

# Analysis of the Quality of Gerobak Cinta Services in Handling Stunting Rates in Larantuka District, East Flores Regency.

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## Analysis of Stunting Rates and Service Quality of the Gerobak Cinta Program in the Larantuka District of the East Flores Regency

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### Abstract

This research aims to analyze the service quality of Gerobak Cinta and its impact on stunting rates in Larantuka District, East Flores Regency. The method used in this research is qualitative. Research data was obtained through observations of the running of the Gerobak Cinta program, interviews with related integrated service post cadres, and submission of documents at the health center and the East Flores District Health Service. The research results show that the Gerobak Cinta supplementary food program implemented in East Flores Regency is considered high quality. The quality of service in this program results in better fulfillment of community nutrition from the supplemental food program. Ultimately, this program reduced the stunting rate significantly based on the previous year's stunting data. This research implies that the Gerobak Cinta supplementary food program needs to be increased evenly in all sub-districts in East Flores Regency. Stunting will be as low as possible if this program can be expanded and its quality improved.

**Kata Kunci:** Stunting Rates, Kualitas Pelayanan, Program Gerobak Cinta

Penelitian ini memiliki tujuan untuk menganalisis kualitas pelayanan Gerobak Cinta dan dampaknya terhadap angka stunting di Kecamatan Larantuka Kabupaten Flores Timur. Metode yang digunakan dalam penelitian ini adalah metode kualitatif. Data penelitian diperoleh melalui observasi terhadap berjalannya program Gerobak Cinta, wawancara dengan para kader posyandu terkait, serta pengambalian document di puskesmas dan dinas Kesehatan Kabupaten Flores Timur. Hasil penelitian menunjukkan bahwa program pemberian makanan tambahan Gerobak Cinta yang dilaksanakan di Kabupaten Flores Timur dinilai berkualitas. Kualitas pelayanan dalam program ini berkebangkit pada semakin baiknya pemenuhan gizi masyarakat dari program makanan tambahan. Pada akhirnya program ini bisa menurunkan angka stunting yang signifikan dengan data stunting tahun sebelumnya. Implikasi dari penelitian ini adalah bahwa program pemberian makanan tambahan Gerobak Cinta perlu ditingkatkan secara merata di seluruh Kecamatan di Kabupaten Flores Timur. Manakalah program ini bisa diperluas dan ditingkatkan kualitasnya, maka stunting akan dapat ditekan serendah mungkin.

**Keywords:** Angka Stunting, Service Quality, Gerobak Cinta program.

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## INTRODUCTION

Quality is an essential attribute in various aspects of life, especially in the world of business and service (Serhan & Serhan, 2019). Quality applies not only to physical products but also to customer service. The quality of products or services can be measured based on the extent to which they meet or even exceed established standards. In the context of service quality, it is essential to understand that this quality is closely related to the needs and expectations of service users. A prosperous service can fulfill exactly what service users want and expect. Timeliness in meeting these needs is also a very significant factor.

Service quality also has dimensions that are closely related to user perceptions. In this case, the positive image of service quality does not always come from the view of the service provider company but rather from the experiences and opinions of the people who use the service. Service users are the ones who should have the authority to assess the level of quality of services provided. Thus, a program or business's success is determined by how the company perceives its quality and how service users perceive that quality. Therefore, companies must always strive to understand customer needs, expectations, and perceptions in order to improve the quality of the products or services they offer

Stunting is a condition of chronic malnutrition caused by a lack of adequate food intake (Rahmadhita, 2020) or malnutrition (Rohani et al., 2021). Stunting in children results in death, delayed motor maturation, delayed acquisition of knowledge, and functional imbalance. Stunting appears when the child is two years old (Noorhasanah & Tauhidah, 2021). Stunting measurements are carried out by taking into account the toddler's age, gender, and the toddler's height or body length. Therefore, one of the goals of efforts to improve global nutrition is to reduce stunting (Trinanda, 2023).

Stunting is more common in Indonesia than in other middle-income countries (Latifa, 2018). East Nusa Tenggara Province has the highest stunting rate in Indonesia (Rita et al., 2022). Ongoing development in East Flores Regency will be threatened if the problem of stunting is not addressed. East Flores Regent Regulation Number 27 of 2019, concerning

Stunting Prevention and Control, is an essential legal basis for efforts to prevent stunting in the region. This regulation is a government step to prevent stunting, which is currently developing throughout the region with various strategic programs such as the Gerobak Cinta program.

