

## Pregnant Women's Satisfaction with The Quality of Antenatal Care (Anc) Services at The Obstech Of Poly of UPT Nene Mallomo Hospital, Sidrap District

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**Abstract.** In Indonesia, the quality of ANC services is still low in terms of ANC coverage which is still below the national target where data on coverage of pregnant women (K4) visits in Indonesia in 2021 is 87.48%, which means that it has not reached the target of the Ministry of Health's Strategic Plan in 2021, which is 95 %. Of the 34 provinces in Indonesia, only 3 provinces have achieved this target, namely the Riau Islands, DKI Jakarta and West Java. The purpose of this study was to know the relationship between the quality of antenatal care (ANC) services and the level of satisfaction of pregnant women at the midwifery polyclinic of UPT RSUD Nene Mallomo. The research design method used an analytic survey research with a cross-sectional approach, the number of samples was 83. The research instrument used a questionnaire, bivariate analysis used the Chi Square test. Results Based on data from 83 pregnant women who were dissatisfied with ANC services as many as 15 people (18.1%), based on Tangibles not good and dissatisfied 16 (19.3%), Empathy 16 (19.3%) The conclusion is that there is a relationship between satisfaction with Tangibles (P-value=0.000 OR 140.80), Reliability (P-value=0.000 OR 86.66), Responsiveness (P-value=0.000 OR 303.3), Assurance (P-value=0.000 OR 140.8 ) and Empathy (P-value = 0.000 OR 140.8) It is suggested that health workers improve counseling for pregnant women to make regular ANC visits.

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**Keywords:** *Service Quality; Anc; Satisfaction Level*

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### INTRODUCTION

Patient satisfaction is a reflection of the quality of health services. Patient satisfaction is a level of patient feeling that arises as a result of the performance of health services obtained after the patient compares it with what he expected. If the patient does not find satisfaction from the quality of services provided, the patient tends to make the decision not to make a repeat visit to the hospital. Patient satisfaction as a service user is an indicator in assessing the quality of service in a hospital. The quality of health services refers to the level of perfection of health services in creating a sense of

satisfaction for each patient. The more perfect the satisfaction, the better the quality of health services. Good service quality is not only measured by luxurious facilities, technological completeness and physical appearance, but also by the attitude and behavior of employees who must reflect professionalism and have high commitment. The hospital as a health service facility is expected to provide quality services. The problem that is often faced by hospitals in general is that they have not been able to provide the maximum service that is really expected by service users/patients.

Patient satisfaction is an integral and comprehensive part of health service quality

assurance activities. That is, measuring the level of patient satisfaction must be an activity that cannot be separated from measuring the quality of health services. The consequence of such a mindset is that the dimension of patient satisfaction is one of the important dimensions of the quality of health services. Patients who enter inpatient services will get several services, namely doctor services, nurse services, medical support facility services, the patient's direct environment and administrative services. The patient must be satisfied in all of these respects. Patient satisfaction with health services can be measured using the dimensions of the quality of WHO health services which consist of 6 dimensions, namely effective, efficient, accessible, patient-centred, equitable, and safe (safe).

The effective dimension delivers health care that is evidence-based and delivers better outcomes for individuals and communities based on need. Health services must be effective, meaning that they must be able to treat or reduce existing complaints, prevent disease from occurring and the development and/or spread of existing diseases. The efficient dimension provides health care in a way that maximizes the use of resources and avoids wasting very limited health resources. The access dimension means that health services must be accessible to the community, not hindered by geographical, social, economic, organizational and language conditions.

The patient-centered dimension provides health care that takes into account the preferences and aspirations of individual service users and their societal culture. Hospitals are responsible for providing processes that support the rights of patients and their families while in service. Each patient is unique, with their own needs, strengths, culture and beliefs. The hospital builds trust and open communication with patients to understand and protect the patient's cultural, psychosocial and spiritual values. The fair dimension provides health care that does not discriminate in quality due to personal characteristics such as gender, race, ethnicity, geographic location, or socio economic status. Hospital staff providing health services must be fair and provide equal treatment to patients and respect patient rights. The security dimension means that health services must be safe, both for patients, for service providers, and for the surrounding community. Quality health services must be safe from minimizing the risk of injury, infection, side effects, or other hazards caused by the health service itself.

Health services have long been discussed in both developed and developing countries. This shows that the health service system is increasingly responsive to the needs of patients and the community. Therefore, health care organizations should be more focused on the interests of patients. In other words, health services must always strive for

the needs and satisfaction of patients and society simultaneously. Quality service certainly will not injure the patient and is definitely safe. On the other hand, safe services are not necessarily of high quality and free from errors.

## RESEARCH METHODS

Using an analytic survey method with a cross-sectional approach (Agustang, 2023) dan (Agustang, 2021). The research instrument used a bivariate analysis questionnaire using the Chi Square test. With the aim of knowing the analysis of pregnant women's satisfaction with ANC services at the obstetric polyclinic at UPT Hospital Nene Mallomo Hospital, Sidarap Regency.

