

ABSTRACT

DESCRIPTION OF THE QUALITY OF ANTENATAL CARE SERVICES ON THE SATISFACTION OF PREGNANT WOMEN PARTICIPATING IN BPJS AT THE KEDATON HEALTH CENTER BANDAR LAMPUNG CITY

By

AULIA GHINA SABILLA

Background: The coverage of antenatal care (ANC) in Bandar Lampung City has increased during 2013-2021. Even though ANC coverage has increased, Bandar Lampung City ranks third in Lampung Province with the highest number of maternal deaths. The high results of ANC coverage quantitatively are directly proportional to the high number of maternal deaths, this shows that the quality of ANC is still low in Bandar Lampung City. Service quality affects patient satisfaction. The purpose of this study was to describe the quality of antenatal care services on the satisfaction of pregnant women participating in BPJS at the Kedaton Health Center, Bandar Lampung City.

Methods: This type of research is quantitative using a descriptive observational research design with a total of 38 pregnant women participating in BPJS at the Kedaton Health Center, Bandar Lampung City. The data analysis technique used a Likert scale and was processed using a scoring system and analyzed univariately.

Results: Most of the respondents, as much as 66.3% said they were satisfied and 31.6% said they were very satisfied with ANC services at the Kedaton Health Center in Bandar Lampung city. On the reliability dimension, 67.9% said the service quality was good and 31.1% said it was very good. Responsiveness dimension 67.9% of respondents said the service quality was good and 30.5% said it was very good. The assurance dimension 59.5% said the service quality was good and 40.5% said it was very good, the empathy dimension 60% said the service quality was good and 40% said the service quality was very good, the tangible dimension 80% said the service quality was good and 17.9% said very good.

Conclusion: Most of the pregnant women at the Kedaton Health Center were satisfied and said the service quality was good. Public Health Center is expected to be able to improve ANC services so that the satisfaction of pregnant women can continue to increase.

Keywords: quality of service; ANC; satisfaction; pregnant women; BPJS

ABSTRAK

GAMBARAN MUTU PELAYANAN ANTENATAL CARE TERHADAP KEPUASAN IBU HAMIL PESERTA BPJS DI PUSKESMAS KEDATON KOTA BANDAR LAMPUNG

Oleh

AULIA GHINA SABILLA

Latar Belakang: Cakupan pelayanan *antenatal care* (ANC) di kota Bandar Lampung mengalami peningkatan selama tahun 2013-2021. Meskipun cakupan ANC mengalami peningkatan, kota Bandar Lampung menempati ranking ketiga kabupaten/kota di Provinsi Lampung yang memiliki jumlah kematian ibu terbanyak. Tingginya hasil cakupan ANC secara kuantitatif berbanding lurus dengan tingginya jumlah kematian ibu, hal ini menunjukkan bahwa masih rendahnya kualitas ANC di kota Bandar Lampung. Kualitas pelayanan mempengaruhi terhadap kepuasan pasien. Tujuan dari penelitian ini untuk mengetahui gambaran mutu pelayanan *antenatal care* terhadap kepuasan ibu hamil peserta BPJS di Puskesmas Kedaton Kota Bandar Lampung.

Metode Penelitian: Jenis penelitian ini adalah kuantitatif dengan menggunakan desain penelitian deskriptif observasional dengan jumlah responden sebanyak 38 orang ibu hamil peserta BPJS di Puskesmas Kedaton Kota Bandar Lampung. Teknik analisis data menggunakan skala *Likert* dan diolah dengan sistem skoring serta dianalisis secara univariat.

Hasil Penelitian: Sebagian besar responden, sebanyak 66,3% mengatakan puas dan 31,6% mengatakan sangat puas terhadap pelayanan ANC di Puskesmas Kedaton kota Bandar Lampung. Pada Dimensi *reliability* 67,9% mengatakan mutu pelayanan baik dan 31,1% mengatakan sangat baik. Dimensi *responsiveness* 67,9% responden mengatakan mutu pelayanan baik dan 30,5% mengatakan sangat baik. Dimensi *assurance* 59,5% mengatakan mutu pelayanan baik dan 40,5% mengatakan sangat baik, dimensi *empathy* 60% mengatakan mutu pelayanan baik dan 40% mengatakan mutu pelayanan sangat baik, dimensi *tangible* 80% mengatakan mutu pelayanan baik dan 17,9% mengatakan sangat baik.

Kesimpulan: Sebagian besar ibu hamil di Puskesmas Kedaton merasa puas dan menyatakan mutu pelayanan baik. Puskesmas diharapkan dapat meningkatkan pelayanan ANC supaya kepuasan ibu hamil dapat terus meningkat.

Kata Kunci: mutu pelayanan; ANC; kepuasan; ibu hamil; BPJS