The Gerobak Cinta Program is an innovative program to prevent stunting by providing additional food to children in East Flores. Through the supplementary feeding program, it is hoped that children will increase the nutrition they need to grow normally like their peers. The main goal of Gerobak Cinta is to give birth to the next generation, who are healthy, intelligent, creative, and productive in early childhood. In addition, this program provides food and nutrition to pregnant women who experience malnutrition (Taum, 2021)

This research is relevant to the government's attention to the high stunting rate in Indonesia. They understand and analyze the service quality level of the Gerobak Cinta program in dealing with stunting rates in East Flores, which can affect the future of Indonesian Human Resources. This research can also contribute to academic knowledge and understanding regarding the East Flores Government's strategy for reducing stunting rates. Researchers conducted this research to see the quality of the Gerobak Cinta program services in handling and reducing stunting rates.

Stunting has an impact that affects human resources. The stunting rate is still high and far from the target. Nutritional intervention coordination still needs improvement, and treatment still needs to be effective. Several studies that examine this research focus more on stunting prevention innovations (Kumanireng & Tripuro, 2021), information, and implementation of the Gerobak Cinta program situation (Kelen et al., 2023). This research's state of the art is an analysis of the Gerobak Cinta service using a service quality theory approach. Based on this description of the Gerobak Cinta program, it is necessary to analyze whether the quality of program services is optimal at the Oka Community Health Center and can influence the reduction in stunting rates in the East Flores district.

### Service Quality

Service Quality is measured by comparing actual service with customer expectations. Initially, marketing researchers created instruments to measure service quality that could meet customer satisfaction. Many intangible factors have complex psychological aspects to assess and impact service quality. In an ideal world, service quality can be measured through two interrelated dimensions of the service process: the user's or customer's service assessment and the service provider's assessment.

Service quality has developed into a factor that determines the survival of government or corporate bureaucratic organizations. Good service and meeting customer needs are essential to achieving customer satisfaction. Zaithaml, Parasuraman, and Bery (1990) simplified the service quality model into five dimensions, creating a multidimensional scale instrument called Servqual. Several standards can be used in the service sector to assess service quality in the service industry. These things are (i) tangibles (ii) reliability, (iii) responsiveness, (iv) assurance, and (v) Empathy (Mustofa & Rinawati, 2020).

### The Gerobak Cinta Program

Nutrition is essential for growth and development (Kementerian Kesehatan, 2022). The leading cause of stunting in toddlers is a lack of nutritional intake in pregnant women and babies, considering five main priorities: the Nutrition Action Movement, Healthy Pregnant Women, Active Integrated Healthcare Center, Cadre Jamboree, and Campaign to Prevent Stunting. The Indonesian Ministry of Health's program action plan for 2020–2024 includes a national development priority program to improve the nutritional status of the community, including reducing the prevalence of stunting. That is a severe concern for the government to prevent stunting in Indonesia (Anggi et al., 2023)

Providing additional Food through the Gerobak Cinta Program is one of the ways the East Flores Regency Government can prevent and reduce the reasonably high prevalence of stunting in the East Flores Regency (Tokan, 2023). "Gerobak Cinta" means a vehicle

carried by a collection of ideas and enthusiasm from all stakeholders to express feelings of love and affection in preventing the problem of stunting in babies and toddlers. The activities in the Gerobak Cinta Program are the same as providing additional Food in general with several innovations, such as essential ingredients for food processing and necessary ingredients for food processing whose raw materials come from the village itself. Integrated Healthcare Center cadres prioritize food items that help in increasing income in the village. The superior food ingredients in this Gerobak Cinta are sorghum, moringa, fish, and quail eggs.

Health officers also carry out health outreach activities, cooking practices, or implementing an Integrated Health care Center for parents of stunted toddlers. The parties involved in implementing the Gerobak Cinta Program are the Health Service as the leader. The Community Health Center, Health Center Nutrition Workers, and Integrated Healthcare Center Cadres assist them. Providing Supplementary Food (PSF) is one tactic that has a significant chance of reducing stunting rates. Supplementary Food can improve babies' nutritional status to prevent stunting during their growth period (Jamaluddin et al., 2022).

