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The Effect of Competence on Community Participation through Service Quality and Socialization of Family Planning Field Officers in the Family Planning Program at the Working Area of Puskesmas Tapalang, Galung Village, Tapalang District, Mamuju Regency, West Sulawesi Province

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Abstract

research design, also the approach in this study uses a quantitative approach that emphasizes measurement and statistical analysis to identify measurable patterns and relationships. This study was conducted in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, West Sulawesi Province. It is proven that the hypothesis proposed, by increasing the competence of officers, service quality, and socialization, community participation can be increased. Service quality has the most significant influence in increasing community participation, followed by officer competence and socialization. Therefore, to increase community participation in the family planning program, it is important to pay greater attention to improving the quality of services provided by officers. This can be done through increasing training and coaching of officers, as well as improving facilities and infrastructure that support quality services.



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Introduction

Family Planning (FP) Program is a program designed by the government or health institutions to control population growth by regulating births in a family. The main goal of the KB Program is to control population growth and give families control over how many children they will have and when they will have children.

Family planning programs typically involve a variety of contraceptive methods tailored to the needs and preferences of couples, including condoms, birth control pills, injections, intrauterine devices (IUDs), sterilization surgery, and other methods. In some cases, the program also provides reproductive health care services, such as maternal health checks, newborn checks, and reproductive health services. The main goal of the Family Planning Program is to give families control over their birth planning, so that they can have the number of children they want and plan their births according to their family situation. Through birth control, the program contributes to reducing uncontrolled birth rates, excessive population growth, and the health and poverty risks associated with uncontrolled births.

Family Planning (FP) programs have a significant impact on community welfare, including helping to reduce birth rates in an area. With fewer children, families can focus on the education and welfare of existing children. This also allows parents to pay better attention to the development of their children. In addition, family planning programs can also improve maternal and child health. By reducing the number of unplanned pregnancies, the risk of complications during pregnancy and childbirth can be reduced. In addition, mothers can provide better attention and care to their children, with smaller families and better access to health care, family planning programs can help reduce infant and child mortality rates. This is a very important positive impact on community welfare. Family planning programs also aim to improve family welfare, provide protection against maternal and child health risks, and contribute to the preservation of natural resources and environmental protection. This program is an important part of government and health agency efforts to manage population growth and improve the welfare of families and communities as a whole (UNFPA, 2017).

Family planning field officers have a very important role in providing services, information, and support to the community related to the family planning program. The competencies of field officers cover various aspects, including knowledge of family planning, ability to communicate with the community, counseling skills, understanding of various contraceptive methods, and the ability to answer questions and respond to community needs. Their ability to provide good services and understand community needs can influence the community's decision to participate in the family planning program (Heriani D, 2014).

Field workers in Family Planning (FP) programs must have a strong knowledge of the various contraceptive methods available, including hormonal contraceptives, condoms, intrauterine devices, and sterilization. They must also understand the benefits, risks, side effects, and effectiveness of each method. This knowledge will enable field workers to provide accurate and adequate information to the community, helping them make choices that are in accordance with their needs and preferences. In addition, providing good counseling is key to helping communities make decisions about FP. Counseling skills

include the ability to respond to community concerns with empathy, provide psychological support, and help individuals and couples understand the benefits and risks of each contraceptive method. These skills help communities feel supported and confident in the advice of the workers.

A research result conducted (Manurung et al., 2023) shows that Permenkes 1464/Menkes/Per/X/2010 gives midwives the authority to provide reproductive health services and counseling to the community so that midwives have a strategic role in increasing community awareness and participation in maintaining their reproductive health. The role of midwives in this case can be seen as managers, educators, facilitators and motivators. However, midwives are often faced with various challenges in carrying out their roles, such as limited resources, lack of government support, socio-cultural problems in the community and lack of community knowledge. Meanwhile, research conducted by (Godswill et al., 2023) shows that to encourage male involvement and agreement on family planning, community-based intervention programs that openly target men to reduce stigma and misunderstanding and increase awareness of the benefits of using family planning. Also, research by (Beckham et al., 2021) that general program exposure and exposure to family planning workshops are associated with high family planning use, indicating that the community empowerment model has the potential to increase family planning uptake in this vulnerable group.

In addition, the quality of services can also increase community participation in implementing family planning programs. The quality of family planning services, including accessibility, availability, and accuracy of information, can affect community interest and participation in the program. The quality of family planning (FP) services is a key factor in increasing community participation in family planning programs. To increase community participation in family planning programs, the quality of services must be significantly improved. It is important to ensure that family planning services are available and easily accessible to the community, especially in rural and remote areas. This can be done by establishing family planning clinics that are close to the community, as well as ensuring affordable transportation to reach the service location. In addition, by providing appropriate education and information to the community regarding the importance of family planning, its benefits, and the various contraceptive methods available. A study conducted by (Zahari et al., 2022) that the level of community participation in the implementation of the Family Planning (FP) program in Liku Village is still low, while the most dominant factor influencing community participation in the implementation of the Family Planning Program in Liku Village is the customary factor adopted by the local community. Research conducted by (Tawai & Sucipto, 2022) shows that the development of program design in improving the quality of Family Planning services at the Population Control and Family Planning Service of North Buton Regency can be said to be good, although there is still a lack of updates to existing program innovations. Employees have carried out good service procedures or procedures in accordance with the rules and quality of service that have been determined. Employees always try to show a good and friendly professional attitude and try their best so that the public feels comfortable and satisfied with the services they provide.

Also, in the study (Riyadin, 2019) that reliability and empathy have a positive and significant influence on community satisfaction. This indicates that the services provided by

family planning officers are good enough so that they can be well received by the community. However, in order for the family planning program to spread to the entire community, it is necessary to provide an explanation in good language so that it can attract the sympathy of residents to follow the program.

Furthermore, socialization is an important factor that can also increase community participation. Family planning program socialization is an effort to educate the community about the benefits of the program and how they can take part. Family planning program socialization helps the community understand the importance of family planning in controlling population growth. Information conveyed through socialization will provide a better understanding of the concept of family planning, its benefits, and its positive impacts on families and communities. Through socialization, communities can gain the knowledge and skills needed to make wise decisions about family planning. This includes an understanding of available contraceptive methods, their correct use, and reproductive health monitoring. However, the effectiveness of family planning program socialization can vary depending on various factors, including culture, social values, access to health services, and government support. Therefore, family planning program socialization efforts need to be adjusted to the local context in order to achieve optimal results.

Research conducted by (Sarah, 2018) shows that the implementation of the family planning program has not run properly, lack of socialization and budget to run the program, but the evaluation has been good as seen from the community receiving the program and routine supervision is carried out, and the factors inhibiting participation are communication, gender, occupation, education, and length of stay. Meanwhile, research by (Vestikowati, 2019) concluded that there is a positive influence between socialization by Family Planning Field Officers (PLKB) on community participation in the family planning program.

