

THE EFFECT OF OXYTOCIN MASSAGE ON THE SATISFACTION LEVEL OF MIDWIFERY CARE SERVICES FOR POSTPARTUM MOTHERS AT PMB BADARIAH, BATUBARA REGENCY IN 2022

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ABSTRACT

Background: The World Health Organization (WHO), American Academy of Family Physicians (AAFP) Pediatrician Association recommend exclusive breastfeeding for 6 months and continued for up to 2 years. Breastfeeding to babies is the best way of giving food. This is because breast milk contains many benefits that babies need, such as nutritional aspects

Method : This research method uses quantitative research with analytical research design and uses a cross sectional approach. The sample taken in this research is 30 respondents using total sampling. Analyzed using Chi Square Test

Results: The results of statistical tests using the chi square test, the results of the calculation of $p \text{ value} = 0.001 < = 0.05$, it can be concluded that there is a relationship between the quality of midwifery services and the level of satisfaction of postpartum mothers in PMB Badariah, Tanjung Tiram District, Batubara Regency in 2022

Conclusion : Based on the analysis that has been done, there is a relationship between the quality of midwifery services and the level of satisfaction of postpartum mothers

Keywords: Oxcitocyn Massage, Satisfaction, Post partum Mother

INTRODUCTION

Based on the Indonesian Health Profile in 2020, the most common causes of neonatal death are low birth weight (LBW) 35.2%, other causes of death include asphyxia (27.4%), infection (3.4%),

congenital abnormalities (11.4%). %), neonatal tetanus (0.3%)

One solution to overcome LBW is exclusive breastfeeding.

There are various ways that can be

done by mothers to increase milk production which will have an impact on the growth of the baby's weight. One of the techniques that can stimulate the hormone oxytocin and endorphins is oxytocin massage.

Oxytocin massage is one solution to overcome the inability to produce breast milk. Oxytocin massage is done to stimulate the Let Down reflex(Litasari et al., 2020)

This oxytocin massage functions to help mothers psychologically, calming, not stressing, relaxing, generating self-confidence, helping mothers to have good thoughts and feelings about their babies, facilitating breastfeeding, relaxing, economical and practical.(Breastfeeding, 2021)

The most important role of any health care system is to always ensure the quality of health services and always improve the quality of the health services provided.

The quality of health services is the level of perfection of health services that

are held in accordance with the code of ethics and service standards that are set, so that it can lead to satisfaction for every patient.

METHOD

This research method uses quantitative research with analytical research design and uses a cross sectional approach, which aims to determine the effect of oxytocin massage on the satisfaction level of midwifery care services for postpartum mothers at PMB Badariah, Batubara Regency in 2022.

The variables used in this study are the dependent variable and the independent variable. The independent variable in this study is oxytocin massage and the dependent variable is the level of satisfaction with midwifery care services. Sampling in this study used a total sampling technique, namely the entire population was used as a sample. The sample in this study were 30 people. The instrument used in this research is to use a questionnaire measuring instrument and USE Chi square test.

RESULTS

This characteristic analysis uses a table with shows the number of respondents totaling 30 people from the total number of respondents obtained by the number of frequencies based on different sexes.

Distribution of Respondents Characteristics In PMB Badariah Batu Bara 2022

No	Characteristics of Respondents	Frequency	Percentage
1	Age		
	< 20 Years	8	26.7%
	21-35 Years	16	53.3%
	> 36 Years	6	20.0%
	Total	30	100%
2	Education		
	SD	2	6.7%
	JUNIOR HIGH SCHOOL	5	16.7%
	SENIOR HIGH SCHOOL	19	63.3%
	College	4	13.3%
	Total	30	100%
3	Work		
	IRT	16	53.3%
	civil servant	2	6.7%
	Self-employed	12	40.0%
	Total	30	100%
4	parity		
	Primipara	4	13.3%
	Multipara	16	53.3%
	Grandemultipara	10	33.3%
	Total	30	100%

Based on the table above from 30 respondents, the characteristics of respondents based on age are known that Age <20 years are 7 people (26.7 %), aged 21-35 years as many as 16 people (53.3%) and age > 36 years as many as 6 people (20.0 %). Characteristics of respondents based on elementary education as many as 2 people (6.7%), 5 people with junior high school education (16.7%), High school education as many as 19 people (63.3 %), and 4 universities (13.3%). Characteristics of respondents based on occupation, namely IRT as many

as 16 people (53.3%), civil servants as many as 2 people (6.7%) and Entrepreneurs as many as 12 people (40.0%). Characteristics of respondents based on parity are primiparas as many as 4 people (13.3%), multiparas as many as 16 people (53.3%) and Grandemultiparas as many as 10 people (33.3%).

