

Effect of KIA Service Quality on Satisfaction of Women Giving Birth Normally at the Regional General Hospital of Aceh Tamiang Regency in 2016

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Abstract:- Objectives of the Millennium Development Goals (MDGs) 5 is to improve maternal health where the main indicator is the decline in maternal mortality and your proxy indicator is the increase of births attended by skilled health personnel but still failed. Based on the Health Profile of Aceh Tamiang (2015) deliveries by health workers in Aceh has not met the target of a strategic plan in 2015 because there are still many people who gave birth to the non-health workers for satisfaction in the services provided and based on a survey, many patients are not satisfied with the services provided in the delivery room.

➤ *The Objectives of The Study*

- The objective of the research was to find out the influence of KIA service quality on normal childbirth women at RSUD of Aceh Tamiang Regency, in 2016.

➤ *Materials And Method*

The research used an analytic method with cross sectional design. The samples were 45 respondents, taken by using accidental sampling technique. The data were analyzed by using univariate analysis, bivariate analysis with chi square test, and multivariate analysis with multiple logistic regression analysis at $\alpha = 0.05$.

➤ *Result*

The result of the research showed that the variables which had significant correlation with childbirth women were tangibles ($p=0.020$) reliability ($p=0.034$), assurance ($p=0.001$), personal empathy ($p=0.007$), and counseling ($p=0.002$), while the variable which did not have any correlation with childbirth women was responsiveness ($p=0.057$).

➤ *Conclusion*

The result of multivariate analysis showed that the variable which had the most dominant influence on patient satisfaction was tangibles.

I. INTRODUCTION

Efforts made by the government to reduce maternal mortality, among others, are to provide maternity insurance. This Maternity Insurance is used to facilitate access for pregnant women, maternity women and post-partum women who live in areas that are far / remote to health facilities. The community will get financing guarantees for delivery services which include antenatal care, childbirth assistance, postpartum services including Family Planning services after childbirth and neonatal services conducted by health workers in health facilities (Permenkes, 2011).

In 2007, the maternal mortality rate in Indonesia had reached 228 per 100,000 live births. Meanwhile, the Indonesian Demographic and Health Survey (IDHS) in 2012 showed that Indonesia failed to reach the maternal mortality target and actually experienced an increase in maternal mortality (which is associated with pregnancy, childbirth and postpartum) to 359 per 100,000 live births (IDHS, 2012) .

The results of a preliminary survey conducted by researchers at the Regional General Hospital of Aceh Tamiang, conducted in the delivery room through interviews with 10 maternity women, indicated that 7 women were dissatisfied with the services provided by health workers in the delivery room. For example, deep examination in maternity women is not in accordance with procedures, examination and counseling for mothers is still lacking, some health workers are less friendly in providing services, the room still feels hot, the smell of the room is less pleasant, and patient privacy is not respected because each bed does not have a closing curtain.

The problem in this study is whether there is an effect of KIA service quality on women giving birth normally at the Regional General Hospital of Aceh Tamiang Regency. The objective of the present study is to analyze the effect of KIA service quality on the satisfaction of women giving birth normally at the Regional General Hospital of Aceh Tamiang Regency.

II. METHOD

This research is an analytical study that uses Cross-Sectional design, where measurements or observations are made simultaneously for data on independent variables and dependent variables using a quantitative method.

The population in this study is all women with normal labor who gave birth in the delivery room of the Regional General Hospital of Aceh Tamiang. From the results of the calculation, 45 maternity women were obtained to form a sample. The accidental sampling technique was used for sampling in this study.

The primary data collection method was carried out by administering a questionnaire to determine the quality of health services. Secondary data are data collected from maternity women's registration books in the delivery room at the Regional Hospital of Aceh Tamiang Regency. Data analysis consisted of univariate and bivariate analysis using the chi-square test, and multivariate analysis using multivariable logistic regression.

Characteristics of Maternity Women	n	%
Age		
< 20 years	4	8.9
20 – 35 years	33	73.3
> 35 years	8	17.8
Education		
High	21	46.7
Low	24	53.3
Employment		
Employed	14	31.1
Unemployed	31	68.9
Income		
High	16	35.6
Low	29	64.4

Table 1:- Distribution of respondents' characteristics at the Regional General Hospital of Aceh Tamiang Regency

Respondents, in Table 1, who were the subjects in this study, were women who gave birth normally at the Regional General Hospital of Aceh Tamiang Regency. The respondents' identities are as follows: age, education, employment, and income. The results of the study showed that respondents aged 20-35 years were 73.3%; respondents with low education were 53.3%; respondents who did not work were 68.9%; low income respondents are 64.4%.