Based on the description above, it shows the importance of officer competence, service quality and socialization in increasing community participation, but from several research results there are different findings for each relationship. Therefore, it is important to conduct further studies on the relationship as a basis for making objective decisions. This study took the location of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, West Sulawesi Province. The reason underlying the selection of the research location is the indication that the level of community participation in the implementation of the family planning program is still low. Current data shows that the number of families in the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, West Sulawesi Province is 4,800 families and the number of KB participants to date is 1,608.

Based on research observations conducted by researchers by dividing 2 sessions, namely the first visiting people's homes, and the second asking family members who come to visit the Health Center directly. Some of their views from families who were visited directly to the homes were that their families were reluctant to actively participate in supporting the family planning program because of their weak understanding of the family planning program, its benefits, or the methods available, and some also considered that they were reluctant to participate in family planning programs because of stigma and fear, namely social stigma related to family planning or fear of side effects from contraception, and according to the view of family planning, they want to have more children and because all children have their own fortune and even the more children the more fortune.

As stated above, some of the family's views indicate the weaknesses of incompetent family planning officers, in the sense of having limited knowledge and skills in providing information, education, and services related to family planning to the community. This is shown by families who provide their views that officers are unable to provide assurance because they do not clearly explain the benefits, methods, and procedures related to the family planning program that they want to provide and the community's fear is greater when there is uncertainty about what will be provided. The researcher also conducted a Q&A with several field officers at the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, saying that the existing family planning officers are not facilitated enough to get sufficient or appropriate training related to family planning, resulting in a lack of ability to explain the family planning program and available contraceptive methods and convince the community. Moreover, with the many stigmas and myths that have developed in the community regarding family planning.

1. The competence of officers has a positive and significant influence on the quality of services in the Family Planning Program in the Working Area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, West Sulawesi Province .
2. The competence of officers has a positive and significant influence on the socialization of the Family Planning Program in the Working Area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, West Sulawesi Province.
3. The competence of officers has a positive and significant effect on community participation in the Family Planning Program in the Working Area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, West Sulawesi Province.
4. quality has a positive and significant effect on community participation in the Family Planning Program in the Working Area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, West Sulawesi Province.
5. Socialization has a positive and significant effect on community participation in the Family Planning Program in the Working Area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, West Sulawesi Province.
6. The competence of officers has a positive and significant effect on community participation through the quality of services in the Family Planning Program in the Working Area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, West Sulawesi Province.
7. The competence of officers has a positive and significant influence on community participation through socialization of the Family Planning Program in the Working Area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, West Sulawesi Province.

METHOD

The research method is a systematic approach used to design, implement, and analyze a study. This method provides a framework for researchers to collect data, analyze information, and draw conclusions. Research design refers to the overall plan or structure used to organize and manage the research process. This study uses a survey design, namely collecting data from a representative sample to analyze the distribution and relationships of

variables. In addition to the research design, the approach in this study also uses a quantitative approach, namely emphasizing measurement and statistical analysis to identify measurable patterns and relationships. This study was conducted in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, West Sulawesi Province. The consideration of the locus of this study is that among the Health Centers in Tapalang District, there is an indicator of low levels of community participation in the Tapalang Health Center Work Area related to family planning programs compared to other Health Centers in the area. Meanwhile, the research time was successfully completed for ± 2 months (November - December 2023).

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2019) .

The population of this study was all KB participants in the Tapalang Health Center working area to date, namely 1,608.

A sample is part of the number and characteristics possessed by the population (Sugiyono, 2019) . To determine the sample, this study places more emphasis on time and cost considerations. Given the large population, in taking the final sample, the researcher used a *purposive sampling technique* , namely selecting samples with certain criteria.

RESEARCH RESULT

Data analysis is the process of processing collected data, and interpreting the results of processing the collected data along with its conclusions (Priyatno, 2018) . Data analysis needs to be carried out as a concrete step to prove the data that has been collected in the field which is done by processing, interpreting and concluding the results. Data analysis and processing in this study used path analysis . In order for the collected data to be useful, data analysis needs to be carried out. The data analysis technique used in the study so that it can be interpreted and easily understood is as follows:

3.1.1 Research Instrument Test

The research instrument test is intended to determine the validity and reliability of the instrument so that it can be known whether the data is suitable for use and data processing. This instrument test can be described as follows:

a. Validity of the instrument

Validity test is used to determine the level of validity of the instrument (questionnaire) used in data collection. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, 2018) . The high or low validity of a questionnaire instrument can be measured through the loading factor with the help of SPSS version 25.0 software. The loading factor is the correlation of question items with the constructs they measure. The calculation of the validity of this data is processed with the SPSS program. The calculation results are shown in the *corrected-item total correlation value* , if the *corrected item total correlation value* is > 0.3 then the item is declared valid (Solimun, 2017) . Also supported by the opinion (Sugiyono, 2019) that if the correlation price is below 0.30 then it can be concluded that the instrument item is invalid so it must be corrected or discarded.

b. Instrument reliability

Reliability testing is a test conducted to determine the extent to which the measurement is without bias and ensures consistent measurement across time and across various items in the instrument. To measure the reliability of the instrument, the value of the Cronbach's alpha coefficient is used, which is close to 1, indicating reliability with high consistency. Reliability measurement indicators according to (Bougie, 2016) which divides the level of reliability with the following alpha criteria:

0.80 – 1.0	= Good Reliability
0.60 – 0.79	= Acceptable Reliability
< 0.60	= Poor Reliability

3.1.2 Data analysis

According to (Sugiyono, 2019) what is meant by data analysis is an activity after data from all respondents is collected. Activities in data analysis are grouping data based on variables and types of respondents, presenting data from each variable studied, performing calculations to answer the problem formulation, and performing calculations to test the hypotheses that have been proposed. The data analysis that the author will use in this study is as follows:

a. Descriptive Analysis

Descriptive analysis method is an analysis method where the data that has been obtained, arranged, grouped, analyzed and then interpreted objectively so that a picture of the problem being faced is obtained and explains the calculation results. In addition, descriptive statistical analysis is also used to explain respondents' responses to research variables. To obtain the results of the interpretation of respondents' responses to research variables, each variable is scored. According to (Sugiyono, 2019), the steps for conducting scoring analysis are the average results of respondents' responses to each statement item, indicator, and variable which can then be categorized using the following class interval formula guide:

$$\text{Interval kelas} = \frac{\text{Skor tertinggi} - \text{Skor terendah}}{\text{Jumlah kelas}} = \frac{5 - 1}{5} = 0,80$$

Then, the resulting class interval is 0.80, this value is then used as a guideline to determine the category based on the average interval, namely as follows:

1.00 - 1.80 : Very low

1.81 - 2.60 : Low

2.61 - 3.40 : Neutral

3.41 - 4.20 : High

4.21 - 5.00 : Very high (Sugiyono, 2019).

b. Path Analysis

To test the influence of intervening variables, a two-way path analysis method is used to estimate the causal relationship between variables (casual model) that has been previously determined based on theory. Path analysis itself cannot determine causal relationships and also cannot be used as a substitute for researchers to see the causal relationship between variables. The causal relationship between variables has been formed with a model based on

theoretical foundations. What path analysis can do is determine the pattern of relationships between three or more variables and cannot be used to confirm or reject the hypothesis of imaginary causality. The data in this study will be processed using the *Statistical Package For Social Sciences* (SPSS) 25.0 For Windows program. The magnitude of the indirect effect can be determined by multiplying each direct effect coefficient from the research equation. The standard for determining the hypothesis is as follows:

- The hypothesis is accepted if the regression results show a significance level below 0.05 ($p < 0.05$)
- The hypothesis is rejected if the regression results show a significance level above 0.05 ($p > 0.05$)

Based on the research paradigm and hypothesis that have been presented in the previous chapter, the data analysis method used to test the hypothesis is *Path Analysis*. The reason for using path analysis is because this method can analyze the pattern of causal relationships between variables with the aim of determining the direct and indirect effects, simultaneously or together and partially or independently of several causal variables on a result variable.

