

Overview of pregnant women's satisfaction with antenatal care services using the customer satisfaction index (CSI)

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ABSTRACT

Background: The Maternal Mortality Ratio (MMR) in Indonesia remains high at 189 per 100,000 live births in 2020. One contributing factor to this condition is low compliance among pregnant women in attending antenatal care (ANC) visits, which is presumed to be influenced by their level of satisfaction with antenatal services. This study aimed to describe and analyze pregnant women's satisfaction with the quality of antenatal care services at BaliMed Karangasem Hospital. This study employed a descriptive analytic design using the SERVPERF questionnaire, which evaluates five service quality dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Data were analyzed using the Customer Satisfaction Index (CSI). The results showed that all service quality dimensions had high levels of satisfaction and importance. The highest satisfaction score was observed in the responsiveness dimension (4.57), while the lowest was in tangibles (4.48). The highest importance score was found in the assurance dimension (4.68), whereas the lowest importance score was in tangibles (4.52). The CSI value of 90.5% indicated a "very satisfied" category.

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INTRODUCTION

The Maternal Mortality Ratio (MMR) is a key indicator of maternal health service quality. In Indonesia, the MMR remained high at 189 deaths per 100,000 live births in 2020, with hypertensive disorders of pregnancy, hemorrhage, and infection identified as the leading causes (Kemenkes, 2010)(Wiratmo & Sopianah, 2020). In addition to direct obstetric causes, delays in decision-making, referral systems, and access to healthcare services also contribute significantly to maternal mortality (Irnawati, 2022). Most maternal deaths are preventable through regular and comprehensive antenatal care (ANC), which enables early detection and appropriate management of pregnancy-related risks (Kurniati & Sudarmini, 2025).

Antenatal care is a structured healthcare service aimed at maintaining maternal and fetal health throughout pregnancy. Standard ANC includes physical examinations, laboratory tests, preventive interventions, and health education to detect complications and ensure safe pregnancy

outcomes (Sari et al., 2024). High-quality antenatal services are therefore an essential component of maternal health strategies.

Despite its importance, ANC coverage in Indonesia has not consistently met national targets. In 2023, the coverage of the fourth antenatal visit (K4) reached 85.6%, while the sixth visit (K6) reached only 74.4% (SHERLY, n.d.). In Bali Province, ANC coverage declined in recent years, with K1 coverage falling to 70.8%, while K4 and K6 coverage reached 86.2% and 81.2%, respectively (Unilawati et al., 2024). Karangasem Regency reported lower figures, with K1 coverage of 67.3%, K4 coverage of 84.1%, and K6 coverage of 71.1%. (Jayanti, 2024) These data indicate challenges in ensuring optimal utilization of antenatal services.

Patient satisfaction is increasingly recognized as an important indicator of healthcare quality and service performance. Satisfaction reflects the degree to which healthcare services meet patients' expectations and needs and influences patients' willingness to continue using healthcare services (Afrashtehfar et al., 2020). High satisfaction is associated with better compliance with recommended care, increased trust in healthcare providers, and improved continuity of care (de Steenwinkel et al., 2022).

Several studies have reported varying levels of satisfaction among pregnant women receiving antenatal services. A study by Kurniady and Marini found that more than half of pregnant women were dissatisfied with antenatal services, primarily due to long waiting times and inadequate communication with healthcare providers (Kurniady & Marini, 2024). These findings highlight the importance of evaluating service performance to improve patient satisfaction and service utilization.

The SERVPERF (Service Performance) model assesses service quality based solely on patients' perceptions of actual service performance across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Compared to SERVQUAL (Service Quality), SERVPERF is considered more efficient and less subjective because it does not involve expectation-perception gaps (Putri, 2021)(Setyaningsih & Widagdo, 2023). Customer Satisfaction Index (CSI) is a quantitative method that integrates satisfaction scores across multiple service attributes to generate an overall satisfaction value. CSI allows healthcare institutions to objectively classify satisfaction levels and monitor service performance over time.¹³ Therefore, evaluating antenatal care services using SERVPERF and CSI provides valuable evidence for quality improvement efforts in hospital-based maternal healthcare.