Univariate Analysis shows the results of the analysis of the frequency distribution of each variable studied to determine the description of the variables studied at PMB Badariah Batu Bara Regency in 2022

Frequency Distribution of Respondents Based on Responsiveness, Empathy, Tangibles, Assurance, Reliability and Satisfaction of Postpartum Mothers At PMB Badariah, Tanjung Tiram District, Batubara Regency in 2022

No	Midwifery Service Postpartum Mother Oxytocin Massage	Frequency (F)	Percentage (%)
1	Responsiveness		
	Well	17	56.7%
	Not good	13	43.3%
	Total	30	100%
2	Empathy		
	Well	19	63.3%
	Not good	11	36.7%
	Total	30	100%
3	Tangibles		
	Well	18	60.0%
	Not good	12	40.0%
	Total	30	100%
4	Assurance		
	Well	16	53.3%
	Not good	14	46.7%
	Total	30	100%
5	Reliability		
	Well	20	66.7%
	Not good	10	33.3%
	Total	30	100%
6	Postpartum Mother's Satisfaction		
	Satisfied	16	53.3%
	Not satisfied	14	46.7%
	Total	30	100%

Based on the table 4.2 Midwifery Services for Postpartum Mothers Oxytocin Massage based on service Responsiveness The majority of postpartum mothers have good postpartum maternal midwifery care services, as many as 17 respondents with a percentage of 56.7% and

a minority of a small number of respondents who have poor postpartum mother's midwifery care, 13 respondents with a percentage of 43.3%. Midwifery Services for Postpartum Mothers Oxytocin Massage based on service. The guarantee that the majority of postpartum mothers have good postpartum mother's midwifery care services, as many as 19 respondents with a percentage of 63.3% and a minority of a small number of respondents who have poor postpartum mother's midwifery care, 11 respondents with a percentage of 36.7%. Midwifery Services for Postpartum Mothers Oxytocin Massage based on service. Direct evidence that the majority of postpartum mothers have good postpartum mother's midwifery care services, namely 18 respondents with a percentage of 60.0% and a minority of a small number of respondents who have poor postpartum mother's midwifery care, 12 respondents

with a percentage of 40.0%. Midwifery Services for Postpartum Mothers Oxytocin Massage based on service. Responsiveness of the majority of postpartum mothers have good postpartum maternal midwifery care services, namely as many as 16 respondents with a percentage of 53.3% and a minority of a small number of respondents who have poor postpartum mother's midwifery care services, 14 respondents with a percentage of 46.7%. Midwifery Services for Postpartum Mothers Oxytocin Massage based on service. The reliability of the majority of postpartum mothers having good postpartum maternal midwifery care services, namely as many as 20 respondents with a percentage of 66.7% and a minority of a small number of respondents having poor postpartum maternal midwifery care services, 13 respondents with a percentage of 33.3%.

Bivariate Analysis

Effect of Oxytocin Massage Midwifery Service Relationship (Responsiveness, Empathy, Tangibles, Assurance and Reliability) with Satisfaction Level

Postpartum Mother At PMB Badariah, Tanjung Tiram District, Batubara Regency in 2022