Path analysis is part of a regression model that can be used to analyze the causal relationship between one variable and another. In path analysis, the independent and dependent influences can be in the form of direct and indirect effects, or in other words, path analysis takes into account the presence of direct and indirect influences. The indirect influence of an independent variable on a dependent variable is through another variable called the intervening variable. To describe the causal relationships between the variables to be studied in this study, a path diagram is used. A path diagram is a tool for graphically depicting the structure of the causal relationship between independent, intervening *and* dependent variables.

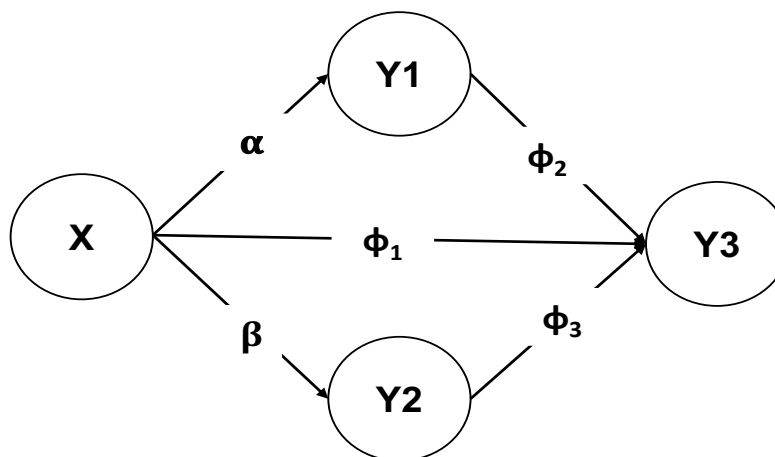


Figure 3.1. Path model

Mathematically, the model can be written as follows:

$$Y1 = f(X)$$

$$Y1 = \alpha X + e1$$

$$Y2 = f(X)$$

$$Y2 = \beta X + e2$$

$$Y3 = f(X, Y1, Y2)$$

$$Y3 = \Phi_1 X + \Phi_2 Y1 + \Phi_3 Y2 + e3$$

$\alpha, \beta, \Phi_1, \Phi_2, \Phi_3$ = path coefficients

$e1, e2, e3$ = Error terms

X = Officer competence

Y1 = Quality of service

Y2 = Socialization

Y3 = Community participation

c. Hypothesis Testing

To determine the partial significant level between each independent variable and the dependent variable, the hypothesis must be tested with a t-test at a significant level of $\alpha = 5\%$ in two directions. Furthermore, a decision is taken, whether the hypothesis is accepted or rejected, namely by comparing t count with t table based on the criteria or by comparing the significant value obtained from the results of the statistical test with the specified significant value. In this study, the significant value was set at 0.05 or 5%.

d. Indirect Effect Test using the Sobel Test

The indirect effect in this study uses the Sobel test calculator which is available online (<https://www.danielsoper.com/statcalc/calculator.aspx?id=31>). The Sobel test is used to test the strength of the indirect effect of the independent variable on the dependent variable through the intervening variable. By multiplying the indirect effect of X to Y3 through Y1 by multiplying the path X - Y1 (a) by the path Y1 - Y3 (b) or ab. So the coefficient ab = (c-c') where c is the effect of X on Y3 without connecting Y1 while c' is the coefficient of the effect of X on Y3 after connecting Y1. Hypothesis testing can be done with the procedure developed by Sobel (Sobel Test). The Sobel test formula is as follows:

$$Sat = \sqrt{b^2 Sa^2 + a^2 Sb^2 + Sa^2 Sb^2}.$$

Where:

Sat: The magnitude of the standard error of the indirect effect

B: Path of independent variable (X) with intervening variable (Y1)

a : Path of intervening variable (Y1) with dependent variable (Y3)

sa: Standard error of coefficient a

sb : Standard error of coefficient b

To test the significance of indirect influence, it is necessary to calculate the t value of the coefficient with the formula: $t \text{ value} = \frac{a \times b}{Sab}$. This calculated t value is compared with the t table value, if the calculated t value is greater than the t table value, it can be concluded that there is a mediation effect. The assumption of the Sobel test requires a large number of samples, if the number of samples is small, then the Sobel test is less conservative .

5.1 The Influence of Officer Competence on Service Quality

Based on the results of this study, it shows that there is a unidirectional influence of officer competence on the quality of services in the Family Planning Program in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency,

that the better the competence of officers in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, the better the quality of services, and vice versa, the worse the competence of officers in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, the worse the quality of services.

The competence of officers in a Community Health Center has an impact on the quality of services they provide to the community. An officer who has good competence in the health sector, such as extensive knowledge of various medical conditions, skills in proper diagnosis, and the ability to provide effective care, will be able to provide high-quality services. This competence allows them to provide accurate information to patients, make the right decisions in dealing with various health conditions, and provide care in accordance with applicable medical standards. As stated by *Spencer* quoted by (Moeheriono, 2018) that competence as a characteristic that underlies a person is related to the effectiveness of individual performance in their work. In addition, the competence of officers also affects the way they interact with patients and their families. Officers who have good communication skills can build positive relationships with patients, listen well, and provide the necessary support and understanding. This can increase patient trust and satisfaction with the services provided. Officers who have competence in time management and organization will also be able to provide efficient and well-coordinated services. They can manage patient queues well, ensure that each patient gets enough attention, and keep the administrative process running smoothly (Sudarmanto, 2014).

Based on the results of this study, there are several indicators that support the competence of officers at the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency. These indicators include intellectual competence, physical competence, personal competence, social competence, and spiritual competence. However, what is interesting is that the intellectual competence of health workers in the work area of the Health Center is considered the highest. This intellectual competence is reflected in the ability of officers to master relevant medical knowledge, be able to make the right diagnosis, and have an understanding of procedures and standards of practice. In the work area of the Tapalang Health Center, where the intellectual competence of health workers is considered the highest, this has an impact on improving the quality of services they provide. Intellectual competence has enabled officers to provide accurate diagnoses, provide effective care, and make the right decisions in handling various health conditions. This not only increases patient trust in officers, but also ensures that patients receive high-quality care according to their needs. Thus, improving the intellectual competence of health workers at the Tapalang Health Center directly contributes to improving the quality of health services provided to the local community.