### Stunting

Stunting, also known as minimal growth in toddlers, is a condition caused by chronic malnutrition in quantity and quality (Fauziah & Novandi, 2022). This disease begins when the child is conceived (Saputri, 2019). Furthermore, it usually appears when the child is two years old. Stunting factors are divided into two categories: direct causes and indirect causes. Giving colostrum, exclusive breastfeeding, children's eating habits, and infectious diseases contribute to stunting in children (Wulandari Leksono et al., 2021). Sanitation, environmental health, availability, and accessibility of Food are indirect factors (Rosha et al., 2020). Indonesia continues to face significant health problems related to stunting. The frequency of stunting in Indonesia is 21.6%, down from 24.4% in the previous year, according to statistics from the

2022 National Nutrition Status Survey (Nadia, 2023).

Knowledge is one of the factors that influences how common stunting occurs. The mother's level of education, the mother's understanding of nutrition, family income, the mother's ability to breastfeed exclusively, the age at which the mother begins to provide additional Food, the suitability of micronutrient intake such as zinc and iron, history of infectious diseases, genetics are also influential factors in rural and rural areas. urban areas (Wulandari & Muniroh, 2020). A mother's understanding of nutrition is fundamental in treating and preventing stunting because various foods can provide adequate nutrition (Rahmandiani et al., 2019). Stunting can be avoided by implementing targeted nutritional treatment in the first 1,000 days of life.

#### RESEARCH METHODS

The method used in this research is qualitative. Data collection techniques used in this research: (i) Observation, namely, the researcher looks at and records the symptoms being investigated. In data collection, observation can be differentiated into participation, namely, the researcher making observations and participating in the program. In contrast, in non-participation observation, the researcher is only an observer. Researchers in this study used non-participatory observation techniques. That is, they only observed the results and then wrote them down. (ii) Interview is a data collection method that involves verbal questions and answers between two or more individuals directly or indirectly. There are several types of interviews, including structured and unstructured interviews. (iii) Documentation, as a step to collect data in the form of personal notes from the Oka Community Health Center, then from public records in the form of Technical Guidelines for the Gerobak Cinta Program and the latest stunting data from the East Flores District Health Service.

After the data is collected, analysis is carried out. According to (Miles et al., 2014), three different types of interactive models are used in the data analysis method: i) Data combination, which is data obtained from written interviews, is then sorted with interview transcripts to produce the research

focus desired by the researcher; ii) Data appearance, which is the presentation of research data in the form of tabular and graphical data; and iii) Conclusion drawing, which concludes the research

#### RESULTS AND DISCUSSION

##### Gerobak Cinta Service Analysis

One of the main ingredients of PSF is sorghum. Sorghum is a multipurpose plant with high nutritional content that can be used as an alternative solution to Indonesia's food problems (E. Wulandari et al., 2020). Apart from sorghum, there is moringa or Moringa Oleifera; for breastfeeding mothers and small children, it is recommended to use Moringa leaves (Kedokteran & Lampung, 2020). Analysis of services related to the Gerobak Cinta supplementary food program needs to be carried out in dealing with stunting rates in East Flores Regency. The aim of the Gerobak Cinta innovation is not only to reduce the percentage of stunting but also as a means of learning and communication, which is expected to be a solution that can produce a healthy, intelligent, creative, and productive regional generation. The activity carried out in the Gerobak Cinta innovation is socialization regarding the nutritional content of food. The cadres teach how to cook food properly to ensure the sustainability of cooking at home.

Sorghum, moringa, fish, and quail eggs are some of the foods at Gerobak Cinta that have the best quality. After wheat, rice, and corn, sorghum is the most important cereal crop. Many countries grow sorghum, with Africa and Asia accounting for around 80% of the total area. Moringa, also known as Moringa Oleifera, is an alternative to sorghum. Moringa is renowned throughout the world as a beneficial plant that is highly nutritious and effective. WHO has provided moringa as an alternative food to combat malnutrition. The Moringa plant supports growth and development in all areas, has nutritional content, and has health benefits.

