



Factors Influencing Patient Satisfaction in the KIA Unit

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The quality of midwifery services has three main components: patient care, technical quality, and customer quality. Service quality refers to non-healthcare aspects of care and reflects the patient's experience with the healthcare system, including the relationship between the client and the provider and the standard of facilities. Service satisfaction is now a usual way to check how good healthcare is. This study looked at how midwifery services at the Jeruk Community Health Center in Pacitan Regency affected how satisfied patients were. The study used a cross-sectional method to look at the data. It took place at the Jeruk Community Health Center in Pacitan Regency in January 2024. A total of 125 people got a 3-month injection. From these, 54 were chosen as participants through simple random sampling. Information was collected using a questionnaire. The data was analyzed using a chi-square test. The results showed Midwifery services on patient satisfaction are an indicator of the Community Health Center's success in providing services. Therefore, the performance of both health workers and other supporting staff needs to be maintained and further improved to improve health services at the Jeruk Community Health Center in Pacitan Regency.

Keywords: *Quality, Service, Midwifery, Satisfaction, Patient.*

INTRODUCTION

Midwives are at the forefront of building prosperous families from a health and other empowerment perspective, and occupy a strategic position in helping Indonesian families guide children and adolescents to achieve optimal growth and development, striving to build themselves and the nation. Midwifery care plays a vital role in providing quality care for mothers and babies. Experience in several developed and developing countries shows that the performance of licensed, trained midwives who work effectively with other health professionals has been linked to rapid and sustained reductions in maternal and infant mortality rates, along with improvements in the quality of midwifery care. Service quality is a central point for service companies because it influences customer satisfaction. Customers will be satisfied if they receive the best quality service. Companies can win the competition when they can create value and satisfy customers by providing quality products and services. Quality health care can increase patient satisfaction with the services provided. Furthermore, patient satisfaction can be used as a benchmark for the success of a health facility's service quality. Patient satisfaction is achieved when what is received exceeds expectations (Baan et al., 2020).

Service quality depends on three things: systems, technology, and people. The dimensions of service quality are the ability to deliver services as promised and accurately (reliability), the willingness to help customers and provide prompt service (responsiveness), the knowledge and courtesy of staff to instill trust and confidence in customers (assurance), caring and specific attention to customers (empathy), and the appearance of physical facilities, equipment, staff, and communication materials (tangibles) (Layli, 2022). Patient dissatisfaction with the services provided can lead to patients going to other health facilities or even seeking medical care from non-health professionals, such as traditional healers. This is an indirect cause of high maternal mortality rates. Patients dissatisfied with the services they receive often seek medical care from traditional healers, which can lead to complications due to undetected high-risk conditions (Khoeriah et al., 2021).

Differences in the quality of care for pregnant women in low- and middle-income countries are influenced by the level of education of midwives. Midwives with a high level of education, meeting ICM standards, provide high-quality midwifery care, reducing maternal mortality by 41%, neonatal mortality by 39%, and childbirth by 26%. Midwives who lack adequate midwifery competency will be unable to provide high-quality care (Anderson et al., 2023). According to research in Kudus Regency, there are differences in the quality of services provided by midwives at community health centers and independent midwives in terms of empathy and responsiveness. Most mothers giving birth were satisfied with the responsiveness of midwives at community health centers (75.9%) compared to the responsiveness of midwives at independent

midwives (24.1%), and respondents' satisfaction with midwives' empathy during childbirth was higher for services at community health centers, with a percentage of 75.2%, compared to independent midwives, which only reached 24.8% (Solichati et al., 2024). Jeruk Community Health Center provides health services in Bandar District, Pacitan Regency. In 2022, the KIA section of Jeruk Community Health Center was 1,482 patient visits, with an average of 130 to 140 visits per month. The number of visits is too small compared to the target number of pregnant women in 2022, which is 229. It is estimated that 50% of pregnant women come for check-ups at the community health center.

Patient satisfaction is an assessment of the quality of healthcare services received by patients. Patients are satisfied if the performance of the healthcare services they receive matches or exceeds their expectations. Healthcare quality is an indicator of the level of excellence in healthcare services in generating patient satisfaction. Five dimensions of healthcare quality assessment are reliability, responsiveness, assurance, empathy, and tangibility. The interaction of these factors will influence a person's satisfaction with the services received. These factors can be seen from the patient's sociodemographic perspective, social status, economic level, educational background, culture, and age (Rochma et al., 2024). In assessing the quality of service, patients at community health centers often compare their personal experiences, both regarding the place and time they have experienced, with the current situation based on the reality they feel.

