

Factors Related to the Satisfaction Level of Pregnant Mothers in Antenatal Care Services Hutabayu Puskesmas, Simalungun Regency in 2022

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ABSTRACT

In the era of globalization, quality in service is an indicator for achieving competitive advantage. The determining factor of customer satisfaction is the quality of the service. Universities that continue to adapt are driven by very fast global changes. (Fahmi and Dkk 2020). Service quality can be measured by comparing the perception of the expected service with the service received and felt by the patient. Patient satisfaction is the level of the patient's feelings after comparing with his expectations. If a patient is satisfied with the value provided by the product or service, he is very likely to become a customer for a long time. Indirect factors that cause high maternal and infant mortality rates include the low level of mother's knowledge and the irregular frequency of Ante Natal Care examinations. Ante Natal care is a service provided to pregnant women on a regular basis to maintain the health of the mother and baby. Quality Ante Natal Care services can increase public trust and satisfaction with health services provided by midwives and Puskesmas. Satisfaction is a human who has compared in terms of performance and also the expected results through the level of one's feelings. In another theory written by Wilton, it is stated that satisfaction or dissatisfaction is the result of the final evaluation of the customer response, namely the suitability that has been felt by the customer with the expectation that the performance of the product can be felt after the customer uses it. (Abarca 2021).

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INTRODUCTION

In 2019, the implementation of the National Health Insurance (JKN) in Indonesia has entered its sixth year. It must be admitted that this health care financing reform has provided many benefits to the various components involved in it, especially benefiting the community as participants as the objective of the National Health Insurance is to provide equity in access to health services for the community and to prevent the community from being burdened with the burden of health, financially catastrophic when sick.

Service quality can be measured by comparing the perception of the expected service with the service received and felt by the patient. Patient satisfaction is the level of the patient's feelings after comparing with his expectations. If a patient is satisfied with the value provided by the product or service, he is very likely to become a customer for a long time. Indirect factors that cause high maternal and infant mortality rates include the low level of mother's knowledge and the irregular frequency of Ante Natal Care examinations. Ante Natal care is a service provided to pregnant women on a regular basis to maintain the health of the mother and baby. Quality Ante Natal Care services can increase public trust and satisfaction with health services provided by midwives and Puskesmas.

Patient satisfaction is often seen as an important component in health services. Patients who experience satisfaction with the health services provided tend to comply with the advice and adhere to the agreed treatment plan and in carrying out ANC examinations again, but if the patient is not satisfied then the patient will not return for the ANC examination. According to the World Health Organization (WHO) in 2019, the Maternal Mortality Rate (MMR) in the world is 289,000 people. The United States is 9,300 people, North Africa is 179,000, and Southeast Asia is 16,000. The maternal mortality rate in Southeast Asian countries is Indonesia 214 per 100,000 live births, Thailand 44 per 100,000 live births, Vietnam 160 per 100,000 live births, and Malaysia 39 per 100,000 live births. (WHO, 2019).

Most maternal deaths are known to be caused by other unrelated causes detailed and known for the exact cause (63 people), bleeding (67 people), hypertension (51 people), infection (8 people), circulatory system disorders (8 people), and metabolic disorders (5 people). Table 24 shows that the awareness of pregnant women in North Sumatra Province for immunization during pregnancy is still low, at 37.99%. On the other hand, Table 26 shows that Td immunization in pregnant and non-pregnant women of childbearing age only reached 0.83% (Sumut Health Profile, 2019).

Based on the District/City Health Profile report, the number of deaths in In the last year it was found to fluctuate, namely 205 deaths in 2017, 185 deaths in 2018, and 200 deaths in 2019. If the number of maternal deaths is converted to the Maternal Mortality Rate (MMR), then the AKI in North Sumatra Province in 2019 is 71, 96 per 100,000 KH. However, it is believed that this figure does not represent the actual figure, because it is predicted that there are still many maternal deaths that have not been recorded and reported.

According to Nwaeze, et al (2013) in their research Perception and Satisfaction with Quality of Antenatal Care Services Among Pregnant Women at The University College Hospital, Ibadan Nigeria, the quality of ANC services is seen as a factor that affects the effectiveness, compliance and sustainability of care. Satisfaction of pregnant women is related to the quality of ANC services provided. Satisfied patients will come back for an examination and invite others to participate in the examination at the same place.

RESEARCH METHOD

Before data analysis, the collected data was processed with the following steps:

- a. Editing
Editing This study was conducted to assess the suitability of the results of the planned research and the completeness of the filling, errors in filling out, and the clarity of filling out the questionnaire that had been carried out.
- b. Coding
The results of the research that have been filled in by the researcher are coded, converting the answers into numbers so that they can be processed by computer.
- c. Entry data
A process of entering data into a computer for further data analysis using a computer program.

d. Cleaning data

The data that has been entered into the computer program is cleaned so that all the data that has been obtained is free from errors before data analysis is carried out.