The East Flores Health Service coordinates the Gerobak Cinta service and the related Community Health Centers and Integrated Healthcare Center. In this situation, the East Flores Health Service will oversee the implementation of the Gerobak Cinta. The technical implementation starts with the Community Health Center Nutrition Manager

or Public health center operational Treasurer giving the Head of the Village Empowerment Of Family Welfare Mobilization Team along with the Integrated Healthcare Center Cadre providing additional food with the Gerobak Cinta innovation according to the number of targets in each village with a cooking menu obtained from the East Flores Health Service.

Integrated Healthcare Center Cadres totaling 140 people spread across 28 Integrated Healthcare Centers per village in Larantuka District, one village Empowermentfamily welfare chairman, one health operational assistance from community health centers Treasurer, two health operational assistance Health Center Nutrition Workers, one Head of East Flores Regency Public Health Division, and one Head of Service East Flores District Health is the party involved in implementing these provisions. The community health centers officer will take the funds and record them later after the Head of the Village EmpowermentFamily Welfare Mobilization Team approves receiving the funds transfer. Together with Integrated Healthcare Center cadres, the Head of the village Empowermentfamily welfare mobilization team makes food purchases based on the number and age of the target. Cadres' food is given priority when shopping for goods, such as sorghum, moringa, and quail eggs cultivated by young people in East Flores. These foods are not permitted to be purchased outside the community unless they are not accessible there. They were cooking three meals a day for toddlers who are underweight and pregnant women who experience Chronic Energy Deficiency (CED). The two meals consist of a main course served at 08.00 and noon, followed by snacks at 13.00.

The village EmpowermentFamily Welfare and Integrated Healthcare Center cadres act as companions and directors, while parents act as cooks to maintain the practice of preparing food at home. Empowerment Of Family Welfare and village Integrated Healthcare Center cadres educate the younger generation about the need to pray before eating by explaining the nutritional value of cooked food and how to prepare it properly. Public health center staff monitor the implementation of the Gerobak Cinta

Innovation every two weeks. Every month, Integrated Healthcare Center monitors cooking, eating habits, and body weight, but the Gerobak Cinta Innovation only measures weight and height at the beginning and end of providing additional food. Every new month, an Integrated Healthcare Center schedule is held and starts at 08.00. The PSF Gerobak Cinta Innovation Program has implemented a campaign for the first 1000 days of life for all pregnant parents or husbands. The East Flores Health Service receives monitoring findings reports every two weeks. The Gerobak Cinta innovation allows the East Flores Health Service to continue checking for abnormalities in implementing the supplementary feeding program. Based on research related to service quality measurement in the form of data such as Table 1. The results of the research in the table can be interpreted and analyzed as follows:

**Table 1. Gerobak Cinta Services in Larantuka District**

Indicator	Achievements
Tangible	The physical evidence of the Gerobak Cinta program is that the community and parents of toddlers affected by stunting feel impressed when the additional food service provided by Integrated Service Center cadres to toddlers affected by stunting.
Reliability	The procedures and services for the Gerobak Cinta program are straightforward because Integrated Service Center cadres go directly to the homes of toddlers affected by stunting to provide services.
Responsiveness	The responsiveness of the East Flores Health Office, the Community Service Center, and the Integrated Service Center cadres can be effective, but some parties are still less responsive in service.
Assurance	The quality of the supplementary food provided in the Gerobak Cinta is guaranteed because it uses staple ingredients from local plants. Because it is funded by the Health Operational

	Assistance and then funded by the village, the Gerobak Cinta program is free of charge.
Empathy	The additional feeding program with the innovative Gerobak Cinta is a form of empathy and concern from the East Flores government for inadequate nutritional intake so that there are stunted toddlers and pregnant women who lack cornic energy.

Source: Data Processed by Researchers, 2023

Based on the research, service quality measurements were obtained in the form of data as in Table 1.

### Tangibles

Tangible is a service that can be felt directly and impresses the public. According to Ministerial Decree Number 63 of 2004, one of the principles of public service is a comfortable environment and adequate supporting facilities. The actual element (direct evidence) can be observed or seen in the facilities and parts of the hospital that are being used, the comfort and cleanliness of the service waiting room, and the number of employees or officers serving the community. The skills and neat appearance of the officers providing services are examples of fundamental aspects.