The population of all pregnant women UPT Nene Mallomo Hospital, Sidarap Regency in June-December 2022 was 105 people. The sample size of some pregnant women is the method used in sampling is accidental sampling. The research instrument used a questionnaire. Test analysis with Chi Square.

## DISCUSSION

### Univariate Analysis

Table 1. Univariate Analysis of Satisfaction Levels

| Satisfaction  | F  | (%)  |
|---------------|----|------|
| Satisfied     | 68 | 81.8 |
| Not satisfied | 15 | 18,1 |
| Total         | 83 | 100  |

Source: Data Processing Results, 2023

Dimensions of ANC service satisfaction, pregnant women said they were satisfied as many as 68 people (81.9%) and

pregnant women said they were not satisfied as many as 15 people (18.1%)

### Bivariate Analysis

Table 2 Level of satisfaction of pregnant women

| Tangible   | Satisfaction |    | Total | %    | P    | OR              |
|------------|--------------|----|-------|------|------|-----------------|
|            | Satis        | No |       |      |      |                 |
| s          |              |    |       |      |      |                 |
| Good       | 65           | 2  | 67    | 97.0 | 3.0  | 100 0.000 140.8 |
| Not good   | 3            | 13 | 16    | 18,8 | 81.2 | 100 0.000       |
| Realibilit |              |    |       |      |      |                 |
| y          |              |    |       |      |      |                 |
| Good       | 65           | 3  | 68    | 95.6 | 4.4  | 100 0.000 86.6  |
| Not good   | 3            | 12 | 15    | 20.0 | 80   | 100             |
| Respons    |              |    |       |      |      |                 |
| e -        |              |    |       |      |      |                 |
| veneas     |              |    |       |      |      |                 |
| Good       | 63           | 3  | 68    | 95.5 | 4,1  | 100 0.00 50,40  |
| Not good   | 5            | 12 | 15    | 29.4 | 70,6 | 100             |
| assuranc   |              |    |       |      |      |                 |
| e          |              |    |       |      |      |                 |
| Good       | 65           | 2  | 67    | 97.0 | 3.0  | 100 00.00 140.8 |
| Lack of    | 3            | 13 | 16    | 18.8 | 81.2 | 100             |
| Empathy    |              |    |       |      |      |                 |
| Good       | 65           | 2  | 67    | 78.3 | 2.4  | 2.4 0.000 140.8 |
| Not        |              |    |       |      |      |                 |
| enoug      |              |    |       |      |      |                 |
| h          |              |    |       |      |      |                 |

Source: Data Processing Results, 2023.

### Level of Satisfaction of Pregnant Women

Based on table 1. Dimensions of satisfaction with ANC services, 68 pregnant women (81.9%) said they were satisfied and 15 pregnant women said they were dissatisfied (18.1%).

Patient satisfaction is the result of the patient's assessment that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less. Patients will be satisfied if their perceptions are the same or more than expected. Patient satisfaction is determined by the patient's

perception of service performance in meeting patient expectations (Yulis et al., 2022).

The quality of antenatal care can be measured by comparing perceptions between services expected by the services received and felt by pregnant women (Dian Meiliani Yulis, Muhammad Yahya, Muhammad Ahsan, 2022).

Patient dissatisfaction is still very high and not only in other countries but also in Indonesia, there are many causes of dissatisfaction with antenatal care such as equipment or communication tools, ability to carry out service actions, fast and precise service, attitude in carrying out service and communication in do service (Maulana, 2017).

Patient dissatisfaction with the services provided can cause patients to go to other service facilities or even make patients go to non-health workers. This is one of the indirect causes of the high maternal mortality rate, because if the patient is not satisfied with the service obtained, the patient can go to non-medical staff so that it can lead to complications in patients due to high risk for patients not being detected (Maulana, 2017).

### **Tangible Relationship with the Level of Satisfaction of Pregnant Women**

Based on table 2 of the Tangible quality dimensions with a value of  $p = 0.000$ , there is a significant relationship between tangible and the level of satisfaction of pregnant women in receiving ANC services with an OR value of 140.8 which can be interpreted if ANC

services are not good then there will be a chance of 140.8 When pregnant women feel dissatisfied with the ANC services they receive, Tangible includes the physical appearance of facilities, equipment, employees and means of communication.

Consumer satisfaction with a product depends on the direct evidence obtained, such as completeness of the equipment, product quality capacity and good equipment support. Convenience of facilities related to health services that are not directly related to clinical effectiveness, but can affect patient satisfaction and willingness to return to health care facilities to obtain the next service (Mursyida, RF, Mawarni, A., & Agushybana, 2012).

One of the factors that can improve the quality of ANC services is by measuring patient satisfaction, patient satisfaction depends on direct service evidence obtained during the service such as the completeness of the tools used are adequate, the cleanliness of the tools used, and the atmosphere of comfortable care, so that it can influence patients to come back to the same place to get the next service (Oruh & Agustang, 2022).