Variable		Patient Satisfaction				p-value	RP CI 95%
		Not Satisfied		Satisfied			
		n	%	n	%		
Direct Evidence	Poor	17	85.0	3	15.0	0.020	1.635 [1.075-2.486]
	Good	13	52.0	12	48.0		
Responsiveness	Poor	19	79.2	5	20.8	0.057	1.511 [0.957-2.386]
	Good	11	52.4	10	47.6		
Reliability	Poor	20	80.0	5	20.0	0.034	1.600 [0.990-2.586]
	Good	10	50.0	10	50.0		
Assurance	Poor	21	91.3	2	8.7	< 0.001	2.232 [1.330-3.746]
	Good	9	40.9	13	59.1		
Personal Attention	Poor	24	80.0	6	20.0	0.007	2.000 [1.049-3.812]
	Good	6	40.0	9	60.0		
Counseling	Poor	21	87.5	3	12.5	0.002	2.042 [1.218-3.422]
	Good	9	42.9	12	57.1		

Table 2:- Relationship of service quality with satisfaction of women giving birth at the Regional Hospital of Aceh Tamiang Regency

Table 2 shows the results of the study regarding the relationship of direct evidence to patient satisfaction using the chi-square test. In fact, there is a relationship of direct evidence to patient satisfaction with $p\text{-value} < 0.05$, $RP = 1.635$. This indicates that respondents with direct evidence are less risky will experience dissatisfaction of 1,635 compared to respondents with direct evidence is good.

The results of the study regarding the relationship of responsiveness to patient satisfaction using the chi-square test showed that there was no relationship between responsiveness and patient satisfaction with $p\text{-value} > 0.05$.

The results of the study regarding the relationship of reliability with patient satisfaction using the chi-square test showed that there was a relationship between reliability and satisfaction of patients with $p\text{-value} < 0.05$, $RP = 1,600$. This shows that respondents with less risk reliability will experience dissatisfaction of 1,600 compared to respondents who get good reliability.

The results of the study of the assurance relationship with patient satisfaction using the chi-square test indicate that there is a relationship between assurance and patient satisfaction with $p\text{-value} < 0.05$, $RP = 2.232$. This shows that respondents with assurance are less risky will experience dissatisfaction of 2,232 compared to respondents who get good assurance.

The results of the study regarding the relationship of personal attention to patient satisfaction using the chi-square test showed that there was a relationship between personal attention and patient satisfaction with $p\text{-value} < 0.05$, $RP = 2,000$. This shows that respondents with personal attention are less risky will experience dissatisfaction of 2,000 compared to respondents who get good personal attention.

The results of the study regarding the relationship of counseling with patient satisfaction using the chi-square test showed that there was a relationship of counseling with patient satisfaction with $p\text{-value} < 0.05$, $RP = 2.042$. This shows that respondents with counseling are less risky, will experience dissatisfaction of 2,042 compared to respondents who get good counseling.

Variable	B	P-value	Exp. (B)	95% CI
Direct Evidence	3.231	0.015	25.301	1.852-345.550
Responsiveness	2.782	0.028	16.144	1.361-191.528
Assurance	3.178	0.007	24.006	2.405-239.656
Constant	-3.026			

Table 3:- The Results of Multivariable Logistic Regression Analysis between Independent Variables and Variables Dependent in Regional General Hospital of Aceh Tamiang Regency

Table 3 shows the final results of the analysis by multivariable logistic regression for direct evidence, responsiveness and assurance which all have $p\text{-values} < 0.05$, which means that these variables are retained. So the three variables have an influence on patient satisfaction. Overall the variable that have the strongest influence on patient satisfaction is variable direct evidence with value of Exp. B = 25,301, which is the largest number.

III. RESULTS AND DISCUSSION

Effect of direct evidence on satisfaction of women giving birth at the Regional General Hospital of Aceh Tamiang Regency

Based on the results of research conducted on maternity women at the Regional General Hospital of Aceh Tamiang Regency, it appears that the variable direct evidence belongs to the category of good. This shows that patient satisfaction is good with facilities available in the delivery room. Based on multivariate analysis with multivariable logistic regression, it appears that the variable direct evidence has a significant effect on patient satisfaction.

The ability of a hospital to prove its existence to an external party can be perceived by the patient in the form of physical appearance, namely an inpatient room that is neat, comfortable and clean and a neat bed; complete medical equipment such as a stethoscope, tension meter, syringe, thermometer, tweezers and scissors; and the appearance of a clean and tidy nurse. The results of the stimulus on the patient's senses for the service received will be perceived so that later they will be able to assess the quality of service. If what they expect is in accordance with the reality they get, then it will be able to provide satisfaction to patients with physical evidence (Asmuji, 2013).

A study of Hermanto (2015) shows that there is a positive and significant effect of the dimensions of tangibles (direct evidence) on patient / customer satisfaction is one of direct evidences, namely convenience in the service room and waiting room. Physical evidence is clearly visible if it is in accordance with its application in providing services to patients and related to customer satisfaction with services received. That is, physical evidence in service quality is very important to improve patient satisfaction with services

received. Effect of Responsiveness on the Satisfaction of Maternity Women at the Regional General Hospital of Aceh Tamiang Regency.

