

CHAPTER III

RESEARCH METHODOLOGY

A. Types of Research

This research uses qualitative research method by applying descriptive approach. Descriptive research is a type of the study which provides an overview or description about certain condition clearly without any treatment toward the inspected object (Kountur, 2004). The goal is to make description, picture, or systematic overview, factual and accurate information about realities, properties, and relationships among observed. Qualitative research method is a research procedure that produces descriptive data in the form of written words as well as oral form from the people and their behaviors that can be observed (Boddgan and taylor, 1975 cited by Basrowi and Suwandi, 2008:21). Qualitative research question is meant to be a certain tradition in social science that fundamentally depends on the observation of human in its own region, and relate these people in the language and the term (Kirk and Miller, 1986 cited by basrowi and Kelvin, 2008:23).

The objective of this qualitative research study is to scrutinize the approach in order to provide description about what efforts have been made by the Puskesmas Cukir-Jombang to improve the quality of public health service.

B. The Focus of Research

In this study focus, the center attention is described as what Moleong (2002:62) has explained that qualitative research requires the enactment of limits on the focus of research basis issues arising from the research. There are two goals the focus of research by Moleong (2000:62-63), that is:

1. Determination of focus may limit the study or research problems, which means with the focus, determination of better research place.
2. Determination of focus can effectively meet the criteria of inclusion-exclusion (Insert - issued) for the new information acquired in the field. With the guidance and right direction of a clear and steady focus, a researcher will determine the name of the needed data to be collected.

However, the focuses of the study are:

1. The efforts of Puskesmas Cukir to improve the quality of public health services for the community:
 - a. Improvement of infrasturcture development
 - b. Improvement the human resources quality
 - c. Improvement of health services program
2. The public health services of Puskesmas Cukir perceived by community measured from community satisfaction index:
 - a. Service procedure
 - b. Treatment of requirements
 - c. Certainty service of officers
 - d. Discipline of service officers

e. Responsibility for service officers

f. The ability of service officers

g. Speed of service

h. Justice gets service

i. Courtesy and friendliness of staff

j. Reasonableness of services fee

k. Certainty services fee

l. Certainty services schedules

m. Environmental comfort

n. Safety of services

C. Research Location

Research location is a place/region for holding a research related to the implementation of quality improvement efforts health services to the community in order to obtain valid data, relevan, as well akurat. Location chosen in this study is Cukir Puskesmas sub-district Diwek- Regency of Jombang.

The research site is a place where researchers revealed the actual state of the object to be inspected. The site of this study is Puskesmas Cukir operational area.

D. Data Sources and Types of Data

According Loflan and Loflan (1984) cited by Basrowi and Suwandi (2008:30) the main source of data in this qualitative study is words and actions, the rest is additional data such as documents and others. Wholistically, the

intended data sources are data obtained in the form of paper, documents, places and people. While the types of data used in this study are:

1. Primary data

Primary data is data obtained directly from the source at the time research conducted which related to the study of inspected data. The primary data sources of data are obtained from reliable sources and are related to the existing problems. Yet, the intended sources are referred to head of the Puskesmas, officers, staffs, Cukir's Community who use Pukesmas' services.

2. Secondary data

Secondary data is data that is obtained indirectly by the researcher. The secondary data sources in this study were derived from the records, documents, reports and records relating to the research focus on Puskesmas of Cukir.

E. Data Collection Technique

Data collections technique by Bungin (2009:107) is a method of independent data collection about the data analysis or even become known as the main data analysis methods.

Data collections techniques used in this study are:

1. Interview

Interview is a conversation with a certain purpose (Moleong, 2000:135). Interviews meant that researchers got information directly while interacting with sources. Technic data collection there are two ways in which structured interviews author define the issues and questions to be asked the unstructured sources that

the author did not prepare a list of questions beforehand and processes such as question and answer in a casual conversation.

2. Observation

Observation is an activity of daily life observation by using eyes as the main tool as well as other additional senses such as ears, smell, mouth, and skin (Bungin, 2009:115). In other words, observation is intended to look at the serious phenomenon problems occurred with the senses we have on Disabled place under the study.

