

ABSTRAK

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Analisis Pengaruh Persepsi Mutu Pelayanan Pemeriksaan Kehamilan terhadap Kepuasan Ibu Hamil di Puskesmas Bula Kabupaten Seram Bagian Timur Tahun 2010

xii + 87 halaman + 24 tabel + 3 gambar + 6 lampiran

Terjadinya penurunan cakupan K1 dan K4 di Puskesmas Bula sejak tahun 2006 sampai 2008 disertai keluhan layanan pemeriksaan ibu hamil. Tujuan penelitian adalah mengetahui persepsi mutu layanan pemeriksaan kehamilan yang meliputi persepsi kemampuan, ketanggapan, keramahan, perhatian, fasilitas terhadap kepuasan oleh ibu hamil.

Jenis penelitian observasional menggunakan pendekatan survei *Cross sectional* melalui wawancara dengan kuesioner tertutup untuk persepsi mutu dan persepsi kepuasan ibu hamil. Jumlah sampel 80 responden dengan kriteria inklusi ibu hamil multipara yang memeriksakan diri ke Puskesmas Bula. Data dianalisis secara deskriptif untuk menggambarkan karakteristik responden, persepsi mutu layanan dan persepsi kepuasan. Analisis inferensial menggunakan *Chi Square* dan regresi logistik.

Pada umumnya responden berpendidikan SMA keatas (77,5%), berpenghasilan tinggi (58,8%), tidak beresiko kehamilan (90%). Dalam persepsi mutu pelayanan sebagian besar responden menjawab bidan kurang mampu (60%), kurang tanggap (71,3%), kurang ramah (93,8%), perhatian (70%) dan fasilitas kurang baik (58,8%). Ada hubungan antara persepsi kemampuan dengan persepsi kepuasan ($p=0,0001$), persepsi ketanggapan ($p=0,001$), persepsi keramahan ($p=0,037$), persepsi perhatian ($p=0,009$), persepsi fasilitas ($p=0,001$) dengan kepuasan. Terdapat pengaruh bersama-sama untuk persepsi fasilitas $Exp(B)=10,79$, persepsi kemampuan $Exp.(B)=8,51$, persepsi perhatian $Exp.(B)= 6,88$ terhadap kepuasan ibu hamil.

Diharapkan pihak manajemen KIA dapat melakukan evaluasi pelaksanaan pelayanan kehamilan, peningkatan keterampilan bidan dalam pelayanan kehamilan dan melengkapi sarana prasarana pelayanan pemeriksaan kehamilan.

Kata kunci : Pelayanan Kehamilan, Mutu pelayanan, Kepuasan, Ibu Hamil

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ABSTRACT

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Analysis on the Influence of Perception of Antenatal Care Service Quality to Pregnant Women's Satisfaction at Bula Primary Healthcare Centers, East Seram

xii + 87 pages + 24 tables + 3 figures + 6 enclosures

The decrease of K1 and K4 coverage in Bula primary healthcare center since 2006 to 2008 was followed by antenatal care service complaint. Objective of the study was to know the perception of antenatal care service quality that included perception on ability, responsiveness, kindness, attentiveness and facility towards pregnant women satisfaction.

This was an observational study using cross sectional approach. Data was collected through interview using closed questionnaire for perception on quality and perception on pregnant women satisfaction. The number of samples was 80 respondents. An inclusion criterion for sample was multiparous pregnant women who visited Bula primary healthcare center for examination. Data were analyzed descriptively to depict respondents' characteristics, perception on service quality and perception on satisfaction. Inferential analysis was performed using chi square test and logistic regression.

In general, study respondents were in high school or higher education background (77.5%), high income (58.8%) and not in high risk pregnancy (90%). In relation to the perception on service quality, most of respondents said that the ability of midwives were low (60%), lack of responsiveness (71.3%), lack of kindness (93.8%), lack of attentiveness (70%) and poor facility (58.8%). There was an association between perception on satisfaction ($p=0.0001$), perception on responsiveness ($p=0.009$), perception on kindness ($p=0.037$), perception on attentiveness ($p=0.009$), perception on facility ($p=0.001$) and satisfaction. There was simultaneous influence of perception on facility (Exp (B) =10.79), perception on ability (Exp (B) = 8.51), perception on attentiveness (Exp (B) = 6.88) towards pregnant women satisfaction.

It is expected that the KIA management is able to do evaluation on antenatal care service implementation, to improve the ability of midwives in implementing antenatal care service and to complete the facilities for antenatal care examination.

Key words : Antenatal care service, service quality, satisfaction, pregnant women.

Bibliography : 49, 1992 - 2010