Midwifery Services for Postpartum Mothers Oxytocin Massage	Postpartum Mother's Satisfaction				Total		OR	P- Value
	Satisfied		Not satisfied		N	%		
	N	N	N	%				
Responsiveness								
Well	12	75.0%	5	35.7%	17	56.7%	5,400	0.030
Not good	4	25.0%	9	64.3%	13	43.3%		
Total	13	100%	14	100%	30	100%		
Empathy								
Well	14	87.5%	5	35.7%	19	63.3%	12,600	0.003
Not good	2	12.5%	9	64.3%	11	36.7%		
Total	16	100%	14	100%	30	100%		
Tangibles								
Well	14	87.5%	4	28.6%	18	60.0%	17,500	0.001
Not good	2	12.5%	10	71.4%	12	40.0%		
Total	16	100%	14	100%	30	100%		
Assurance								
Well	11	68.8%	5	35.7%	16	53.3%	3,960	0.070
Not good	5	31.2%	9	64.3%	14	46.7%		
Total	16	100%	14	100%	30	100%		
Reliability								
Well	15	93.8%	5	35.7%	20	66.7%	27,000	0.001
Not good	1	6.2%	9	64.3%	10	33.3%		
Total	16	100%	14	100%	30	100%		

DISCUSSION

The results of statistical tests using the chi square test, the results of the calculation of p value = $0.030 < = 0.05$, it can be concluded that there is a relationship between the quality of midwifery services (responsiveness) and the level of satisfaction of postpartum mothers inPMB Badariah, Tanjung Tiram District, Batubara Regency in 2022.

This research is in line with research (Umrana and Shawwal, , 2017)The results of this study indicate that the variables that are related are the physical appearance of the nurse ($p = 0.311$), the reliability of the nurse ($p = 0.562$) and the responsiveness of the nurse ($p = 0.43$) (7). Likewise, research conducted by(Nurfadani, 2018)The results of the bivariate analysis of the Spearman rank test show that there is a relationship between service quality in the tangible dimension (p -value 0.000; r 0.603), reliability (p -value 0.000; r 0.595), responsiveness (p -value 0.000; r 0.625), *guarantee*(p -value 0.000; r 0.581) and empathy (p -value 0.000; r 0.604) with patient satisfaction.

Responsiveness is the dimension that has the strongest correlation, followed by empathy, tangible, reliability and assurance.

The results of statistical tests using the chi square test, the results of the calculation of p value = $0.003 < = 0.05$, it can be concluded that there is a relationship between the quality of midwifery services (empathy) with the level of satisfaction of postpartum mothers, while the results of the multivariate analysis of binary logistic regression stage II show that the empathy variable has a p value (Sig) < 0.05 with an OR value of 6.087, so empathy has a positive relationship with postpartum mother satisfaction inPMB Badariah, Tanjung Tiram District, Batubara Regency in 2022.

According to the researcher, based on the results in the field, there is a relationship between the quality of midwifery services (direct evidence) and the level of satisfaction of postpartum mothers. Physical evidence shows work performance that can be provided in the form of physical services that can be seen. In general, the physical evidence of a good midwife can be seen from the patient's comfort in physical

appearance, namely the tidiness and cleanliness of the officers health in serving patients so as to make patients feel comfortable when receiving services. However, there are still those who state that the physical evidence is not good so that the services received are not satisfied, this can be seen in the comfort provided by maintaining the condition the mother's room so that the mother feels comfortable is still lacking and sometimes the midwife does not change the mother's mattress. Physical evidence that looks neat, and ensures the comfort of the mother during treatment can make the patient feel comfortable so that it can encourage the patient to make repeat visits and the patient is satisfied.

CONCLUSION

Based on the research results and explanations, it can be concluded that:

1. The quality of midwifery services for postpartum mothers who received oxytocin massage at PMB Badariah, Tanjung Tiram District, Batubara Regency in 2022 had good service.
2. The satisfaction of postpartum

mothers who received oxytocin massage at PMB Badariah, Tanjung Tiram District, Batubara Regency in 2022 had a level of satisfaction.

3. There is a significant relationship between responsiveness, empathy, *Tangibles*, *Assurance*, *Reliability* with the satisfaction of postpartum mothers who received oxytocin massage at PMB Badariah, Tanjung Tiram District, Batubara Regency in 2022.
4. There is an effect of oxytocin massage services based on Responsiveness, Empathy, Tangibles, Assurance, Reliability on the satisfaction of postpartum mothers who received oxytocin massage at PMB Badariah, Tanjung Tiram District, Batubara Regency in 2022.

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