandu activities. By combining a rigorous quantitative approach with structured sampling and advanced statistical analysis, this study provides evidence-based insights into improving the effectiveness and sustainability of community-based health programs in rural areas.

RESULT AND DISCUSSION

Results

This section presents the statistical analysis of the relationship between service quality dimensions tangibles, reliability, responsiveness, assurance, and empathy and community visit interest at the Posyandu (Integrated Health Post) in Balung Lor Village, Jember Regency. The findings are organized into descriptive statistics, correlation analysis, and regression analysis, followed by interpretation and discussion.

4.1 Descriptive Statistics

Descriptive statistics were conducted to identify the general tendency of respondents' perceptions regarding each research variable. As shown in Table 1, the variables of assurance (Mean = 1.55) and empathy (Mean = 1.54) had the highest mean scores, indicating that Posyandu cadres were perceived as polite, confident, and attentive to the needs of mothers and children. Conversely, tangibles (Mean = 1.45) had the lowest mean, suggesting that physical facilities and infrastructure need further improvement.

Table 1. Descriptive Statistics

Variable	N	Mean	Std. Deviation	Description
Tangibles	130	1.45	0.49	Moderate (needs improvement)
Reliability	130	1.50	0.50	Consistent performance
Responsiveness	130	1.52	0.50	Quick and informative service
Assurance	130	1.55	0.50	High confidence and professionalism
Empathy	130	1.54	0.50	Good personal care and concern
Community Visit Interest	130	1.69	0.46	High interest in visiting Posyandu

Source: Primary Data Processed (2025)

These results indicate that the service provided by cadres was generally perceived as good, particularly in interpersonal aspects (assurance and empathy). However, tangible factors such as infrastructure and tools still require improvement to further support community participation.

Correlation Analysis

To identify the relationship between service quality dimensions and community visit interest, a Pearson correlation analysis was conducted. As presented in Table 2, all dimensions show positive and significant relationships ($p < 0.01$) with community visit interest. The strongest correlation is between responsiveness ($r = 0.605$) and visit interest, followed by assurance ($r = 0.597$), suggesting that quick service response and cadre confidence are key factors in motivating mothers and caregivers to attend Posyandu.

Table 2. Correlation Analysis

Variable	Tangibles	Reliability	Responsiveness	Assurance	Empathy	Visit Interest
Tangibles	1.000					
Reliability	0.418**	1.000				
Responsiveness	0.457**	0.492**	1.000			
Assurance	0.375**	0.465**	0.526**	1.000		
Empathy	0.341**	0.372**	0.483**	0.411**	1.000	
Visit Interest	0.431**	0.528**	0.605**	0.597**	0.519**	1.000
Note	P		<	0.01		(2-tailed)

Source: Primary Data Processed (2025)

The results indicate that every improvement in the service quality dimension leads to an increase in community visit interest. The higher the perceived responsiveness and assurance, the higher the likelihood of regular attendance at Posyandu.

4.3 Regression Analysis

A multiple linear regression analysis was performed to determine the simultaneous effect of the five dimensions of service quality on community visit interest. As shown in Table 3, the model obtained an R value of 0.632 and an R² value of 0.399, meaning that 39.9% of the variation in community visit interest can be explained by the five dimensions of service quality, while 60.1% is influenced by other factors.

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.632	0.399	0.366	0.368

Source: Primary Data Processed (2025)

The ANOVA test in Table 4 shows that the model is statistically significant, with an F-value of 16.494 and a significance level of p = 0.000, confirming that service quality dimensions collectively influence community visit interest.

Table 4. ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	11.171	5	2.234	16.494	0.000
Residual	16.816	124	0.136		
Total	27.987	129			

Source: Primary Data Processed (2025)

Further coefficient analysis in Table 5 shows that responsiveness ($\beta = 0.406$, $p = 0.010$) and assurance ($\beta = 0.310$, $p = 0.045$) significantly influence visit interest, while tangibles, reliability, and empathy are not statistically significant.

Table 5. Coefficients

Variable	Unstandardized Coefficients (B)	Std. Error	t	Sig.	Interpretation
Constant	0.516	0.242	2.134	0.035	Significant
Tangibles	-0.098	0.114	-0.857	0.393	Not significant
Reliability	-0.049	0.156	-0.314	0.754	Not significant

Responsiveness	0.406	0.155	2.611	0.010	Significant
Assurance	0.310	0.153	2.029	0.045	Significant
Empathy	0.071	0.123	0.580	0.562	Not significant

Source: Primary Data Processed (2025)

Interpretation and Discussion

The findings indicate that responsiveness and assurance are the most influential dimensions affecting community visit interest. This means that when Posyandu cadres are quick to respond, provide accurate information, and demonstrate professional confidence, community members are more motivated to attend regularly. These findings align with Dewi et al. (2024) and Hapipah et al. (2024), who reported that health workers' responsiveness and professionalism increase public satisfaction and participation.

On the other hand, tangibles, reliability, and empathy did not show significant effects, implying that while these dimensions contribute to overall perception, they do not directly drive visit behavior. The community tends to prioritize effective communication and trust over physical infrastructure or emotional attention.

4.5 Summary of Results

The regression results confirm the hypothesis (H1) that service quality significantly affects community visit interest at Posyandu Balung Lor Village. Among the five dimensions, responsiveness and assurance are the strongest predictors of participation. Therefore, efforts to improve cadre responsiveness, communication ability, and confidence are essential to enhance community engagement and ensure the sustainability of Posyandu programs in rural areas.