This type of research uses quantitative research using a Cross Sectional approach. In this study used an extensive dataset to see many cases and the relationship between variables. In this design, it is used to determine the factors related to the level of satisfaction of pregnant women in Antenatal Care Services at the Hutabayu Public Health Center, Simalungun Regency in 2022. After processing the data, then the data is analyzed as follows:

a. Univariate Analysis

The data collection technique was by giving questionnaires to pregnant women to see the level of satisfaction of pregnant women with factors related to the level of satisfaction of pregnant women in Antenatal Care Services at the Health Center.

b. Bivariate Analysis

This is a type of analysis carried out to determine the relationship between 2 variables. The data collection uses the Chi-square test to test whether there is a relationship between 2 variables.

RESULTS AND DISCUSSIONS

The results of the univariate and bivariate analysis of the factors related to the level of satisfaction of pregnant women in antenatal care services at the Hutabayu Health Center, Simalungun Regency in 2022 can be seen in the table below: can be seen in table.

Table1. Distribution of Respondents Based on Characteristics in Working Areas at Hutabayu Public Health Center, Simalungun Regency in 2022

No	Characteristics	Total	
		Frekuensi (f)	Persentase (%)
1	Age		
	a. 17-24 Years	27	29,3
	b. 25-34 Years	32	34,8
	c. 35-49 Years	33	35,9
	Total	92	100,0
2	Education		
	a. Primary School	8	8,7
	b. Junior High School	12	13,0
	c. High School	32	34,8
	d. Diploma	22	23,9
	e. Bachelor	9	9,8
	f. Master	9	9,8
	Total	92	100,0
3	Work		
	a. IRT	31	33,7
	b. civil servant	3	3,3
	c. Private Employees	30	32,6
	d. TNI/Polri	2	2,2
	e. Trader	23	25,0
	f. Laborer	3	3,3
	Total	92	100,0

Table 1 shows that of the 92 respondents, the majority aged 35-49 years, as many as 33 people (35.9%), the minority aged 17-24 years as many as 27 people (29.3%). Based on the type of education, the majority of respondents have high school education as many as 32 people (34.8%), the minority with elementary school education as many as 8 people (8.7%). Based on occupation, the majority of respondents have jobs as domestic workers as many as 31 people (33.7%), the minority have civil servants and labor jobs each as many as 3 people (3.3%).

Bivariate Analysis

Based on the results of the study, the factors related to the level of satisfaction of pregnant women in antenatal care services at the Hutabayu Health Center, Simalungun Regency in 2022, can be seen in the following table

Table 2. Distribution of Respondents Based on Characteristics in Working Areas at Hutabayu Public Health Center, Simalungun Regency in 2022

Third Trimester Pregnancy Satisfaction	Factors Associated with the Level of Satisfaction of Pregnant Women with Antenatal Care Services											
	Registration Counter Services		Doctor Services		Nurse Services		Midwife Services		Medical and Non-Medical Facilities Services		Physical Environment Condition	
	N	%	N	%	N	%	N	%	N	%	N	%
Less satisfied	2	2,2	4	4,3	3	3,3	5	5,4	4	4,3	5	5,4
Quite satisfied	17	18,5	10	10,9	12	13,0	17	18,5	24	26,1	12	13,0
Satisfied	30	32,6	42	45,7	26	28,3	35	38,0	32	34,8	34	37,0
Very satisfied	43	46,7	36	39,1	51	55,4	35	38,0	32	34,8	41	44,6
Total	92	100,0	92	100,0	92	100,0	92	100,0	92	100,0	92	100,0

Table 2 it was found that of the 92 respondents the majority had a very satisfied level of satisfaction, the result was that for the Registration Counter Service, the majority had a very satisfied satisfaction level of 43 people (46.7%), and the minority had a less than satisfied satisfaction level of 2 people (2,2 %). The results of statistical tests using the chi-square test obtained a p-value of 0.000 <0.05, meaning that there is a significant relationship between the Relationship between Antenatal Care Registration Counter Services and the Satisfaction of Third Trimester Pregnant Women in the Work Area at the Hutabayu Public Health Center, Simalungun Regency in 2022.

Doctor services, the majority have a Satisfied satisfaction level of 42 people (45.7%), and the Minority has a Dissatisfied Satisfaction level of 4 people (4.3%). The results of statistical tests using the chi-square test obtained a p-value of 0.448 <0.05, which means that there is a significant relationship between the Relationship of Doctor Services in Antenatal Care Services and Satisfaction of Third Trimester Pregnant Women in the Work Area of Hutabayu Public Health Center, Simalungun Regency in 2022.

Nursing services The majority have a satisfaction level of Very Satisfied each of 51 people (55.4%), and the Minority has a satisfaction level of Less Satisfied as many as 3 people (3.3%). The results of statistical tests using the chi-square test obtained a p-value of 0.000 <0.05, which means that there is a significant relationship between the relationship between Nurse Services in Antenatal Care Services and Satisfaction of Third Trimester Pregnant Women in the Work Area at the Hutabayu Health Center, Simalungun Regency in 2022.

