The Relationship of the Quality Dimensions of Antenatal Care Services with the Satisfaction of Pregnant Women in Trimester III in the Work Area in the Hutabayu Puskesmas, Simalungun Regency in 2022

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Abstract
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).

1. Introduction
Efforts to accelerate the decline in MMR can be carried out by ensuring that every mother is able to access quality maternal health services, such as health services for pregnant women, delivery assistance by trained health workers in health care facilities, postnatal care for mothers and babies, special care and referrals if there is an emergency, complications, easy access to maternity and maternity leave, and family planning services. In the following section, the description of maternal health efforts presented consists of: (1) maternal health services, (2) Tetanus Toxoid immunization services for women of childbearing age and pregnant women, (3) maternal health services, (4) postpartum maternal health services, (5) Puskesmas conducts classes for pregnant women and the Childbirth Planning and Complications Prevention Program (P4K), and (6) contraceptive services.

The obstacles faced in the implementation of health services for pregnant women are not only in terms of access, but also the quality of service that requires improvement including through the fulfillment of all components of health services that must be given at the time of visit. The existence of a Puskesmas should ideally be supported by good accessibility. This is of course related to the geographical aspect and the ease of transportation facilities and infrastructure. In supporting outreach to the community in its working area, the Puskesmas applies the satellite concept by providing a Subsidiary Health Center.

Efforts to improve public health have been carried out by the government so far, namely through the provision of health facilities. It is realized that the health condition of the population is one of the capitals for the success of national development. With a healthy population, development is expected...
to run smoothly. 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.

2. Method

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

a. 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 relationship between the quality dimensions of Antenatal Care Services and the Satisfaction of Third Trimester Pregnant Women in the Work Area at the Bangun Purba Health Center, Deli Serdang Regency in 2022. After processing the data, then the data is analyzed as follows:

a. Univariate Analysis
   Data collection techniques by giving questionnaires to pregnant women to see the level of satisfaction of pregnant women with the satisfaction of pregnant women at the Hutabayu Health Center, Simalungun Regency in 2022.

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.

3. Results and Discussion

The results of the univariate and bivariate analysis of the Relationship between the Quality Dimensions of Antenatal Care Services and the Satisfaction of Third Trimester Pregnant Women in
the Work Area of the Bangun Purba Health Center, Deli Serdang Regency in 2022, can be seen in the table below.

Table 1
Distribution of Respondents Based on Characteristics in Working Areas at Bangun Purba Health Center, Deli Serdang Regency in 2022

<table>
<thead>
<tr>
<th>No</th>
<th>Characteristics</th>
<th>Total</th>
<th>Frekuensi (f)</th>
<th>Persentase (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Age</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. 17-24 Years</td>
<td></td>
<td>43</td>
<td>34.7</td>
</tr>
<tr>
<td></td>
<td>b. 25-34 Years</td>
<td></td>
<td>40</td>
<td>32.3</td>
</tr>
<tr>
<td></td>
<td>c. 35-49 Years</td>
<td></td>
<td>41</td>
<td>33.1</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>124</td>
<td>100.0</td>
</tr>
<tr>
<td>2</td>
<td>Education</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. Primary School</td>
<td></td>
<td>7</td>
<td>5.6</td>
</tr>
<tr>
<td></td>
<td>b. Junior High School</td>
<td></td>
<td>32</td>
<td>25.8</td>
</tr>
<tr>
<td></td>
<td>c. High School</td>
<td></td>
<td>55</td>
<td>44.4</td>
</tr>
<tr>
<td></td>
<td>d. Diploma</td>
<td></td>
<td>12</td>
<td>9.7</td>
</tr>
<tr>
<td></td>
<td>e. Bachelor</td>
<td></td>
<td>9</td>
<td>7.3</td>
</tr>
<tr>
<td></td>
<td>f. Master</td>
<td></td>
<td>9</td>
<td>7.3</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>124</td>
<td>100.0</td>
</tr>
<tr>
<td>3</td>
<td>Work</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. IRT</td>
<td></td>
<td>47</td>
<td>37.9</td>
</tr>
<tr>
<td></td>
<td>b. civil servant</td>
<td></td>
<td>2</td>
<td>1.6</td>
</tr>
<tr>
<td></td>
<td>c. Private Employees</td>
<td></td>
<td>40</td>
<td>32.3</td>
</tr>
<tr>
<td></td>
<td>d. TNI/Polri</td>
<td></td>
<td>2</td>
<td>1.6</td>
</tr>
<tr>
<td></td>
<td>e. Trader</td>
<td></td>
<td>29</td>
<td>23.4</td>
</tr>
<tr>
<td></td>
<td>f. Laborer</td>
<td></td>
<td>3</td>
<td>2.4</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>124</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 1 shows that of the 124 respondents, the majority aged 17-24 years, namely 43 people (34.7%), the minority aged 25-34 years as many as 40 people (32.3%). Based on the type of education, the majority of respondents had high school education as many as 55 people (44.4%), the minority had elementary school education as many as 7 people (5.6%). Based on occupation, the majority of respondents have jobs as household workers as many as 47 people (37.9%), the minority have TNI/Polri jobs each as many as 2 people (1.6%).