Based on the results of research conducted on maternity women at the Regional General Hospital of Aceh Tamiang Regency, it appears that responsiveness belongs to the category of poor. This shows that the satisfaction of patients is lacking with quick action and giving clear information about care in the delivery care service provided by the midwife. Patients also pay less attention to and ignore these conditions because, for example, patient education is low so they do not understand the procedures that midwives should follow.

Based on multivariate analysis with multivariable logistic regression it was proven that variable responsiveness had an influence on patient satisfaction.

Responsiveness has a positive influence on customer satisfaction. The better the consumer's perception of the responsiveness of the company, the higher the consumer's satisfaction. And if consumers' perceptions of responsiveness are poor, their satisfaction will also be lower (Nurhaida, 2015). Effect of reliability on the Satisfaction of Maternity Women at the Regional General Hospital of Aceh Tamiang Regency

Based on the results of research conducted on maternity women at the Regional General Hospital of Aceh Tamiang Regency, it is clear that reliability belongs to the category of poor. This shows that the satisfaction of the patients is lacking with the ability of the midwife to provide delivery care services in accordance with what was promised immediately, accurately and satisfactorily. Based on multivariate analysis using multivariable logistic regression, it appears that the variable reliability does not have an influence on patient satisfaction.

This is supported by the opinion of Hermanto (2010) which explains the existence of a significant relationship of perceived quality of reliability of midwifery services and patient satisfaction. The worse the quality of reliability of midwifery services perceived by respondents, the greater the dissatisfaction of respondents with midwifery services. Effect of Assurance on Satisfaction of Maternity Women at the Regional Hospital of Aceh Tamiang Regency

Based on the results of research conducted on maternity women at the Regional General Hospital of Aceh Tamiang Regency, it is clear that assurance belongs to the poor category. This shows that satisfaction of patients is still lacking with the knowledge of midwives in providing maternity care services. Based on multivariate analysis using multivariable logistic regression, it was found that the variable assurance affected patient satisfaction.

This result is supported by the opinion of Masye (2013) that this shows that there is a relationship between the assurance assessment and patient satisfaction. Knowledge, attitude, and ability of hospital staff to increase self-confidence in patients are very important. In addition, doctors, nurses, and other medical teams must be educated and able to serve patients, maintain patient confidentiality, and increase patient trust and assist in the patient's recovery process. The results of the stimulus to the patient's senses for services provided to women giving birth at the Tamiang Regency Regional General Hospital in Aceh showed that personal attention still belonged to the category of poor. This shows that patient satisfaction is still lacking with the attention given by midwives and midwives can actually fulfill the needs of and respond to complaints of maternity women. Based on multivariate analysis using multivariable logistic regression, it appears clearly that the variable personal attention has no effect on patient satisfaction.

The results of a study conducted by Lutfiah (2007) show that there is a significant relationship between empathy and patient satisfaction. In this dimension of empathy, giving enough time for the patient's family to consult, and providing services to all regardless of social status is a top priority that can lead to satisfaction in patients. Effect of Counseling on the Satisfaction of Maternity Women at the Regional General Hospital of Aceh Tamiang Regency

Based on the results of a study conducted on maternity at the Regional General Hospital of Aceh Tamiang Regency, it seems clear that counseling belongs to the category of poor. This shows that patient satisfaction is still lacking with the ability of midwives to provide birth care guidance as expected. Based on multivariate analysis using multivariable logistic regression, it appears that the variable counseling have no effect on patient satisfaction.

Patients will undergo counseling from health workers because of their desire to recover and be free of disease. Thus, the quality of health workers is expected to be more efficient for patients so that the satisfaction and utilization of health services by participants increases (Yayat, 2002).

Thought in general states that giving good counseling should lead to satisfaction for participants because they feel heard and cared for. The indicator of the success of counseling is if the patient has made a decision. If the patient has not made a decision, the evaluation must be carried out on the counseling process from the patient and midwife side, both pre-service and post-service (BKKBN, 2003).

IV. CONCLUSIONS AND SUGGESTIONS

Based on the analysis and discussion of the study, conclusions can be drawn about the effect of KIA service quality on the satisfaction of women with normal labor as follows: Variables that have a significant relationship with satisfaction of maternity women are direct evidence, reliability, assurance, personal attention, and counseling. A variable that does not have a significant relationship with the satisfaction of maternity women is responsiveness. After a multivariable logistic regression test was carried out, direct evidence was a variable that had the most dominant effect in Aceh Tamiang Regency General Hospital on satisfaction of patients because the value of Exp. (B) for this variable was the largest.

It is hoped that midwives in the delivery room of the Regional General Hospital of Aceh Tamiang Regency will be more active in improving services. This, among other things, is indicated by checking the body temperature of the maternal woman every hour for 2 hours postpartum so that if the infection occurs it can be known immediately and treatment can be done quickly. The midwife should inform about how to properly care and use of medicine so that there is no mistake in the rules of drug use. Midwives teach about the position in breastfeeding so that in the right position the inner bond between mother and child is tighter so that milk is given more smoothly. The hospital is expected to review the quality of services provided by hospital staff so that satisfaction of patients is achieved in receiving services.

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