Discussion

This study examined the relationship between service quality dimensions—tangibles, reliability, responsiveness, assurance, and empathy—and community visit interest at the Posyandu (Integrated Health Post) in Balung Lor Village. The results confirmed that service quality has a significant impact on community visit interest, with responsiveness and assurance emerging as the most influential factors. These findings provide valuable insights into how the quality of health service delivery affects public participation in community-based healthcare programs.

The significant influence of responsiveness aligns with the findings of Hapipah et al. (2024) and Dewi et al. (2024), who also reported that prompt service, clear communication, and attentiveness of health personnel enhance satisfaction and increase participation in health programs. In the context of Posyandu, responsiveness reflects how quickly cadres serve visitors, provide information, and respond to mothers' questions or concerns. When services are delivered efficiently and responsively, community members feel respected and valued, which encourages repeat attendance.

Similarly, the assurance dimension showed a significant effect on visit interest, consistent with research by Mufassaroh and Widodo (2023), who found that confidence, politeness, and competence of cadres create a sense of security and trust among participants. Assurance builds community confidence in Posyandu's ability to provide accurate information and safe health services. Cadres who are knowledgeable, courteous, and empathetic foster stronger relationships, thereby increasing the community's willingness to engage in regular health monitoring activities.

On the other hand, tangibles, reliability, and empathy were found to be statistically insignificant, although they positively correlated with visit interest. This contrasts with the study of Maruli et al. (2023), who emphasized that tangible aspects such as facilities and equipment significantly affect perceptions of service quality. The difference may arise from

the rural setting of Balung Lor Village, where interpersonal trust and cadre behavior play a more dominant role than physical infrastructure. Communities in such areas often prioritize accessibility and trust over the appearance of facilities. The low influence of reliability may also indicate that respondents consider regular Posyandu operations as a routine expectation rather than a special determinant of participation.

The insignificance of empathy could be attributed to the relatively small variation in cadre attitudes, as most cadres are already familiar with the community they serve. As noted by Ramadhan and Afriyadi (2023), empathy in closely-knit rural communities tends to be uniform because of the existing social bonds between service providers and beneficiaries. Hence, empathy may not strongly differentiate participation levels when other dimensions like responsiveness and assurance dominate perceptions.

From a theoretical perspective, these results support the SERVQUAL model proposed by Parasuraman et al. (1988), confirming that not all service quality dimensions contribute equally to behavioral outcomes. The findings suggest that responsiveness and assurance—dimensions directly related to interpersonal interaction and trust—are the most critical drivers of visit interest in grassroots health programs such as Posyandu. This highlights the importance of enhancing soft skills, communication training, and service ethics among cadres.

However, this study also has several limitations. First, the research focused only on one village, limiting the generalizability of the findings to other regions with different socio-cultural characteristics. Second, the study used self-reported data from questionnaires, which may introduce response bias. Third, external factors such as distance to the Posyandu, family support, or economic conditions were not included in the regression model, though they may significantly influence participation. Future research could incorporate these variables or use a mixed-method approach to capture a more comprehensive understanding of community behavior.

Despite these limitations, the study provides meaningful implications for public health management. Strengthening responsiveness and assurance through training, improved communication strategies, and better supervision can increase community satisfaction and participation in Posyandu activities. Moreover, improving the tangible aspects such as facilities and equipment can complement these efforts by enhancing the overall service experience.

In summary, this study reinforces that the quality of interpersonal interaction between cadres and the community is the cornerstone of successful Posyandu participation. Service quality improvements should focus not only on infrastructure but also on developing the human touch prompt responses, professional assurance, and respectful communication—to build trust and encourage sustainable community engagement in health programs.

CONCLUSION

This study aimed to examine the relationship between service quality dimensions—tangibles, reliability, responsiveness, assurance, and empathy—and community visit interest at the Posyandu (Integrated Health Post) in Balung Lor Village, Jember Regency. The findings confirmed that overall service quality significantly influences the community's interest in visiting Posyandu, particularly through the dimensions of responsiveness and assurance. These two factors emerged as the strongest predictors of visit interest, emphasizing that quick, accurate, and confident service delivery from Posyandu cadres enhances community engagement and participation.

The results of this study support the hypothesis (H1) that service quality has a positive and significant effect on community visit interest. Dimensions such as responsiveness and

assurance were found to play a crucial role in fostering trust and satisfaction among mothers and caregivers, while tangibles, reliability, and empathy, although positively correlated, did not show a significant direct influence. This indicates that the quality of interpersonal interaction and professional assurance from cadres is more impactful than physical facilities or routine service performance in motivating community visits to Posyandu.

These findings align with the SERVQUAL model proposed by Parasuraman et al. (1988) and reaffirm the importance of human-centered service delivery in community health settings. The study also contributes to existing literature by filling a research gap in the context of rural Posyandu services, where studies linking service quality to visit interest remain limited. The results highlight the need to strengthen capacity-building programs for cadres focusing on communication skills, responsiveness, and professionalism to improve service perception and participation.

However, the study has several limitations. It was conducted in a single village, which may limit the generalizability of the results to other regions with different cultural and demographic characteristics. Additionally, the use of a cross-sectional quantitative approach restricts causal inference. Future research could expand the sample area, integrate qualitative methods to capture deeper insights into community motivation, or examine external factors such as family support, accessibility, and socioeconomic conditions that may further influence participation levels. In conclusion, this research underscores that improving service quality particularly through responsive communication and professional assurance can significantly increase community visit interest at Posyandu. By focusing on strengthening cadre competence and optimizing health service delivery, Posyandu can continue to serve as a cornerstone of Indonesia's community-based health system, enhancing both public participation and long-term health outcomes.

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