The results of research (Suhendri et al., 2025) indicate that Reliability, Responsiveness, Assurance, Empathy, and Tangibles influence patient satisfaction. Reliability is related to the ability to provide accurate services from the first time without making errors in delivering services according to the agreed time. The more reliable health workers provide health services to patients, the more patient satisfaction will increase. Responsiveness is the ability of officers to help and provide appropriate services to patients, convey clear information, and not keep patients waiting so as to cause a positive perception of service quality. Patient satisfaction is related to assurance, where assurance includes knowledge, politeness, and trustworthiness of health workers, free from danger, risk, or doubt. Assurance is one of the activities to maintain certainty or guarantee the condition of what is guaranteed, or indications that create a sense of trust. High empathy of health workers towards the complaints, needs, and desires of patients, not being picky in providing services to all patients, will be followed by high satisfaction also with the health workers' services. Tangibles relate to patient satisfaction, including the availability of sophisticated equipment, a safe and comfortable environment in healthcare facilities, the appearance of doctors and nurses during patient visits, and adequate parking. This study aims to analyze the effect of midwifery service quality on patient satisfaction in the KIA (Motherhood and Child Health) Unit of Jeruk Community Health Center, Pacitan Regency. The results of this study can provide input for healthcare workers to continuously improve the quality of services in healthcare facilities.

METHODOLOGY

This study utilizes a Cross Sectional. This study considers the quality of midwifery services as the independent variable, while patient satisfaction is the dependent variable. The study population was all patients with KIA at Jeruk Community Health Center, Pacitan Regency with an average number of visits per month of 125 people. The determination used the Slovin formula and obtained 54 people, with a simple random sampling strategy. Inclusion criteria included mothers who came for check-ups at the KIA clinic, mothers who were willing to be respondents, and mothers who did not have any medical complications and did not require special care. Exclusion criteria included mothers with medical complications who needed to be referred to a hospital. This study was conducted in the Maternal and Child Health Room at the Jeruk Community Health Center, Pacitan Regency. Data collection was conducted through interviews using questionnaires that had been tested for validity and consistency. The results of the validity and reliability tests obtained a corrected item value for each question item $>$ from the R table (0.632), which means valid, while Cronbach's alpha (0.962) $>$ from the R table (0.632), which means reliable. The data was processed through a process that included editing, coding, scoring, and classification, then analyzed using the chi-square test and logistic regression.

FINDINGS AND DISCUSSION

Referring to Table 1, it can be seen that almost half of the respondents (55.6%) were aged 21-40 years, while respondents aged 41 years and above accounted for 35.2% of the total respondents, and respondents aged 20 years and above accounted for 9.3% of the total respondents. Almost half of the respondents have a junior high school education, namely 40 respondents (74.1%). While those with high school and college education are 6 respondents (11.1%), and those with elementary school education are 2 respondents (3.7%). Almost half of the respondents are employed, specifically 39 respondents (72.2%), and the remaining 15 respondents (27.8%) are unemployed. Majority quality of midwifery services in the KIA Room of Jeruk Health Center is good namely 37 respondents (67.3%), and a small portion is of not good quality namely 17 respondents (30.9%). Most respondents had 1-3 visits to the KIA polyclinic, amounting to 29 (53.7%), and a small proportion had ≥ 4 visits, amounting to 25 (46.3%). Most of the respondents Most of the respondents are satisfied with the KIA services at Jeruk Health Center, namely 34 respondents (67.3%), and a small portion is unsatisfied, namely 20 respondents (36.4%).

Table 1. Univariate Analysis

No	Variable	f	%
1	Age (years)		
	< 20	5	9,3
	20-40	30	55,6
	> 41	19	35,2
2	Education		
	Elementary School	2	3,7
	Junior High School	40	74,1
	High School	6	11,1
	University	6	11,1
3	Occupation		
	Yes	39	72,2
	No	15	27,8
4	Midwifery Service Quality		
	Good	37	67,3
	Not good	17	30,9
5	Visits		
	1-3	30	55,6
	≥ 4	24	44,4
6	Patient Satisfaction		
	Satisfied	34	61,8
	Unsatisfied	20	36,4

Referring to Table 2, it was found that respondents who received good quality midwifery services were mostly satisfied with midwife services at the health center (75.7%), and a small number were unsatisfied with midwife services (24.3%). Respondents who received not good quality midwifery services were mostly unsatisfied with the services of the midwives (64.7%), and a small portion were satisfied (35.3%). The chi-square statistical test shows that the quality of midwifery services has a significant effect on patient satisfaction at the Jeruk Community Health Center, Pacitan Regency, with a P value of 0.007. Respondents who visited the KIA clinic 1-3 times were mostly unsatisfied with the midwife's services (54,8%), and a small number were satisfied (45,2%). Respondents who visited ≥ 4 times were mostly satisfied (87%), and a small number were unsatisfied (13%). Referring to the chi-square test, there is a significant effect between KIA visits and patient satisfaction at the Jeruk Community Health Center, Pacitan Regency, indicated by a P value of 0.001.