3.1 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.
Factors Associated with the Satisfaction Level of Pregnant Women in Antenatal Care Services at the Bangun Purba Health Center, Deli Serdang Regency in 2022.
Table 2. The results showed that of the 92 respondents the majority had a very satisfied level of satisfaction, the results obtained that for the Service Access Dimension, the majority had a Very Satisfied satisfaction level of 74 people (59.7%), and the Minority had a Dissatisfied Satisfaction level of 4 people (3.2%) . 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 Dimensions of Access to Antenatal Care Services and the Satisfaction of Third Trimester Pregnant Women in the Work Area of the Bangun Purba Health Center, Deli Serdang Regency in 2022.

Dimensions of Information, the majority have a Satisfied Satisfaction level of 74 people (59.7%), and the Minority has a Dissatisfied Satisfaction level of 4 people (3.2%). 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 Information Dimension Relationship in Antenatal Care Services and the Satisfaction of Third Trimester Pregnant Women in the Work Area at Bangun Purba Health Center, Deli Serdang Regency in 2022.

Dimensions of Inter-Individual Relationships The majority have a satisfaction level of Very Satisfied each of 73 people (49.3%), and the Minority has a Satisfaction level of Less Satisfied as many as 1 person (0.8%). 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 Dimensions of Inter-Individual Relations in Antenatal Care Services and Satisfaction of Third Trimester Pregnant Women in the Work Area at Bangun Purba Public Health Center, Deli Serdang Regency: 2022.

Dimensions of Comfort Majority has a satisfaction level of Very Satisfied as many as 70 people (56.5%), and Minority has a satisfaction level of Less Satisfied as many as 7 people (4.7%). 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 Dimensions of Comfort in Antenatal Care Services and the Satisfaction of Third Trimester Pregnant Women in the Work Area at Bangun Purba Health Center, Deli Serdang Regency in 2022.

Dimensions of Technical Competence The majority have a satisfaction level of Satisfied and Very Satisfied as many as 56 people (47.5%), and the Minority has a Satisfaction level of Less Satisfied as many as 5 people (4.0%). The results of the statistical test using the chi-square test obtained a p-value of 0.000 <0.05, meaning that there is a significant relationship between the Relationship Dimensions of Technical Competence in Antenatal Care Services and the Satisfaction of Third Trimester Pregnant Women in the Work Area at Bangun Purba Health Center, Deli Serdang Regency. 2022. Efficiency Dimension The majority have a satisfaction level of Satisfied and Very Satisfied as many as 71 people (57.3%), and the Minority has a Satisfaction level of Less Satisfied as many as 5 people (3.8%). The results of statistical tests using the chi-square test obtained a p-value of 0.003 <0.05, meaning that there is no significant relationship between the Dimensional Relationship of Efficiency in Antenatal Care Services. With the Satisfaction of Third Trimester Pregnant Women in the Work Area at Bangun Purba Health Center, Deli Serdang Regency in 2022.

3.2 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.

4. Conclusion

Based on the results of research and discussion, the authors conclude: Dimensions of Service Access, the majority have a very satisfied level of satisfaction as many as 74 people (59.7%), and the minority has a satisfaction level of less than 4 people (3.2%). 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 Dimensions of Access to Antenatal Care Services and the Satisfaction of Third Trimester Pregnant Women in the Work Area of the Bangun Purba Health Center, Deli Serdang Regency in 2022.

The Information Dimension, the majority have a Satisfied level of satisfaction as many as 74 people (59.7%), and the Minority has a Dissatisfied Satisfaction level of 4 people (3.2%). 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 of Information Dimensions in Antenatal Care Services and Satisfaction of Third Trimester Pregnant Women in the Work Area of Bangun Purba Health Center, Deli Serdang Regency in 2022.

Dimensions of Inter-Individual Relations The majority have a Satisfied level of Very Satisfied each of 73 people (49.3%), and the Minority has a Satisfaction level of Less Satisfied as much as 1 person (0.8%). 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 Dimensions of Inter-Individual Relations in Antenatal Care Services and Satisfaction of Third Trimester Pregnant Women in the Work Area at Bangun Purba Public Health Center, Deli Serdang Regency, 2022.

Comfort Dimension The majority have a satisfaction level of Very Satisfied as many as 70 people (56.5%), and the Minority has a satisfaction level of Less Satisfied as many as 7 people (4.7%). 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 Dimensions of Comfort in Antenatal Care Services and the Satisfaction of Third Trimester Pregnant Women in the Work Area at Bangun Purba Health Center, Deli Serdang Regency in 2022.

Dimensions of Technical Competence The majority have a satisfaction level of Satisfied and Very Satisfied as many as 67 people (54%), and the Minority has a Satisfaction level of Less Satisfied as many as 5 people (4%). The results of the statistical test 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 the Dimensions of Technical Competence in Antenatal Care Services and the Satisfaction of
Third Trimester Pregnant Women in the Work Area at the Bangun Purba Health Center, Deli Serdang Regency. 2022.

Efficiency Dimension The majority have a satisfaction level of Satisfied and Very Satisfied as many as 71 people (57.3%), and the Minority has a Satisfaction level of Less Satisfied as many as 5 people (5.6%). The results of statistical tests using the chi-square test obtained a p-value of 0.003 <0.05, meaning that there is no significant relationship between the Dimensions of Efficiency Relationship in Antenatal Care Services and Satisfaction of Third Trimester Pregnant Women in the Work Area at Bangun Purba Public Health Center, Deli Serdang Regency. 2022

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