Previous studies on antenatal care (ANC) satisfaction in Indonesia have reported varying levels of satisfaction across healthcare facilities, particularly between public health centers and private hospitals. Lower satisfaction levels in several public healthcare settings were commonly associated with long waiting times, inadequate facilities, limited communication, and less responsive services, while private healthcare institutions tended to report better patient experiences. However, studies integrating the SERVPERF approach with the Customer Satisfaction Index (CSI) to comprehensively evaluate ANC service quality remain limited. In addition, low coverage of K1, K4, and K6 visits indicates suboptimal continuity and utilization of ANC services, which may reduce opportunities for early detection of pregnancy complications, health education, and preventive interventions. These conditions may negatively affect maternal and neonatal health outcomes and reflect the need to improve patient-centered antenatal care services to increase patient trust, satisfaction, and compliance with routine ANC visits.

RESEARCH METHOD

This study used a descriptive-analytic quantitative design to evaluate pregnant women's satisfaction with antenatal care services at BaliMed Karangasem Hospital. Data collection was conducted without intervention, focusing on respondents' perceptions of service performance.

The study population comprised pregnant women who received antenatal care services at BaliMed Karangasem Hospital between July and November 2025. A non-probability consecutive

sampling technique was applied. Pregnant women who attended antenatal care services and agreed to participate were included, while those unable to complete the questionnaire or unwilling to participate were excluded. The study population was determined based on the total number of antenatal care patients within one year, totaling 493 patients in 2024. The sample size was calculated using the Slovin formula with a margin of error of 10% ($e = 0.1$).

$$n = \frac{N}{1 + N \cdot e^2}$$

$$n = \frac{493}{1 + 493(0,1)^2} = \frac{493}{1 + 4,93} = \frac{493}{5,93} \approx 88,11$$

Based on this calculation, a minimum sample size of 90 respondents was required. Consecutive sampling was subsequently applied to recruit eligible pregnant women who attended antenatal care services during the study period. Data were collected using a structured questionnaire based on the SERVPERF model, consisting of 31 items covering five service quality dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Responses were measured using a five-point Likert scale ranging from 1 (very dissatisfied) to 5 (very satisfied). Validity testing was performed using Pearson Product Moment correlation, and reliability testing was conducted using Cronbach's alpha. All questionnaire items were found to be valid ($r > 0.361$; $p < 0.05$) and reliable, with a Cronbach's alpha coefficient of 0.937.

The Customer Satisfaction Index (CSI) was calculated through several sequential steps. First, the Mean Importance Score (MIS) for each service attribute was determined by calculating the average importance score provided by respondents (Sebayang et al., 2022).

$$MIS_i = \frac{\sum_{i=1}^n Y_i}{n}$$

Second, the Weight Factor (WF) for each attribute was calculated as the proportion of its MIS relative to the total MIS of all attributes and expressed as a percentage.

$$WFi = \frac{MIS_i}{\sum_{i=1}^p MIS_i} \times 100 \%$$

Third, the Mean Satisfaction Score (MSS) for each attribute was calculated based on the average satisfaction (performance) score reported by respondents.

$$MSS_i = \frac{\sum_{i=1}^n X_i}{n}$$

Fourth, the Weight Score (WS) for each attribute was obtained by multiplying the WF by the corresponding MSS.

$$WS_i = WFi \times MSS_i$$

Finally, the CSI value was calculated by summing all WS values and dividing the total by the highest scale used in the questionnaire, then expressed as a percentage.

$$CSI = \frac{\sum_{i=1}^p WS_i}{HS} \times 100\%$$

The CSI value was interpreted according to established satisfaction classification criteria (Sebayang et al., 2022).

A margin of error of 10% was used in determining the sample size because this study employed a descriptive-analytic design aimed at providing a general overview of pregnant women's satisfaction with antenatal care services. The selected margin was considered adequate given the relatively homogeneous population characteristics and the feasibility of data collection in terms of time, resources, and respondent recruitment during the study period. In addition, the use of a 10% margin of error is commonly applied in exploratory studies and healthcare service evaluations involving patient satisfaction measurements.

RESULTS AND DISCUSSIONS

This study was conducted by distributing questionnaires directly to pregnant women who attended antenatal care services at BaliMed Karangasem Hospital. Data collection was carried out over a six-month period, from July to November 2025. A total of 100 respondents participated in

this study. Each respondent completed one questionnaire consisting of 31 statements designed to assess satisfaction with antenatal care services at BaliMed Karangasem Hospital. The questionnaire covered five service quality dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Responses were measured using a five-point Likert scale ranging from strongly disagree to strongly agree. The majority of respondents selected “agree” and “strongly agree” for most statements, indicating a generally positive perception of the antenatal care services provided. The distribution of responses for each questionnaire item is presented in Table 1 in terms of frequency and percentage.