Table 2. Bivariate Analysis of The Influence of Midwifery Service Quality on Patient Satisfaction in The KIA Unit of Jeruk Community Health Center, Pacitan Regency

Variable	Patient Satisfaction				Total		<i>P-Value</i>
	Satisfied		Unsatisfied				
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	
Midwifery Service Quality							
Good	28	75,7	9	24,3	37	100	0,007
Not Good	6	35,3	11	64,7	17	100	
Visit							
1-3	13	43,3	17	56,7	30	100	0,001
≥4	21	87,5	3	12,5	24	100	

Table 3 shows the results of a multivariate test using logistic regression, which indicates that the factor associated with satisfaction is patient visits (p-value = 0.031). The R-square value of 0.294 means that 29.4% of patient satisfaction is influenced by the quality of visits and services, while 71.6% is influenced by other factors.

Table 3. Multivariate Analysis

Variable	B	P Value
Midwifery Service Quality		
Good		
Not Good	0,760	0,313
Visit		
1-3	1,792	0,031
≥4		

Quality healthcare services are provided by competent healthcare workers who adhere to a philosophy, are based on ethics and a code of conduct, and are supported by adequate facilities and infrastructure. The quality of midwives includes their ability to provide services, their responsiveness to providing good service, their politeness in examinations, and their attention to the individual (Kurniati, 2020). This factor causes patients to compare the performance of midwives at community health centers with midwives at other health care facilities. Pregnant women must be satisfied; if they are unsatisfied, they will not come for check-ups, which can delay early detection of complications in pregnancy. Quality midwifery services determine whether a mother will return for check-ups with the midwife and play a crucial role in reducing maternal and infant mortality rates. Through professional and quality services,

pregnant women receive education on how to maintain their health, as well as increased awareness and knowledge of the potential risks or complications of pregnancy, thus achieving optimal health during labor and postpartum. Research (Indrayani & Sari, 2020) These findings indicate a significant relationship between service quality, which includes tangible aspects, reliability, responsiveness, assurance, and empathy, and the level of antenatal care coverage.

Satisfaction is an attitude based on the patient's perception of quality. Patient satisfaction depends on the performance of the service offered in relation to their expectations (Apriana et al., 2024). Quality service based on reliability, responsiveness, assurance, empathy, and tangibles is related to patient satisfaction (Iryadi, 2020). Reliability of healthcare workers includes appropriate examination, treatment, and care services, accurate service schedules, and uncomplicated service procedures. Responsiveness includes the ability of doctors, midwives, and nurses to respond promptly to patient complaints, providing clear and understandable information, and responding quickly when needed. Assurance includes knowledge and ability to establish a diagnosis, medical/paramedical skills, polite and friendly service, security assurance, and trust in social status. Empathy includes providing special attention, concern for patient complaints, and providing service to all patients regardless of status. Tangibles include cleanliness, tidiness, and comfort of the room, interior and exterior design, completeness, and the appearance of staff (Azizah & Vitiasaridessy, 2022).

The findings of this study are consistent with research (Mariah et al., 2021) which reveals a relationship between the services provided and the satisfaction of inpatients in the obstetrics unit. Research (Ulfa et al., 2024) Proving that there is a significant relationship between postpartum midwifery services and maternal satisfaction at the Kelayan Timur Community Health Center. Respondent satisfaction levels were influenced by various factors, such as staff etiquette toward patients, a clean and adequate waiting room, education for pregnant women, waiting times, and the availability of medications and laboratory tests. The health center also implemented a system for routine maternal and infant health monitoring, prompt treatment of complications, and emotional and educational support for mothers. Research in Cebu Hospital (Jr et al., 2024), a general hospital in Jordan (Aladwan et al., 2024), and Natar Medika Hospital (Hairudin & Oktaria, 2024) shows that service quality based on the dimensions of reliability, assurance, tangibles, empathy, and responsiveness has a significant influence on patient satisfaction. The higher the patient's expectations and perceptions of healthcare services, the lower the patient's satisfaction, so healthcare workers must continuously improve the quality of service to be able to meet patient needs. Research by (Aljarallah et al., 2023) found that satisfaction assessments, based on general satisfaction, technical quality, interpersonal quality, communication, financial quality, time spent with the doctor, accessibility, and convenience, are related to patient sociodemographic factors. Financial quality is the

highest-ranking satisfaction factor. Research by (Jumaidi, 2025) and (Maarif et al., 2023) found a positive relationship and strong correlation between service quality and patient satisfaction. The higher the service quality, the higher the patient satisfaction, and vice versa, the lower the service quality, the lower the patient satisfaction.

CONCLUSION

Statistical tests conducted by researchers showed that the quality of obstetric services and patient visits significantly influenced patient satisfaction at the Jeruk Community Health Center in Pacitan Regency. Midwives are expected to continuously improve their performance competency and education to provide well-standardized obstetric services, and the Community Health Center, as the primary service provider, is expected to continue to provide comfortable facilities for comprehensive health check-ups for mothers and their babies.

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