Overall, the research can conclude that the resources needed to support the Gerobak Cinta are pretty good. Staff members operate the Gerobak Cinta according to procedures, and everyone involved in providing food and drinks also has the necessary experience. The Gerobak Cinta Innovation runs well and on time, but several obstacles must be overcome. Thus, the percentage of stunting rates in Larantuka District has decreased significantly.

### Reliability

Reliability refers to the ability of the apparatus to provide promised health services to the community accurately and by quality standards set and anticipated by the community (Peranika et al., 2022). Apart from that, indicators include: the willingness and integrity of health officials to provide services; the speed of health officials in providing the service process to the communities they serve; the fairness of health officials in providing

services to every community that needs health services; and the ease of service procedures and the suitability of health procedures to needs.

Overall, the research results show that the quality of health services at the Oka Community Health Center has met community expectations regarding reliability. The procedures and services of the Gerobak Cinta program are simple and not complicated, and Integrated Healthcare Center and Public Health Center staff go directly to the homes of toddlers affected by stunting. Apart from that, it is supported by the ability of Integrated Healthcare Center cadres to create food for stunted children for target parents.

### Responsiveness

Responsiveness refers to how well health officials understand and respond to the desires and needs of the people they serve (Susanti, 2022). The ability of health workers to provide health services to the community, their ability to handle problems that arise from health services, and their ability to resolve community complaints are all examples of this dimension of responsiveness.

Based on the overall research results, researchers can conclude that the quality of health services at the Oka Health Center can be assessed from the perspective of the responsiveness of the East Flores Health Service. Researchers found that the responsiveness of community health centers and Integrated Healthcare Center staff needed to be more effective, as when preparing food, sometimes the time was not suitable or there was a delay. However, health services have been implemented according to community expectations, with health officials actively responding to community aspirations and needs.

### Assurance

Assurance is public confidence in high-quality health services (Ardianingsih et al., 2023). There are many examples of guarantees, including guarantees for file processing if data collection is carried out on stunting or children under five years old who have an unusually high height and weight, guarantees of certainty of costs according to provisions, and guarantees of timely costs:

health services, and guaranteed resolution of additional food service complaints.

According to the overall research results, researchers can say that the quality of health services at the Oka Community Health Center, related to the guarantee aspect, has almost met people's expectations because Gerobak Cinta is a government program that is free and free of charge. Health Operational Assistance (HOA) is the program's first fund, followed by village funds. Apart from that, the quality of the supplementary food provided in the Gerobak Cinta is guaranteed because it uses essential ingredients from local plants, namely sorghum, moringa, and quail eggs.

### Empathy

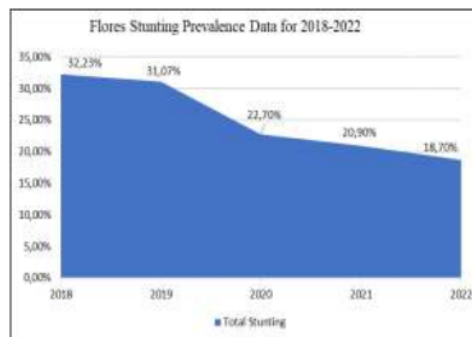
Empathy is the care or personal attention given by medical personnel at the Community Health Center, Oka Village, to the patients they are responsible for, prioritizing peace and friendship between the service provider and those served. Factors such as employee friendliness during the health service process and the ease of communication with health service providers indicate empathy (Zumria et al., 2020). Based on overall research findings, health workers at the Oka Community Health Center, provide personal care or attention to their patients to foster harmony and mutual understanding between service providers and recipients to comply with community expectations. The friendliness of cadres when carrying out health checks, providing additional food, and the ease with which people interact with health workers when providing health services are examples of how generous health workers are in providing health services to the community as expected with society's expectations.

### Stunting Rates in East Flores District

A multi-sectoral strategy is used to implement the national strategy to accelerate stunting prevention by involving all national, regional, and village stakeholders. A multi-sector approach includes nutrition, drinking water and sanitation, social protection, early childhood care and education, food security, and health (Tampubolon, 2021). Stunting Prevention Convergence is an intervention strategy used in priority geographical areas

and households to prevent stunting in a coordinated, integrated, and cooperative manner (Fitrauni et al., 2019). Lack of nutritional intake causes stunting in short-stature toddlers (Putri Ramadhani, 2020). If it is not followed up as soon as possible, this stunting condition will later affect the quality of human resources.