3. Documentation

Definition of the documentation in the research is a data collection method that produces important records related to the problem under the study, so that complete data will be obtained, legitimate, and not based on estimates (Basrowi and Suwandi, 2008:57). With other data documentation can be obtained documents or archival records that make it easier for terkait.Untill explore and find out more details relating to the investigation.

F. Research Instrumen

The research instrument is a tool that researchers use to excavate or collect data or information which is used in research. In this research instrument used in this research are:

- 1. Interview guide, in the form of a list of questions prepared to dig up the necessary data related to the research topi with related parties during field interviews.

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2. Field notes, a record containing the information and data obtained the location of other research that researchers avoid mistakes and misunderstandings when making observation.
 3. Researcher himself, researcher using his five senses to record the phenomena where the research is taking place.

G. Data Analysis

Data analysis is a searching process and transcription settings system of interviews, field notes, and other materials that have been collected to improve their own understanding of the material and to enable the present what has been found (Emir, 2012:85). Analysis of data is crucial in order to solve the problem research and can achieve the ultimate goal of a study. In this research, the data obtained will be analyzed and interpret, where data analysis is the analysis of qualitative. According to Miller and Huberman (1992:16-20) qualitative data analysis consisted of 4 activities.

1. Data Collection

It is the first step to search or collecting the data that still has not been processed from research by observing, recording, and documenting.

2. Data reduction

Data reduction is the process of selecting, focusing attention on simplification, abstracted, and data transformation originally data from the written records of the field.

3. Data presentation

It is a set of structured information that allows us the existence of inference-making and action, with a view of the data presentation; we can understand what is happening and what should be done afterwards.

4. Conclusions making and verification

The data obtained in the field is presented in such a way then analyzing the data to obtain the real results.

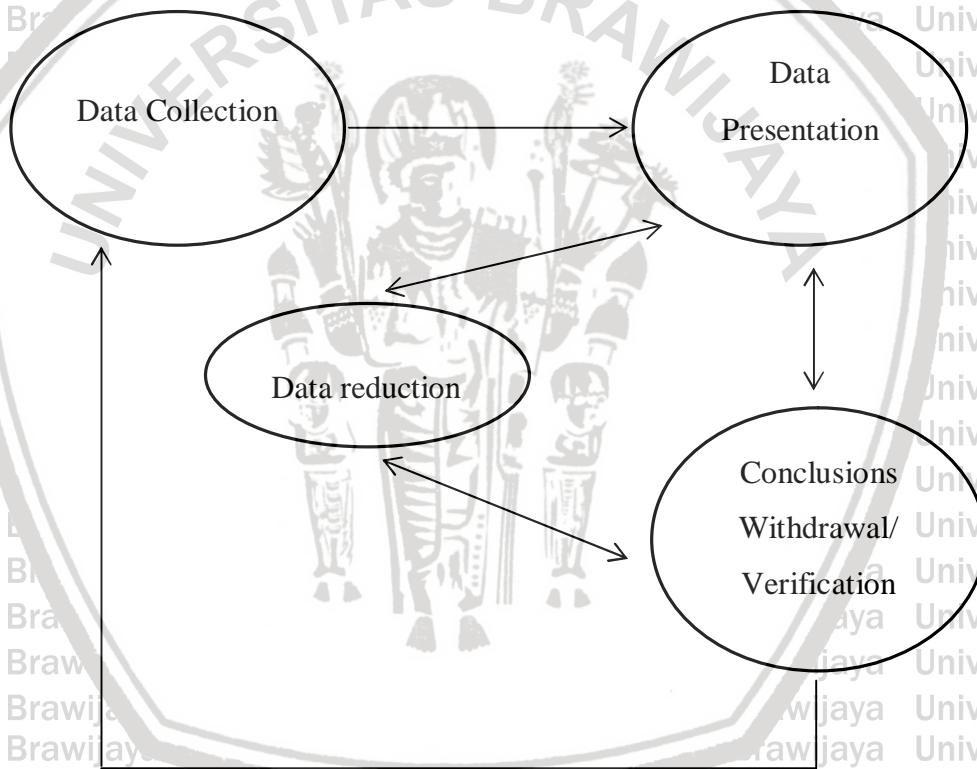


Figure 3.1 Analisis of Interactive Model
Sources: Miles and Humberman 1992