Table 1. Distribution of satisfaction and importance scores for each questionnaire item

No.	Questionnaire Item	Frequency									
		Satisfaction Score					Importance Score				
		1	2	3	4	5	1	2	3	4	5
Tangibles											
1	Hospital staff and medical personnel appear neat and well-groomed.	-	-	-	49%	51%	-	-	1%	40%	59%
2	Cleanliness of the waiting area and examination rooms.	-	-	2%	53%	43%	-	-	-	38%	62%
3	Comfort of the waiting area and examination rooms.	-	-	4%	53%	43%	-	-	-	37%	63%
4	Availability of attractive supporting facilities such as television, Wi-Fi, and toilets.	-	-	10%	44%	46%	-	-	2%	43%	55%
5	Completeness and cleanliness of medical equipment.	-	-	1%	48%	51%	-	-	-	40%	60%
6	Availability of doctors, nurses, and midwives at the hospital.	-	-	-	41%	59%	-	-	1%	28%	71%
Reliability											
7	Hospital staff and medical personnel are reliable and skilled in serving patients.	-	-	-	36%	64%	-	-	-	36%	64%
8	Hospital staff and medical personnel are skilled in using technology.	-	-	1%	41%	58%	-	-	-	43%	57%
9	Medical personnel are careful when conducting examinations.	-	-	-	49%	51%	-	-	1%	33%	66%
10	Admission procedures are fast and accurate.	-	-	2%	47%	51%	-	-	-	33%	67%
11	Services are provided in accordance with standard operating procedures (SOPs).	-	-	-	47%	53%	-	-	-	25%	75%
12	Service procedures are not complicated.	-	-	6%	53%	41%	-	-	-	40%	60%

13	Medication service time is fast.	-	-	5%	53%	42%	-	-	-	37%	63%
Responsiveness											
14	Hospital staff and medical personnel are always ready to assist patients when they experience difficulties.	-	-	-	33%	67%	-	-	-	33%	63%
15	Staff and medical personnel respond promptly to patient complaints.	-	-	1%	38%	61%	-	-	-	31%	69%
16	Medical personnel make efforts to help patients resolve their problems.	-	-	-	42%	58%	-	-	-	30%	70%
17	Medical personnel provide clear information regarding the services delivered to patients.	-	-	2%	42%	56%	-	-	1%	29%	70%
18	Speed of medical services.	-	-	1%	46%	53%	-	-	1%	29%	70%
19	Accuracy of medical services.	-	-	-	48%	52%	-	-	-	33%	67%
20	Staff are responsive in serving prospective patients.	-	-	2%	37%	61%	-	-	1%	34%	65%
Assurance											
21	Patients feel confident in the competence of medical personnel.	-	-	2%	36%	62%	-	-	1%	34%	65%
22	Medical personnel wear complete personal protective equipment (PPE) when providing services.	-	-	2%	42%	56%	-	-	-	31%	69%
23	Medical personnel take decisive actions in delivering care.	-	-	2%	38%	60%	-	-	-	31%	69%
24	Hospital staff and medical personnel provide certainty and clarity regarding service time.	-	-	6%	44%	50%	-	-	1%	33%	66%
25	The hospital maintains the confidentiality of patient data.	-	-	2%	46%	52%	-	-	-	25%	75%
Empathy											
26	Hospital staff and medical personnel are friendly when providing services.	-	-	1%	37%	62%	-	-	1%	26%	73%
27	Hospital staff and medical personnel always	-	-	-	35%	65%	-	-	-	26%	74%

28	communicate well with patients. Hospital staff and medical personnel behave politely toward patients.	-	-	1%	36%	63%	-	-	-	29%	71%
29	Hospital staff and medical personnel greet patients and ask about their needs.	-	-	4%	46%	50%	-	-	-	37%	63%
30	Hospital staff and medical personnel provide services without discrimination based on status.	-	-	1%	52%	47%	-	-	1%	36%	63%
31	Hospital staff respond well to criticism and suggestions.	-	-	-	55%	45%	-	-	1%	38%	61%