Another study that supports this finding is (Parinduri et al., 2023) that health workers with their competence can increasingly understand professionalism in providing services to patients, so that the role of health workers will increase satisfaction and quality of service in health centers. Also, research from (Solikin et al., 2023) shows that there is an influence of officer competence and work discipline on service quality, although in the moderate category. Likewise, research (Murni & Setiawan, 2022) shows that officer competence has a very significant effect on service quality, especially for the poor. Having skills that can help

solve problems and follow up on public complaints. Having an attitude of non-discrimination towards beneficiaries, always ready to help resolve complaints, being polite, friendly and being able to provide good explanations.

The strong impact of service quality is mainly seen in the indicators of physical evidence (*tangible*) because the high intellectual competence of health workers directly affects the concrete aspects that can be observed by patients and the public in general. At the Tapalang Health Center, intellectual competence is seen as the highest, this creates a direct effect on the physical or tangible aspects of the services provided. Extensive knowledge and accurate diagnostic abilities, health workers at the Tapalang Health Center have provided more effective services and this is reflected in the use of more sophisticated and evidence-based methods, as well as the implementation of sophisticated procedures in providing services. Patients see an increase in the types of services and the use of more advanced technology, which in turn increases their trust and satisfaction with the Health Center. This high intellectual competence also has an impact on the ability of officers to provide more comprehensive education and information to patients about their health conditions and steps to improve them, officers who are skilled in explaining diagnoses and treatment plans to patients (Dahlberg et al., 2022; Zaitoun et al., 2023) . Intellectual competence also has an impact on the management of facilities and resources in the Health Center, such as the provision of state-of-the-art medical equipment, quality medicines, and comfortable facilities for patients. The existence of adequate facilities and modern medical equipment not only increases efficiency in providing services, but also gives a positive impression to patients about the standard of service provided. Thus, the high intellectual competence of health workers at the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency directly contributes to improving the quality of services that can be physically observed or tangible by patients and the general public.

In addition to intellectual competence which is considered the highest, personal competence of officers also plays an important role in supporting the quality of services in the work area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency. Personal competence includes aspects such as work ethics, empathy, integrity, and motivation to provide services. At the Tapalang Health Center, officers who have personal competence will ensure that everyone is treated with respect and receives friendly and non-discriminatory care. The ability to empathize with patients is key to building good relationships and understanding their needs and concerns. According to (Mulyadi, 2015) that competence indicates the achievement and maintenance of a level of understanding and knowledge that allows a member to provide services with ease. Officers who have good personal competence will be able to listen attentively, appreciate the patient's perspective, and provide the support needed in the healing process. In addition, integrity ensures that health workers act in accordance with the professional code of ethics and are not involved in practices that are detrimental to patients. Officers who have good personal competence will uphold integrity in every action and decision they take.

In the results of this study, there are interesting findings in the work area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, where the indicators perceived the lowest by respondents are physical competence, social competence, and spiritual competence of health workers. This illustrates that although intellectual

competence and personal competence are considered high, there are still shortcomings in the physical, social, and spiritual aspects of the performance of officers. Related to physical competence, there are shortcomings in terms of physical or technical abilities in providing direct care to patients, such as skills in performing certain medical procedures or the use of complex medical equipment. Social competence, there are weaknesses in social interactions between officers and patients/communities, such as lack of empathy, ineffective communication, or difficulty in building positive relationships. This can reduce patient satisfaction and make them feel less connected to the health workers who care for them. Also, with spiritual competence, there is a lack of understanding and sensitivity to the spiritual values and beliefs held by patients. The inability to pay attention to the spiritual aspect in health services can reduce the sense of comfort and spiritual support needed by patients in the healing process.

The lowest perceived indicators by respondents can cause a decrease in assurance *on* the service quality variable. Patients may feel less confident or trust in the ability and quality of services provided by the Health Center if they feel weaknesses in certain aspects of the staff's competence. Therefore, efforts are needed to improve the physical, social, and spiritual competence of health workers at the Tapalang Health Center. Additional training, more intensive supervision, or self-development programs can help overcome these deficiencies and improve overall service quality.

5.2 The Influence of Officer Competence on Socialization

Based on the results of this study, it shows that there is a unidirectional influence of officer competence on the socialization of the Family Planning Program in the work area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, that the better the competence of officers in the work area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, the better the socialization of the Family Planning Program in the work area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, and vice versa, the worse the competence of officers in the work area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, the worse the socialization.

The competence of officers in a Community Health Center plays a very important role in socializing the various work programs offered to the community. With an understanding of health and well-being, Community Health Center officers are able to communicate information clearly and accurately to the community. This expertise allows them to convey important messages, such as immunization programs, health promotion, and disease prevention, in a way that is easy to understand and relevant to their audience. In addition, the competence of Community Health Center officers in understanding the health needs and challenges of the local community allows them to design appropriate and effective programs. (Nirwana et al., 2021; Sermeus, 2016) . By understanding local culture, traditions, and customs, Puskesmas officers can develop targeted socialization strategies and consider social, economic, and environmental factors that affect community health. Good interpersonal skills are also an important aspect of Puskesmas officer competence. The ability to build good relationships with the community, including understanding their concerns and questions, helps create an open and supportive environment for discussions about health. This allows

the community to feel more comfortable and motivated to take part in the health programs offered by the Puskesmas.

Based on the results of this study, several indicators that support the competence of health workers at the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency are intellectual competence, physical competence, personal competence, social competence, and spiritual competence. Among all these indicators, intellectual competence is the most dominant in the perception of respondents related to the ability of officers to improve the socialization of the family planning program. The high intellectual competence of health workers at the Tapalang Health Center allows them to understand the concepts, objectives, and strategies of the family planning program well. They are able to present comprehensive information to the community, as well as answer questions or confusion that arise convincingly. This ability is very important in forming a positive perception and deep understanding among the community about the benefits and importance of participating in the family planning program. Furthermore, high intellectual competence also allows officers to adapt messages about family planning according to local needs and contexts. They can use an approach that is appropriate to the cultural and educational background of the community in the area, so that the messages conveyed are more easily accepted and implemented in everyday life. Thus, the high intellectual competence of health workers at the Tapalang Community Health Center, Galung Village directly contributes to increasing the effectiveness of the socialization of the family planning program.