Midwife services The majority have a satisfaction level of Satisfied and Very Satisfied as many as 35 people (38.0%), and the Minority has a Satisfaction level of Less Satisfied as many as 5 people (5.4%). The results of statistical tests using the chi-square test obtained a p-value of 0.001 < 0.05,

which means that there is a significant relationship between the relationship between Midwife Services in Antenatal Care Services and Satisfaction of Third Trimester Pregnant Women in the Work Area of Hutabayu Public Health Center, Simalungun Regency in 2022.

Medical and Non-Medical Facility Services The majority have a Satisfied and Very Satisfied satisfaction level of 32 people (34.8%), and the Minority has a Dissatisfied Satisfaction level of 4 people (4.3%). The results of statistical tests using the chi-square test obtained a p-value of $0.001 < 0.05$, meaning that there is a significant relationship between the Relationship between Medical and Non-Medical Facilities Services in Antenatal Care Services and the Satisfaction of Third Trimester Pregnant Women in the Work Area at the Hutabayu Public Health Center, Simalungun Regency. 2022.

The State of the Physical Environment The majority have a satisfaction level of Satisfied and Very Satisfied as many as 41 people (44.6 %), and the Minority has a Satisfaction level of Less Satisfied as many as 5 people (5.4%). The results of statistical tests using the chi-square test obtained a p-value of $0.056 < 0.05$, meaning that there is a significant relationship between the relationship between the physical environment in antenatal care services. With the Satisfaction of Third Trimester Pregnant Women in the Work Area at the Hutabayu Health Center, Simalungun Regency in 2022.

Discussion

Satisfaction is a human who has compared in terms of performance and also the expected results through the level of one's feelings. In another theory written by Wilton, it is stated that satisfaction or dissatisfaction is the result of the final evaluation of the customer response, namely the conformity that has been felt by the customer with the expectation that the performance of the product can be felt after the customer uses it. (Abarca 2021)

Satisfaction is taken from the word (Satisfaction) which means to make or do this word taken from the Latin "Satis" and "Facto". Therefore, it can be concluded that the meaning of this satisfaction is an effort to fulfill or make a fairly good fit. (Abarca 2021). According to Goesth and Davis (2019) quoted by P. Mamesah that service quality is a condition where it is associated with services, people, processes, the environment where the expectations of these consumers can be fulfilled. (Mamesah 2020).

Factors Associated with Level of Satisfaction is the service of a core of performance that is represented by the concept appropriately. All impressions of the organization's inferiority or superiority attached to the services offered are another definition of Service Quality. At this stage we can compare in terms of the customer's perception of the service that was really received and what was obtained on the expected service. (Abarca 2021).

Antenatal care is care provided by health workers from conception to delivery. Care is provided based on the physical, emotional, and social conditions of the mother, partner fetus, and family members. Midwifery care for pregnant women is very necessary to ensure the health of the mother and fetus. Antenatal care is a service to individuals that is preventive in nature to prevent problems that are not good for the mother and fetus. Antenatal care is an individual health effort that pays attention to the accuracy and quality of medical services provided, in order to be able to go through a healthy and safe delivery, the mother's physical and mental readiness is needed, so that the mother is in a state of optimal health status (Ministry of Health, 2010).

Prenatal care or more often Antenatal care is an activity given to mothers before giving birth or during pregnancy. Maintenance of the health of the mother and her womb. Pregnancy care is necessary because although in general pregnancy develops normally and results in the birth of a healthy full-term baby through the birth canal, sometimes it does not go as expected. It is difficult to know beforehand that pregnancy will be a problem (Saifuddin, 2015).

Based on the opinion of Hannah & Krap (1991) quoted by (Rahmawati 2013) that in creating customer satisfaction, the company must be able to meet the needs of each customer. These factors can be divided into 3 parts, namely (1) factors that affect the product of the health service, (2) factors that are related to the services provided in health services, (3) factors based on sales experience, from

a professional perspective, and convenience in the health care process. Of these three factors, this will be done according to the patient related to the health service process.

CONCLUSION

Based on the results of research and discussion, the authors conclude: Registration Counter Service, the majority have a very satisfied satisfaction level of 43 people (46.7%), and the minority have a satisfaction level of 2 people (2.2%) less satisfied. The results of statistical tests using the chi-square test obtained a p-value of $0.000 < 0.05$, meaning that there is a significant relationship between the Relationship between Antenatal Care Registration Counter Services and the Satisfaction of Third Trimester Pregnant Women in the Work Area at the Hutabayu Public Health Center, Simalungun Regency in 2022.

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Medical and Non-Medical Facilities Services The majority have a satisfaction level of Satisfied and Very Satisfied as many as 32 people (34.8%), and the Minority has a Satisfaction level of Unsatisfied as many as 4 people (4.3%). The results of statistical tests using the chi-square test obtained a p-value of $0.001 < 0.05$, meaning that there is a significant relationship between the Relationship between Medical and Non-Medical Facilities Services in Antenatal Care Services and the Satisfaction of Third Trimester Pregnant Women in the Work Area at the Hutabayu Public Health Center, Simalungun Regency. 2022.

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