Based on the analysis of mean satisfaction and importance scores for each service quality dimension, the average satisfaction score was 4.48 for tangibles, 4.49 for reliability, 4.57 for responsiveness, 4.53 for assurance, and 4.54 for empathy. Meanwhile, the average importance score was 4.61 for tangibles, 4.64 for reliability, 4.67 for responsiveness, 4.68 for assurance, and 4.67 for empathy. These results indicate that all service quality dimensions were perceived as both important and satisfactory by the respondents. The detailed values of Mean Importance Score (MIS), Weight Factor (WF), Mean Satisfaction Score (MSS), and Weight Score (WS) for each dimension are presented in Table 2.

Table 2. Calculation of the customer satisfaction index

No.	Mean Importance Score (MIS)	Weight Factor (WF)	Mean Satisfaction Score (MSS)	Weight Score (WS)
1.	4,58	0,03172624	4,51	0,143085342
2.	4,62	0,032003325	4,53	0,144975062
3.	4,63	0,032072596	4,39	0,140798698
4.	4,58	0,03172624	4,51	0,143085342
5.	4,62	0,032003325	4,53	0,144975062
6.	4,63	0,032072596	4,39	0,140798698
7.	4,58	0,03172624	4,51	0,143085342
8.	4,62	0,032003325	4,53	0,144975062
9.	4,63	0,032072596	4,39	0,140798698
10.	4,58	0,03172624	4,51	0,143085342
11.	4,62	0,032003325	4,53	0,144975062
12.	4,63	0,032072596	4,39	0,140798698
13.	4,58	0,03172624	4,51	0,143085342
14.	4,62	0,032003325	4,53	0,144975062
15.	4,63	0,032072596	4,39	0,140798698
16.	4,58	0,03172624	4,51	0,143085342
17.	4,62	0,032003325	4,53	0,144975062
18.	4,63	0,032072596	4,39	0,140798698
19.	4,58	0,03172624	4,51	0,143085342
20.	4,62	0,032003325	4,53	0,144975062
21.	4,69	0,032488224	4,54	0,147496536
22.	4,69	0,032488224	4,58	0,148796065
23.	4,65	0,032211139	4,44	0,143017456
24.	4,75	0,032903851	4,5	0,148067332
25.	4,72	0,032696038	4,61	0,150728734
26.	4,74	0,03283458	4,65	0,152680798
27.	4,71	0,032626766	4,62	0,150735661

No.	Mean Importance Score (MIS)	Weight Factor (WF)	Mean Satisfaction Score (MSS)	Weight Score (WS)
28.	4,63	0,032072596	4,46	0,143043779
29.	4,62	0,032003325	4,46	0,14273483
31.	4,6	0,031864782	4,45	0,141798282
Total	140,27	1	144,36	4,525341507

$$CSI = \frac{\sum_{i=1}^p WS}{HS} \times 100\%$$

$$CSI = \frac{4,525341507}{5} \times 100\%$$

$$CSI = 90,5\%$$

The overall level of patient satisfaction was subsequently calculated using the Customer Satisfaction Index (CSI). Based on the CSI calculation, a value of 90.5% was obtained. This result indicates that the level of satisfaction among pregnant women toward antenatal care services at BaliMed Karangasem Hospital falls into the “Very Satisfied” category.

Discussion

This study demonstrated a very high level of satisfaction among pregnant women receiving antenatal care services at BaliMed Karangasem Hospital, as indicated by a Customer Satisfaction Index of 90.5%. Based on established criteria, this score falls into the “very satisfied” category. (Damayanti et al., 2022) This finding suggests that the hospital’s antenatal care services have successfully met pregnant women’s needs and expectations.

Among the SERVPERF dimensions, responsiveness achieved the highest satisfaction score. This indicates that pregnant women highly valued prompt service delivery, clear communication, and the willingness of healthcare staff to respond to patient needs. Responsiveness has been identified as a critical determinant of patient satisfaction in maternal healthcare settings (Wardhana et al., 2025).

The empathy dimension also showed high satisfaction levels, reflecting positive perceptions of healthcare providers’ friendliness, courtesy, and personal attention. Empathetic communication plays a vital role in antenatal care, as pregnancy is often associated with physical discomfort and emotional concerns. Supportive interactions can enhance patient confidence and reduce anxiety during antenatal visits (CAHYA NOFANTI, 2023).