Other studies that support this finding are (Cerezo et al., 2017; Muaf'fah & Soegoto, 2021; Ningsih, 2023) who concluded in their research on the role of officers with their competence in services influencing socialization to target groups (patients/community). Although there are differences with the results of the study (Setiawati, 2022) that competence does not have a significant effect on the performance of non-PNS PLKN officers, also by the results of the study (Shodiq, 2021) that the lack of socialization makes the family planning program less successful. The influence of intellectual competence that is perceived highest on socialization at the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency is very strong on the indicator of conveying messages in the socialization of the family planning program. This is because high intellectual abilities allow officers to present information in a systematic, structured, and easily understood way by the community. Officers with good intellectual competence have an understanding of reproductive health and family planning issues, and are able to clearly explain contraceptive methods, their benefits, and how to use them for the community. They can also identify the needs of individuals and groups in the community, and provide personal and relevant explanations according to the situation and needs (Djanggal, 2018).

In addition, the findings of this study are that high intellectual competence by officers has enabled officers to use appropriate language and avoid conveying confusing information among the community. They can convey sensitive messages with tact and empathy, so they can overcome the stigma or shame that some community members may experience in discussing the topic of family planning. With these abilities, officers can become a source of information that is trusted and respected by the community in terms of reproductive health and family planning. They can build strong relationships with the community, facilitate open dialogue, and motivate individuals and groups to take concrete steps in planning their

families. (Simon et al., 2023; Susanti et al., 2020) . Therefore, at the Tapalang Health Center, Galung Village, high intellectual competence has a significant impact on the success of the socialization of the family planning program, because of their ability to convey messages effectively and convincingly to the community.

Another indicator of officer competence, namely personal competence, has also proven effective in supporting the socialization of family planning in the work area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency. Personal competence includes aspects such as empathy, patience, integrity, and commitment, all of which are very important in building good relationships and gaining trust from the community. Officers with this personal competence are able to listen attentively and empathetically to the needs, concerns, and expectations of the community regarding the family planning program. They can respond to questions and concerns calmly and patiently, without feeling rushed or impatient, so that the community feels heard and appreciated. In addition, the integrity and commitment of officers in carrying out their duties also play an important role in the socialization of the family planning program. Public trust in health workers will increase if they see that the officers truly live the values and objectives of the program, and are consistent in their behavior and actions (Wibowo, 2017) . Having good personal competence, officers are also able to be good examples for the community in terms of making healthy and responsible decisions related to reproductive health and family planning. They can help communities overcome personal or social barriers that may prevent them from accessing information or services related to family planning (Khmilyar, 2021) .

Furthermore, from the findings of this study, the indicators that were perceived the lowest by respondents regarding the competency variable of officers were physical competence, social competence, and spiritual competence, and this turned out to be able to cause a decrease in behavior or changes in community attitudes in the socialization carried out by officers. Low physical competence of health workers can hinder them in providing direct services to the community, such as physical examinations or home visits. The limitations of this aspect also result in difficulties in reaching the community directly, especially for those who live in remote or difficult to access areas. Then, low social competence can affect the ability of officers to interact with the community effectively. Lack of interpersonal communication skills or lack of understanding of the needs and values of the community can hinder the process of socialization and the formation of strong relationships between officers and the community. Meanwhile, low spiritual competence can also affect the way health workers understand and approach the community. Lack of sensitivity to the values, beliefs, and religious practices of the community can lead to inconsistencies in the delivery of messages or program plans, which in turn can reduce the level of community involvement and participation. Thus, when these indicators are perceived as low by the community, this can have an impact on reducing the effectiveness of health program socialization, including family planning programs, because the community may be less motivated or less confident in the information or services provided by officers. Therefore, it is important for related agencies to pay attention to and improve these aspects in order to improve the quality of health services and their impact on the community.

5.3 The Influence of Officer Competence on Community Participation

Based on the results of this study, it shows that there is a unidirectional influence of officer competence on community participation in the Family Planning Program in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, that the better the competence of officers in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, the impact on increasing community participation in the Family Planning Program in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, and conversely, the worse the competence of officers in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, can have an impact on decreasing community participation.

In a health center, the competence of health workers plays an important role in influencing community participation. Officers who have skills and knowledge can provide quality health services to the community because they can provide clear information about available health efforts, explain the benefits and risks of each recommended medical or preventive action. Good communication and a deep understanding of the needs and concerns of the community are also important factors in motivating their participation. In addition, the ability to provide friendly, empathetic services and respect the cultural and social diversity of the community can make them feel comfortable and confident in seeking health care. Conversely, if officers are less competent or less able to communicate well, this can hinder community participation because they may feel unsure or dissatisfied with the services provided (Dessler, 2015). Therefore, investment in developing the competence of health workers in health centers is very important to increase community participation in the health programs offered.

Based on the results of this study, it shows that several indicators support the competence of officers at the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency and one of the indicators that is perceived the highest is intellectual competence. According to respondents, health workers have knowledge about various aspects of reproductive health and family planning programs. They are able to understand various contraceptive methods, their risks, and benefits, and can provide explanations to the community. This high intellectual competence allows for the provision of quality services that are relevant to the needs of the local community. With this competence, health workers are able to provide appropriate solutions and support decisions taken by the community regarding the family planning program. As a result, community participation in the program increases because they feel supported and guided by competent and trusted officers. This is supported by research (Kalita et al., 2009) that the more competent health workers are, the more they are able to increase community participation in maintaining their health. The high intellectual competence of health workers in the Tapalang Health Center area, Galung Village is one of the key factors in achieving increased community participation in the family planning program.

The results of the study that are in line with this study are (Sabilla & Purnaningsih, 2020) concluded that there is a significant influence of officer competence on the level of community participation in the family planning program, with an emphasis on the ability of

officers to assist the community. Also, the results of the study from (Noor et al., 2023) and (Puspita et al., 2023) which emphasize the importance of officer competence in the success of the family planning program with better community participation. The highest perceived intellectual competence in officers at the Tapalang Health Center, Galung Village, its impact on community participation related to the family planning program is very strong, especially in the indicator of participation in benefits. High intellectual skills allow officers to provide accurate, detailed, and easy-to-understand information to the community so that the community is better able to understand the benefits of the family planning program and how the program can help them plan their families properly. With a better understanding of the benefits of the family planning program, the community becomes more motivated to participate in the program and take appropriate steps to improve their reproductive health. In addition, officers with high intellectual competence are also able to adapt information and services according to the needs and social and cultural conditions of the local community, thereby increasing the relevance and usefulness of the program for them. Therefore, the indicator of participation in usefulness is very strongly related to the high intellectual competence of officers at the Tapalang Health Center, Galung Village, because this affects the level of understanding and motivation of the community to be involved in the family planning program. As stated by (Endalamaw et al., 2023) in their research, the success of a health service program with high community participation is the existence of adequate and competent personnel resources, funding and supporting facilities.

In addition, another indicator of officer competence, namely personal competence, is also effective in this study in supporting community participation related to family planning programs in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency. Personal competence includes aspects such as attitudes, values, and interpersonal skills of health workers (Kunandar, 2008) . By having good personal competence, health workers can build good relationships and mutual trust with the community. They are able to communicate with empathy, respect the culture and beliefs of the community, and encourage active participation from the community in every stage of the family planning program. Increasing community participation in decision-making is a positive impact of the personal competence of officers. With an open, friendly attitude, and attention to individual needs, health workers can involve the community in the decision-making process related to the family planning program. This includes providing clear information, listening to input from the community, and jointly planning steps that are appropriate to their situation and needs.