In Indonesia, stunting is a more prioritized health problem. Therefore, real action must be taken to reduce the high stunting rate (Gaol, 2023). A movement must be taken to overcome stunting; There needs to be a platform that encourages local food to improve nutrition (Aspatria, 2020). Due to this effort, the foundation for social studies and Development and the East Flores government held a meeting on stunting. At this meeting the Regional Regulation launched and signed the PSF Program. On November 16, 2018, the East Flores government started a stunting war with the PSF Gerobak Cinta program. To combat stunting, this program requires mothers to be more proactive in maintaining their children's health by teaching them healthy lifestyles and giving them local foods such as sorghum and moringa. Based on research, data is obtained as in graph 1.



Graph 1. Stunting Prevalence in East Flores Regency

Source: Data processed by researchers, 2023

Based on Graph 1, it can be seen that with the PSF Gerobak Cinta innovation, East Flores Regency experienced a very significant decline from before the PSF Gerobak Cinta program was implemented in 2018 to 2022



when the PSF Gerobak Cinta has been running for about four years. The maximum stunting prevalence data was 32.23% in the year before the Gerobak Cinta program was implemented in 2018, continuing to decline until the latest stunting data update published in 2022 reached 18.70%, as seen in graph 1.

All of this is inseparable from the hard work of the East Flores Health Service, health center health workers, Integrated Healthcare Center cadres, the Empowerment Of Family Welfare mobilization team in Larantuka District to the parents of toddlers affected by stunting who took part in acting. Fighting stunting in East Flores Regency through a supplementary feeding program innovated in the Gerobak Cinta philosophy.

Specific nutritional interventions must be implemented in each region according to the targets set to overcome stunting (Regita et al., 2023). However, the progress of the Gerobak Cinta PSF program is not always smooth because several obstacles have been identified, namely a lack of funds when shopping for food, feeding times not by what has been determined due to the ineffectiveness of the community health center, and Integrated Healthcare Center cadres in preparing additional food. In the Gerobak Cinta program. Even though the Gerobak Cinta PSF has several obstacles, they can still be overcome and conditioned.

Based on research results from data that has been presented in the form of tables and graphs, it can be concluded that the supplementary food program in the form of Gerobak Cinta implemented can be considered to be quite effective in handling and reducing stunting rates with the types of services provided, such as providing additional food to meet nutritional intake, feeding assistance activities from health workers to stunted toddlers and pregnant women with chronic energy deficiency, health outreach activities, cooking practices or preparing healthy, nutritious food for parents who have stunted toddlers so that they can continue at home - respectively and the implementation of Integrated Healthcare Center and Public health center.

## CONCLUSION

This research shows that the Gerobak Cinta program effectively reduces stunting rates in East Flores. It can be seen from the five dimensions of service quality measures, namely: tangibles showing that the community and parents of toddlers affected by stunting feel impressed with the services provided; reliability in the procedures and services of the Gerobak Cinta program are practical and efficient; Responsiveness of the East Flores Health Service, community health centers, and Integrated Healthcare Center cadres can be pretty effective, but some parties are still less responsive in service; the Assurance for the Gerobak Cinta Program is free because it utilizes local community plants to use Health Operational Assistance funds and village funds; and Empathy helps cadres in the health examination process, provides additional food, and enables people to connect with health services.

Based on the results of the research that has been carried out, from the five dimensions of service quality, there is one dimension that is still less effective, namely responsiveness.

The responsiveness of Integrated Healthcare Center cadres in preparing additional food menus often causes time delays and could be more efficient. However, these obstacles can still be managed properly. According to researchers, the implication or solution for the future is that Integrated Healthcare Center cadres can be more orderly in carrying out their duties, especially in terms of time efficiency. Apart from that, researchers hope that the Gerobak Cinta service program will always exist and run every year so that the stunting prevalence rate in East Flores Regency can continue to decline and positively impact Indonesia to create a better future.

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