High satisfaction scores in the assurance dimension indicate that respondents trusted the competence and professionalism of healthcare providers. Assurance-related factors, including clinical skills, safety measures, and confidentiality, contribute significantly to patient trust and perceived quality of care (Ratanto et al., 2023)(Nurfitriani et al., 2024). Trust in healthcare providers is essential for encouraging continued utilization of antenatal services.

The reliability dimension also demonstrated high satisfaction, suggesting that antenatal services were perceived as consistent and delivered according to established standards. Reliable service delivery ensures accurate examinations, appropriate counseling, and continuity of care, which are essential components of quality antenatal services (Akdere et al., 2020).

Although the tangibles dimension received the lowest satisfaction score among the five dimensions, it remained within a high satisfaction range. This suggests that physical facilities, cleanliness, and medical equipment were generally perceived as adequate. Similar findings have been reported in other healthcare studies, where tangible aspects tend to receive lower scores compared to interpersonal dimensions (Setyorini, 2022).

The high CSI score observed in this study differs from findings reported in some public healthcare facilities, where satisfaction levels were lower (Agustina, 2025)(Widayati & Putranto, 2024). This difference may be influenced by variations in service management, patient expectations, and resource availability between private and public healthcare institutions. Overall, the findings emphasize the importance of maintaining high service performance to support patient satisfaction and promote consistent antenatal care utilization (Hernawan & Nur, 2024).

The findings of this study indicate that antenatal care services at BaliMed Karangasem Hospital were perceived very positively by pregnant women, particularly in the dimensions of responsiveness, empathy, and assurance, which reflect the importance of effective communication, prompt service, professional competence, and respectful interactions in supporting patient-centered care. These findings suggest that maintaining interpersonal quality in healthcare services can improve patient trust, satisfaction, and continuity of ANC utilization. Compared with previous studies that reported lower satisfaction levels in public healthcare facilities due to long waiting times, inadequate facilities, and limited provider communication, this study demonstrated substantially higher satisfaction across all SERVPERF dimensions. These differences may be influenced by variations in service management, resource availability, staff responsiveness, and the more personalized approach commonly found in private hospital settings.

CONCLUSION

Pregnant women receiving antenatal care services at BaliMed Karangasem Hospital reported a very high level of overall satisfaction, as reflected by a Customer Satisfaction Index of 90.5%. All five SERVPERF dimensions achieved high satisfaction scores, with responsiveness identified as the strongest dimension. These findings indicate that the hospital's antenatal care services effectively meet patients' needs and expectations. Continuous evaluation using the Customer Satisfaction Index is recommended to maintain service quality and support patient-centered antenatal care. This study contributes to the development of an antenatal care service evaluation model by integrating the SERVPERF approach with the Customer Satisfaction Index (CSI) to provide a comprehensive and quantitative assessment of patient satisfaction across multiple service quality dimensions. The findings demonstrate that responsiveness, empathy, assurance, reliability, and tangibles collectively influence pregnant women's perceptions of ANC quality and may serve as important indicators in patient-centered maternal healthcare evaluation. Future studies are recommended to further examine the relationship between patient satisfaction and maternal health outcomes, including ANC compliance, early detection of pregnancy complications, delivery preparedness, and neonatal health outcomes through longitudinal and multicenter research designs. Future research on antenatal care (ANC) satisfaction is recommended to explore the relationship between patient satisfaction and maternal health outcomes, such as ANC compliance, early detection of pregnancy complications, delivery preparedness, and neonatal health outcomes, through longitudinal and multicenter study designs. In addition, service indicators that can support patient-centered maternal care include responsiveness, empathy, assurance, reliability, and tangibles, particularly effective communication, prompt service delivery, professional competence, continuity of care, and adequate healthcare facilities. The high perceived reliability of ANC services in this study may be influenced by consistent service delivery, adherence to standard operating procedures, accurate examinations, clear counseling, and the competence of healthcare providers in delivering antenatal care. Furthermore, the high level of patient satisfaction implies that maintaining high-quality interpersonal and clinical services can strengthen patient trust, improve continuity of ANC utilization, enhance maternal healthcare quality, and support better maternal and neonatal health outcomes.

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