Then, participation in the evaluation also increases with the personal competence of officers. Officers who have good interpersonal skills can invite the community to participate in the evaluation process of the family planning program. They are able to listen to feedback from the community, respond well to input, and openly improve or enhance the program according to needs that are jointly identified. Therefore, the personal competence of health officers at the Tapalang Health Center, Galung Village is an important factor in supporting community participation in the family planning program. Through an open, empathetic, and communicative attitude, officers can build strong relationships with the community, strengthen their involvement in decision-making, and increase participation in the evaluation process, so that the family planning program can run more effectively and in

accordance with community needs. This is in line with the opinion of (Adi, 2007) , regarding participation where there is community participation in the process of identifying problems and potentials in the community, selecting and making decisions about alternative solutions to address problems.

As the results of the study in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, there are indicators that are perceived the lowest by respondents regarding officer competence, including physical competence, social competence, and spiritual competence. Physical competence includes aspects of technical skills and physical abilities of officers to provide health services directly to the community. Lack of physical competence can result in less than satisfactory or less effective services for the community. In addition, social competence is also an important aspect in the interaction between health workers and the community. Social competence includes the ability of officers to communicate well, build good relationships with the community, and understand their needs and concerns. Lack of social competence can hinder the effectiveness of communication and cooperation between officers and the community, thus affecting community participation in health programs. Furthermore, spiritual competence also plays an important role in motivating health workers and giving meaning to their work. Spiritual competence includes the values, beliefs, and motivations that underlie the actions of health workers in providing services to the community. Lack of spiritual competence can lead to dissatisfaction or lack of motivation in providing quality services to the community.

The result of the perception of physical competence, social competence, and spiritual competence indicators as the lowest by respondents is a decrease in community participation in program implementation. Lack of community trust or satisfaction with the services provided by health workers can lead to a decrease in interest or motivation to participate in the health programs offered. Therefore, efforts are needed to improve the competence of health workers in various aspects, including physical competence, social competence, and spiritual competence, in order to increase community participation in health programs in the region.

5.4 The Influence of Service Quality on Community Participation

Based on the results of this study, it shows that there is an influence of service quality on community participation in the Family Planning Program in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, that the better the quality of service in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, has an impact on increasing community participation in the Family Planning Program in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, and conversely, the worse the quality of service in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, can have an impact on decreasing community participation.

The quality of Puskesmas services plays a significant role in influencing community participation in various work programs that are run. Good services at Puskesmas include aspects such as accessibility, availability of adequate resources, effective communication, and friendly and quality services (Lupiyoadi, 2017) . When the community feels that the Puskesmas provides good services, they will be more motivated to participate in the

programs that are held. Accessibility is key, if the Puskesmas is located in a location that is easily accessible to the community, both physically and financially, then more people will be able and motivated to use it. In addition, the availability of adequate facilities and medical personnel will provide confidence to the community that they will receive appropriate and quality care. Effective communication between the Puskesmas and the community is also very important. Clear and easy-to-understand information about the health programs offered will help the community understand their benefits and feel motivated to participate. In this case, appropriate promotions such as counseling, leaflets, or health campaigns on social media can be effective tools. Friendly, caring, and professional services from Puskesmas staff will also increase public trust. When patients feel heard, valued, and treated well, they are more likely to return and use the health services offered, as well as participate in programs organized by the Health Center.

The results of previous studies that are in line with the results of this study are (Puspita et al., 2023) in their research results showed that the quality of service with a significance of 0.000 ($p < 0.05$) namely there is an influence of service quality on male participation in the family planning program, and this is reinforced by the results of the study (Rifai & Juhanto, 2022) that the role of health workers influences the use of contraception. In contrast to the study (Shaliha et al., 2022) that there is no influence between the quality of premarital counseling services and understanding of family planning material with the attitudes of prospective brides and grooms in using contraceptives in Sempu District, Banyuwangi Regency. However, prospective brides and grooms are expected to continue to have counseling with officers (Family Assistance Team) regarding readiness to have children in order to better understand and explore material related to family planning, readiness and pregnancy health.

Based on the results of this study, it shows that there are several indicators that support the quality of service at the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, including physical evidence (*tangible*), *reliability*, *responsiveness*, assurance, and empathy. Of *all* these indicators, physical evidence (*tangible*) is perceived as the highest by respondents regarding service quality. Physical evidence includes aspects such as cleanliness, availability of medical and non-medical facilities, and adequate equipment. Good physical quality gives a positive impression to the public about the ability of the Health Center to provide good and modern health care. Therefore, when the public sees adequate physical evidence at the Health Center, they tend to feel more confident and motivated to use it, including in family planning programs, and this is reinforced by the opinion (Rangkuti, 2017) that tangible provides something that can always be remembered by patients so that they are satisfied and happy to participate in health services. This has an impact on increasing community participation in health programs, because their trust and confidence in the services provided have increased.

Through physical evidence (*tangible*) which is perceived highest by respondents regarding the quality of services in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, the impact on community participation related to the family planning program is very high because good physical evidence gives a strong impression of the Health Center's commitment to providing quality and professional health services. Clean facilities, modern medical equipment, and a comfortable environment

provide confidence to the community that they will receive good and safe care. In addition, physical evidence also creates a sense of confidence and comfort for the community to interact with health workers and discuss sensitive topics such as family planning programs. The community feels more open and receptive to the information and services offered when they feel the physical environment is supportive and professional. This increases community participation in the family planning program because they feel supported and empowered to make the right decisions about their reproductive health. Thus, the high perception of quality physical evidence at the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency provides a solid foundation for increasing community participation in the family planning program, because it creates a supportive, comfortable environment (Sari et al., 2023) , and provides confidence to the community to access the health services provided.

Other indicators of service quality, such as reliability , responsiveness , and empathy , also have an effective role in supporting increased community participation in family planning programs in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency. Reliability in providing consistent and trusted health services makes the community feel confident that they can rely on the Health Center to get the help they need at all times, including information and services related to family planning. The fast and responsive response of health workers to the needs and questions of the community also plays an important role. The community feels heard and appreciated when they get a fast and relevant response to their requests. This allows them to feel more involved in the decision-making process related to their reproductive health, including in the family planning program.

In addition, empathy from health workers in interacting with the community is also very important. Having nurses or doctors who can understand and respect the needs and values of individual communities can make them feel more comfortable and motivated to participate in health programs (Novianti, 2018) , including family planning programs. This can open up space for more open discussions, better explanations, and greater support in decision-making that impacts their reproductive health. Thus, the reliability, responsiveness, and empathy in health services at the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, contribute significantly to increasing community participation in family planning programs, both in decision-making and evaluation, because it builds strong relationships between health workers and the community and creates a supportive environment for discussion and collaboration.