### **Relation between Reliability and Level of Satisfaction of Pregnant Women**

$P$  value : (0.000) which means that there is a significant relationship between the quality of antenatal care service reliability and the level of satisfaction of pregnant women *with*

an OR value of 86. It can be concluded that the quality of antenatal care service reliability that is not good has a tendency to experience dissatisfaction 86 times greater compared to good quality of antenatal care service reliability.

Perceived reliability can be seen from the ability of officers to provide ANC services correctly, such as the ability of officers in physical examinations, obstetrics, laboratories, nutritional status and administration of iron tablets (Muntasir, M., Weraman, P., Yulis, D. M., Muniroh, L., Yuliani, N. N., & Roza, 2023).

With high quality, it will increase patient satisfaction, then the patient will return to the same service (Oruh et al., 2022) and (Hajar et al., 2021).

Services for pregnant women are very important, as long as the mother makes a visit, provide quality services so that pregnant women will get satisfaction in service by providing services in accordance with established professional standards and ethical codes, namely in accordance with ANC service standards (Sampouw, 2018) and (Ahriani et al., 2020).

### **Responsiveness Relationship With The Level Of Satisfaction Of Pregnant Women**

Responsiveness value  $p = 0.000$ , so there is a significant relationship between Responsiveness and the level of satisfaction of pregnant women in receiving ANC services with an OR value of 50.40 which can be

interpreted if ANC services are not good then there will be a chance of 50.40 times pregnant women feel dissatisfied with ANC services provided received, Responsiveness received such as telling pregnant women when services will be provided or when to return for a pregnancy check-up

Satisfaction is influenced by Responsiveness, the lack of responsiveness that occurs in officers can reduce the quality of health services, so that it can reduce the level of visits/number of patients (Oruh et al., 2021).

If pregnant women are satisfied with the services used, pregnant women will always continue to use these services. Lack of quality of service provided by health workers such as timeliness of service which includes waiting time and processing time, ease of getting service (Sundari, 2017).

Recognition of the excellence of a service, does not come from the apparatus providing the service, but comes from service users, good quality is not based on the point of view or perception of the service provider, but based on the perspective or perception of the customer. It is customers who consume and enjoy services, so they are the ones who should determine the quality of public services. Customer perception of service or service quality is an overall assessment of the superiority of a service (DM. Yulis, M Yahya, 2022).

### **Relationship Assurance with Levels of Satisfaction of Pregnant Women**

Based on the results of the analysis of the Assurance value  $p = 0.000$ , it can be concluded that this study has a significant relationship between the quality of antenatal care assurance services and the satisfaction level of pregnant women with an OR value of 140.8. It can be concluded that the poor quality of antenatal care assurance services has a tendency to experience dissatisfaction with respondents 140 times greater than the quality of good antenatal care assurance services if health services cannot provide quality assurance that is in accordance with the expectations of pregnant women, it will reduce community satisfaction so that in the end the community will not reuse the services provided (E Kurnaesih, 2018).

There is a fairly strong relationship between the perceptions of pregnant women regarding the quality of ANC services on the assurance dimension and the level of patient satisfaction. The poorer the patient's perception of the quality of ANC services in the assurance dimension, the lower the level of satisfaction of pregnant women with ANC services.

Determination of a quality of service provided is an assessment of the service recipient based on the customer's point of view and perception of the service obtained. The customer's perception of the assessment of the services provided is an overall assessment of

an assessment of the services provided so that it can be said that a quality service is a service based on customer satisfaction. If a satisfaction is created then the perception of a quality service will grow (Kurniati, 2020).

### **Relationship between Empathy and Level of Satisfaction of Pregnant Women**

The P value is obtained; 0.000 This means that there is a significant relationship between the quality of antenatal care empathy services and the level of satisfaction of pregnant women with an OR value of 140.8. It can be concluded that the poor quality of empathic antenatal care has a tendency to experience dissatisfaction with respondents 140 times greater than the good quality of empathic antenatal care .

Attention (*emphaty*), namely giving sincere and individual or personal attention given to customers or patients by trying to understand consumer desires. Where a hospital is expected to have understanding and knowledge about customers, understand customer needs specifically and have time (Febriani, VA, & Sugiono, 2012).

Empathy (individual attention to customers), namely giving sincere and individual or personal attention given to customers by trying to understand customer desires. Where a company is expected to have understanding and knowledge about customers, understand customer needs specifically, and have a comfortable operating

time for customers (Aryska, M., & Kasmirudin, 2017).

Measures of customer satisfaction provide feedback on how well service providers carry out their duties. While this is meaningful in achieving success, hospitals must be able to ascertain the needs and desires of their consumers and all of this is reflected in the services performed (Aryska, M., & Kasmirudin, 2017) that hospitals, especially employees, can pay attention to individual consumers, including sensitivity to consumer needs and employees can improve the ability to convey information to consumers or obtain input from consumers and understanding to know and understand consumer needs and wants.

## CONCLUSION

There is a significant relationship between *tangible, reliability, responsiveness, assurance, empathy* for ANC services with the level of satisfaction in pregnant women with a *p-value <0.05* with the most dominant variable being *tangible* and *assurance (OR 140.8)*. Expected for health workers to improve counseling for pregnant women to make regular ANC visits.

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