

## **ABSTRAK**

**Rikhly Faradis Mursyida**

**Analisis Pengaruh Persepsi Kualitas Pelayanan Antenatal Care di Puskesmas Terhadap Kepuasan Ibu Hamil (Studi Kasus di Puskesmas Tanjung Kabupaten Sampang)**

**xiii + 79 halaman + 24 tabel + 3 bagan + 7 lampiran**

AKI di Puskesmas Tanjung tahun 2011 (559/100.000 KH) masih relatif jauh dari target RPJMN tahun 2014 (118/100.000 KH) serta adanya trend penurunan cakupan K1 dan K4 selama 3 tahun terakhir. Pelayanan Antenatal Care belum sesuai harapan dikarenakan masih adanya pernyataan ketidakpuasan ibu hamil tentang kualitas pelayanan (*reliability, responsiveness, assurance, empathy* dan *tangibles*). Penelitian ini bertujuan untuk mengetahui pengaruh persepsi kualitas pelayanan antenatal care terhadap kepuasan ibu hamil di Puskesmas Tanjung.

Jenis penelitian adalah survai analitik dengan pendekatan *cross sectional*, pengumpulan data menggunakan wawancara terstruktur yang terdiri dari kuesioner persepsi kualitas pelayanan ANC dan persepsi kepuasan ibu hamil, jumlah sampel sebanyak 89 pengambilannya dengan teknik *konsekutif sampling*. Analisis data menggunakan *chi-square* untuk menguji hubungan dan regresi logistik untuk menguji pengaruh.

Hasil penelitian menunjukkan persepsi kualitas pada dimensi *reliability* baik 56.2%, *responsiveness* baik 39.3%, *assurance* baik 48.3%, *empathy* baik 42.7% dan *tangibles* baik 56.2%. Persepsi kepuasan ibu hamil puas 50.6%. Hasil analisis hubungan menunjukkan ada hubungan antara persepsi *reliability* ( $p=0.0001$ ), persepsi *responsiveness* ( $p=0.0001$ ), persepsi *assurance* ( $p=0.0001$ ), persepsi *empathy* ( $p=0.0001$ ) dan persepsi *tangibles* ( $p = 0.0001$ ) dengan kepuasan ibu hamil. Secara bersamaan variabel yang berpengaruh adalah *empathy* ( $p=0.0001$ , OR=111.507), *reliability* ( $p=0.008$ , OR=22.466) dan *responsiveness* ( $p=0.008$ , OR=15.074).

Dapat disimpulkan untuk meningkatkan kepuasan ibu hamil maka perlu perbaikan kualitas *empathy, reliability* dan *responsiveness* pada pelayanan ANC. Disarankan kepada Puskesmas Tanjung untuk meningkatkan kualitas kemampuan petugas perlu memperbaiki cara pemeriksaan Hb agar tidak sakit, ketanggapan petugas loket sebaiknya menyediakan kartu nomorurut (antrian), petugas sebaiknya memberikan pelayanan yang ramah dengan komunikasi yang baik.

Kata Kunci : Pelayanan Antenatal Care (ANC), Kualitas, Kepuasan

Kepustakaan : 47, 1988 – 2011

**ABSTRACT**

**Rikhly Faradisy Mursyida**

**Analysis on the Influence of Antenatal Care Service Quality Perception at Primary Healthcare Centers on Pregnant Women Satisfaction (a Case Study in Tanjung Primary Healthcare Center in Sampang Regency)**

**xiii + 79 pages + 24 tables + 3 figures + 7 enclosures**

Maternal mortality rate (AKI) at Tanjung primary healthcare center (puskesmas) in 2011 was 559/100,000 live births. This was still away from the target of RPJMN year of 2014 (118/100,000 live births). Furthermore, coverage of K1 and K4 during the last three years tended to decrease. Antenatal care service did not reach what was expected due to many complaints from pregnant women who were not satisfied with the quality of service (reliability, responsiveness, assurance, empathy and tangibles). The objective of this study was to know the influence of antenatal care service quality perception to the satisfaction of pregnant women in Tanjung puskesmas.

This was an analytical survey using cross sectional approach. Data were collected through structured interview using antenatal care (ANC) service quality questionnaire and pregnant women satisfaction perception questionnaire. The number of study samples was 89 people; they were selected using consecutive sampling technique. A Chi-square test for testing association and logistic regression method were applied in the data analysis.

Results of the study showed that perception on quality in the reliability dimension was good (56.2%), perception on the responsiveness was good (39.3%), perception on the empathy was good (42.7%), and perception on tangible was good (56.2%). About a half of pregnant women (50.6%) were satisfied. Results of an association analysis showed that there was an association between perception on reliability ( $p= 0.0001$ ), perception on responsiveness ( $p= 0.0001$ ), perception on assurance ( $p= 0.0001$ ), perception on empathy ( $p= 0.0001$ ), perception on tangibles ( $p= 0.0001$ ) and pregnant women satisfaction. Jointly, variables affecting pregnant women satisfaction were empathy ( $p= 0.0001$ , OR= 111.507), reliability ( $p= 0.008$ , OR= 22.466), and responsiveness ( $p= 0.008$ , OR= 15.074)

In conclusion, improvement of the quality of empathy, reliability, and responsiveness on the antenatal care service will improve pregnant women satisfaction. Suggestions for Tanjung puskesmas are to improve the quality of worker's skills on Hemoglobin examination. Responsiveness of front desk staffs of puskesmas should be improved; Ticket queuing number should be provided. Puskesmas workers should be more polite and kindly when giving the services.

Key words : Antenatal care (ANC), quality, satisfaction

Bibliography : 47, 1988-2011