In the results of this study, especially in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, it was revealed that the indicator perceived the lowest by respondents in the service quality variable was assurance. Dissatisfaction with this health service guarantee can include a lack of clarity about treatment procedures, minimal information about the risks and benefits of medical procedures, or even a lack of trust in the competence and integrity of health workers. The impact of this low perception of service guarantee is a decrease in community participation, especially in the implementation of family planning programs. Lack of assurance will provide uncertainty to the community regarding the quality of services they receive, so that they may feel hesitant or less motivated to actively participate in health programs, including family planning programs. When the community does not feel confident or trust the quality

of service provided by the Health Center, they tend to look for other alternatives or even postpone visits to the health facility. This can hinder efforts to prevent and control births, as well as affect the reproductive health of the community as a whole.

Therefore, improvement and enhancement in the service assurance aspect becomes crucial in increasing community participation, especially in the family planning program in the working area of Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency. Increasing transparency, providing clear and reliable information, and increasing public trust in the competence and integrity of health workers will be important steps in improving service assurance indicators and encouraging greater community participation.

5.5 The Influence of Socialization on Community Participation

Based on the results of this study, it shows that there is an influence of socialization on community participation in the Family Planning Program in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, that the better the socialization in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, the impact on increasing community participation in the Family Planning Program in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, and conversely, the worse the socialization in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, can have an impact on decreasing community participation.

Socialization can influence community participation in various Puskesmas work programs. When Puskesmas actively socializes about available health programs, either through brochures, seminars, community meetings, or social media, the community will be more informed about the importance of their role in maintaining health. Effective socialization can also increase community understanding of the services available at Puskesmas, such as immunization programs, medical consultations, and regular health checks. In addition, good socialization can also help overcome the stigma or fear that some people may have about health services. By building a strong relationship between the Puskesmas and the community, and explaining the benefits of the various work programs offered, the community will feel more confident and motivated to actively participate. They will also be more likely to use health services regularly, thereby helping to increase health awareness and prevent disease. In addition, through continuous socialization, Puskesmas can also involve the community in the planning and implementation of health programs. By involving the community in the decision-making process, they will feel that they have greater responsibility and involvement in maintaining their own health and that of the surrounding community.

The results of this study are supported by research (Badruddin & Meysyanti, 2022; Musakkar et al., 2023) which shows that socialization has a positive and significant effect on community participation. Likewise, research (Noviani et al., 2023) and (Setiawan, 2023) concluded that socialization has a positive and significant effect on community participation. Based on the results of this study, there are several indicators that support socialization at the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency. One indicator that is considered very important by respondents and is perceived highest is the ability to convey messages clearly and precisely. Effective message delivery will ensure that

the information conveyed can be well understood by the community. This is very relevant in the context of family planning programs where a clear understanding of contraceptive methods, their benefits, and how to use them is very important and is carried out through socialization. This is reinforced by the opinion (Sutaryo, 2014) that socialization is a process of introducing a system to someone and letting that person determine their response and response. Good message delivery has been shown to increase public attention to health programs organized by the Health Center. When messages are delivered in an interesting way and pay attention to the needs and interests of the target, the public will be more likely to pay attention to them and even actively participate in the program. In addition, effective message delivery can also influence changes in community attitudes and behavior related to health programs (Khairani et al., 2021) . By delivering motivating and inspiring information, the Health Center can help the community adopt a more positive and proactive attitude towards reproductive health and family planning.

In addition, good message delivery can also help individuals feel a sense of identity with health programs organized by the Health Center. Messages delivered by paying attention to the needs and values of the local community, individuals will feel that the programs are relevant to their own lives, and they will be more motivated to participate. Therefore, the ability to convey messages effectively is the most important factor in increasing community participation in family planning programs at the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency.

With the indicator of delivering the highest perceived message by respondents in the socialization variable in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, there is a strong relationship between the ability to deliver effective messages and the level of community participation in the family planning program. This can be explained by several factors. First, effective message delivery has been able to provide a better understanding to the community about the family planning program. When information is delivered clearly and easily understood, the community will be better able to understand the benefits of the program and how they can actively participate (Agustina et al., 2018) . Second, delivering interesting and relevant messages can increase community interest and motivation to get involved in the family planning program. When information is delivered in an interesting way, the community will be more likely to pay attention to it and even actively participate in related activities. Third, delivering messages that accommodate the needs and values of the local community can help individuals feel that the family planning program is relevant to their own lives. This can increase community identification with the program and motivate them to participate more actively.

Thus, the impact on community participation related to the family planning program which is very high on the participation indicator in the benefits by respondents can be explained by the effectiveness in delivering messages. The ability to convey information about the family planning program in a clear, interesting, and relevant way for the local community has increased the community's understanding, interest, motivation, and identification with the program, thus significantly increasing their level of participation in the family planning program organized by the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency.

Other indicators of socialization such as attracting attention, achieving understanding, and helping people feel a sense of identity, also have an effective role in supporting increased community participation in the family planning program in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency. The ability to attract community attention to the family planning program will increase their awareness of the existence of the program and its relevance to their lives. Furthermore, achieving a good understanding will ensure that the community has sufficient knowledge about the family planning program, including its goals, benefits, and ways to participate. With a strong understanding, the community will feel more confident in making decisions regarding their reproductive health and actively seek services available at the Health Center. In addition, helping people feel a sense of identity with the family planning program will increase their sense of ownership and involvement in the program. When people feel that the program reflects their values and needs as individuals or communities, they will be more motivated to actively participate and support the sustainability of the program (Christine & Meiden, 2021) .

Increasing community participation in family planning programs is not only limited to decision-making to use the service, but also includes participation in evaluation. By being involved in the evaluation process, the community has the opportunity to provide input, feedback, and suggestions that can help improve the effectiveness and relevance of the program as a whole. This creates a positive feedback cycle between the health center and the community, which in turn can improve the quality and acceptance of the family planning program. Other socialization indicators, such as attracting attention, achieving understanding, and helping people feel a sense of identity, also have an important role in supporting increased community participation related to the family planning program in the Tapalang Health Center working area, Galung Village, Tapalang District, Mamuju Regency, both in decision-making and participation in evaluation.

In the results of this study, it was found that the indicator that was perceived the lowest by respondents in the socialization variable was attitude change. This attitude change refers to the extent to which socialization has succeeded in changing the community's attitude or views towards health programs, especially family planning programs. The decline in community participation, especially in the implementation of family planning programs, can be caused by the inability of socialization to create the expected attitude change. Socialization that is less effective in influencing community attitudes can be an obstacle in driving active participation in family planning programs. If the community does not feel that the program is relevant, useful, or in accordance with their values and beliefs, they may be less likely to participate actively. The desired attitude change from effective socialization can include increasing awareness of the importance of reproductive health, reducing stigma associated with family planning programs, or increasing confidence in the effectiveness and safety of contraceptive methods. Without this attitude change, the community may not feel motivated to take concrete action in supporting or participating in family planning programs.

Thus, it is important for the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency to pay attention to these indicators of attitude change in their socialization efforts related to the family planning program. Through a more focused

approach and oriented towards changing the attitudes and views of the community, it is hoped that community participation in the implementation of the family planning program can increase, so that the desired reproductive health goals can be achieved more effectively.

5.6 The Influence of Officer Competence on Community Participation Through Service Quality

Based on the results of this study, it shows that there is an influence of officer competence on community participation through the quality of services in the Family Planning Program in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, that the better the competence of officers in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, the more it will have an impact on increasing community participation through the quality of services in the Family Planning Program in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency.

In the Community Health Center, the competence of officers plays a very important role in improving the quality of services, especially in family planning programs. When officers have extensive knowledge and adequate skills in providing services, this directly fosters public trust and satisfaction with the services provided. With this trust and satisfaction, the community will tend to be more active and participate in the family planning program offered by the Community Health Center. The competence of officers can be reflected in various aspects, ranging from the ability to provide education about the various contraceptive methods available, the ability to provide effective counseling, to the ability to provide friendly and friendly services to the community who come (Fahlevi & Iqbal, 2017; Suhartina et al., 2020). Competent officers will also be able to better recognize the needs and preferences of the community, so that they can provide appropriate solutions and empower the community to make the right decisions related to the family planning program.

In addition, the competence of officers also has an impact on the efficiency and effectiveness of the services provided. Well-trained officers will be able to manage time and resources better, so that the service process will be smoother and not hampered by various administrative or technical obstacles. The competence of officers at the Health Center has a significant impact on improving the quality of services, which will ultimately support community participation in the family planning program. With quality services that are oriented towards community needs, it is hoped that community participation in the family planning program can increase significantly, which in turn will contribute to achieving the program's goals in improving the welfare of families and society as a whole.

Based on the results of this study, that service quality plays an important role as an intervening variable that mediates the relationship between officer competence and community participation in the family planning program in the Tapalang Health Center work area, Galung Village, Tapalang District, Mamuju Regency. The results of the analysis show that the competence of Puskesmas officers directly impacts the quality of services provided to the community. Furthermore, the quality of these services also significantly affects community participation in the family planning program. This finding shows that the role of officers who have high competence not only improves the quality of services directly, but also encourages community participation in the family planning program by improving

the quality of these services. In other words, the quality of services at the Puskesmas is a link between the ability of officers and the level of community participation in the family planning program. The results of this study provide an understanding of how internal factors at the Puskesmas, such as officer competence, can impact community participation in the family planning program (Sari et al., 2023; Shodiq, 2021) . The practical implications of this study are the importance of investing in improving the competence of officers and continuous attention to improving the quality of services as an effort to increase community participation in public health programs, especially family planning programs.

This study found that the direct influence of officer competence on community participation in family planning programs in the Tapalang Health Center working area, Galung Village, Tapalang District, Mamuju Regency, tends to be smaller compared to the indirect influence of officer competence through service quality. Although officer competence has a direct impact on service quality, this influence may not be directly reflected in direct community participation. Several factors such as community perceptions of officers, the level of community knowledge about family planning programs, and local cultural factors may also influence community participation, so that the direct influence of officer competence is more reduced.

Service quality is considered as a mediator that facilitates the relationship between officer competence and community participation. That is, although officer competence provides the basis for quality service, it is service quality that effectively drives community participation. Good service quality will increase community trust and satisfaction, which in turn will increase their participation in family planning programs. Thus, although officer competence plays an important role in shaping service quality, its influence on community participation occurs more through service quality. This finding highlights the importance of the role of service quality as a mediator in facilitating the relationship between officer competence and community participation in public health programs.

5.7 The Influence of Officer Competence on Community Participation Through Socialization

Based on the results of this study, it shows that there is an influence of officer competence on community participation through socialization in the Family Planning Program in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, that the better the competence of officers in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency, the impact will be on increasing community participation through socialization in the Family Planning Program in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency.

In a Community Health Center, increasing the competence of officers has a significant impact on the socialization of the family planning program and community participation. When officers have a deep understanding of the program, they are able to convey information more clearly and persuasively to the community. Good communication skills allow them to educate the community about the importance of participating in the family planning program, as well as the benefits that can be obtained from it. Competent officers are also able to provide better services to the community (Zwell, 2000) . They can provide

effective counseling, answer questions appropriately, and provide the necessary support for individuals and families who want to participate in the family planning program. Thus, the community will feel more fulfilled and motivated to actively participate.

Based on the results of this study, it was found that socialization plays an important role as an intervening variable that mediates the relationship between officer competence and community participation in the family planning program in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency. High officer competence increases their ability to convey information about the family planning program to the community effectively. Information that is conveyed well by officers encourages community awareness and understanding of the benefits and importance of the family planning program. (Djanggal, 2018; Setiawan, 2023). Thus, the socialization carried out by officers at the Health Center becomes a bridge connecting knowledge and community participation in the program. The results of this study indicate that increasing the competence of officers indirectly increases community participation through an effective socialization process at the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency.

Although socialization plays an important role as an intervening variable that mediates the relationship between officer competence and community participation in the family planning program in the Tapalang Health Center working area, Galung Village, Tapalang District, Mamuju Regency, the direct influence of officer competence on community participation is still greater than the indirect influence through socialization. This is due to several factors, first, although socialization can mediate the relationship between officer competence and community participation, the effectiveness of socialization varies depending on various factors such as communication methods, officer interpersonal skills, and cultural factors that influence how the community receives information. Second, there is the possibility of other factors outside the socialization variable that also influence community participation in the family planning program, such as accessibility of health services, education level, and social norms in the community that influence individual decisions to participate in the program. Therefore, although socialization plays a role as a mediator, the direct influence of officer competence still has a significant impact on community participation in the family planning program in the Puskesmas working area.

CONCLUSION

Based on the results of this study, it can be concluded that community participation in the family planning program in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency can be influenced by the competence of officers, service quality, and socialization. It is proven that the proposed hypothesis, with increasing the competence of officers, service quality, and socialization, community participation can be increased. Service quality has the most significant influence in increasing community participation, followed by officer competence and socialization. Therefore, to increase community participation in the family planning program, it is important to pay greater attention to improving the quality of services provided by officers. This can be done through increasing training and coaching of officers, as well as improving facilities and infrastructure that support quality services.

In addition to being an important finding in this study, service quality can also be used as a solution to overcome the problem of community participation in the working area of the Tapalang Health Center, Galung Village, Tapalang District, Mamuju Regency. By focusing on improving service quality, the Health Center can implement various strategies, such as improving training and coaching for officers, improving service procedures, expanding service accessibility, and improving the availability and quality of information related to family planning programs. In addition, a comprehensive approach that involves active community participation in program planning, implementation, and evaluation can also strengthen the quality of services provided by the Health Center. Thus, service quality is not only an important intervening variable in this study, but also a foundation for developing effective strategies in increasing community participation in family planning programs in the area.

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