

THE RELATIONSHIP BETWEEN EXCELLENT MIDWIFERY SERVICES WITH THE LEVEL OF KB ACCEPTORS SATISFACTION IN PUBLIC HEALTH CENTER HAMPARAN PERAK DELI SERDANG DISTRICT YEAR 2019

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ABSTRACT

Excellent service or service excellence is a form of necessity or based on the results of a survey that was taken for 3 consecutive years, right in January - May 2017, there were 72 family planning receptors who came to the Hampanan Perak Puskesmas, in 2018 as many as 97 people, and years 2019, the number of kb acceptors regarding the coverage of midwifery who came at the Hampanan Perak Health Center was 110 people. Respondents were compiled by using proportional random sampling, that is, sampling of members of the population was carried out randomly without considering the strata in the population. From the results of the research, entitled Relationship of Excellent Service Midwifery Services with the Satisfaction Level of Family Planning Receptors at the Hampanan Perak Public Health Center, Deli Serdang Regency in 2019, there were 86 people. From the results of the study, it can be seen that based on the excellent service midwifery service taken from 86 respondents, the majority were in the good category as many as 65 people (75.6%), the poor category was 8 people (9.3%), the moderate category was 13 people (15, 1%). There is a significant relationship between service excellence relationship with the level of patient satisfaction at the Hampanan Perak Community Health Center by looking at the Asymp value. Sig (2-sided) = 0.009 less than 0.05. There is a relationship between service excellent midwifery service on the satisfaction of kb acceptors.

Key Point: KB acceptors, *Service Excellent*, Excellent Midwifery Services

Introduction

Excellent service service in Indonesia from the 2015-2019 BKKBN RENSTRA which has reached the target, namely: first the decrease in the total birth rate to 2.38 per WUS aged 15-49 years from the 2018 target of 2.31 (percentage of achievement 97.1%) ; Second, the reduction in the drop-out rate to 25% from the 2018 target of 25% (percentage of achievement of 100%) and thirdly, an increase in the use of the Long-Term Contraception Method (MKJP) by 23.1% from the 2018 target of 22.3% (percentage of achievement 103.6%) (BKKBN, 2019)

Based on the District / City Health Profile for 2011-2016, the number of health centers in North Sumatra Province during 2011-2015, from 546 units in 2011 to 571 units in 2015. This occurred due to regional needs and the expansion of districts / cities.

North Sumatra Province has been able to provide health facilities according to these national standards (District / City Health Profile, 2016).

Referring to the district / city health profile in 2016, the number of outpatient and inpatient visits in all health centers in North Sumatra Province was 7,094,069 visits, this number has increased compared to 2015, namely 4,951,228 visits and in 2014, 4,237,132 visits.

Based on the results of the survey, which were taken for 3 consecutive years, right in January-May 2017, there were 72 family planning assistants who came to the Hampanan Perak Puskesmas, in 2018 there were 97 people, and in 2019 the number of kb acceptors regarding the coverage of midwifery who came at Pusekesmas Hampanan Perak as many as 110 people. And the reason for this patient to choose

Pusekesmas Hamparan Perak because health workers apply the 7S (Smile, Greetings, Greetings, Touch, Polite, Courtesy, Sympathy) in serving patients and there are some patients who come back for treatment. Therefore, researchers are interested in conducting research in that place.

Method

The instrument is said to be valid if $r_{count} > r_{table}$ for each item of statement submitted to the respondent. For the sample validity of about 30 samples, the value of r_{table} is = 0.361. This test is carried out when the statement item is more than 1

In this study, the validity test was carried out on the research instrument for Service Excellent variables and Patient Satisfaction Levels. From the results of calculations with the SPSS 25.0 for windows program, the data obtained from the validity test of all statement items are as follows:

Tabel 4.2
Table of Validity Test Results

Variable	Statement (S)	r-count	r-table	Information
Service Excellent	S.1	0,644	0,361	Valid
	S.2	0,673	0,361	Valid
	S.3	0,755	0,361	Valid
	S.4	0,555	0,361	Valid
	S.5	0,736	0,361	Valid
	S.6	0,681	0,361	Valid
	S.7	0,830	0,361	Valid
	S.8	0,838	0,361	Valid
	S.9	0,549	0,361	Valid
	S.10	0,506	0,361	Valid
Satisfaction Level	S.1	0,586	0,361	Valid
	S.2	0,563	0,361	Valid
	S.3	0,642	0,361	Valid
	S.4	0,375	0,361	Valid
	S.5	0,718	0,361	Valid
	S.6	0,502	0,361	Valid
	S.7	0,585	0,361	Valid
	S.8	0,871	0,361	Valid
	S.9	0,606	0,361	Valid
	S.10	0,563	0,361	Valid

Source: Research Results 2019 (processed data)

Based on the table, it is obtained that the r_{count} number of all items $> r_{table}$, it can be said that all statement items are valid and can be used to conduct research.

4.2.2 Reliability Test

Statement items in a variable are said to be reliable or reliable if the respondent's answer is consistent or stable over time. A construct or variable is said to be reliable if it provides a Cronbach Alpha value $\geq r_{table}$, where r_{table} shows a number of 0.361. The reliability test results of the Service Excellent variable and the level of satisfaction can be seen in the following table

Tabel 4.3
Table Test Result Realibilitas

Variable	Alpha Count	Decision
Service Excellent	0,931	Reliabel
Satisfaction Level	0,859	Reliabel

Source: Research Results 2019 (processed data)

Based on the table above, it can be seen that each variable between the Service Excellent variable and the Satisfaction Level has a Cronbach Alpha value ≥ 0.361 . Thus, the results of the reliability test on all variables are reliable

4.3 Research Data Analysis

Tabel 4.4

Frequency Distribution of Excellent Service Midwifery Respondents with Satisfaction Levels of Family Planning Acceptor Patients at the Hamparan Perak Public Health Center in 2019

Service Excellent					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less	8	9,3	9,3	9,3
	Enough	13	15,1	15,1	24,4
	Well	65	75,6	75,6	100,0
	Total	86	100,0	100,0	

(Source: Test Result SPSS 25,0 for windows, 2019)

From the table above, it can be seen that based on the excellent service midwifery service taken from 86 respondents, the majority were good categories as many as 65 people (75.6%), adequate categories were 13 people (15.1%), poor categories were 8 people (9.3 %)

4.3.2 Respondents Frequency Distribution Based on Patient Satisfaction Level

Tabel 4.5
Frequency Distribution of Respondents for Midwifery Services Excellent Service With the Satisfaction Level of Family Planning Acceptor Patients at the Hamparan Perak Community Health Center in 2019

Satisfaction Nurse					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	17	19,8	19,8	19,8
	satisfied	69	80,2	80,2	100,0
	Total	86	100,0	100,0	

(Source : Test Result SPSS 25,0 for windows, 2019)

From the table above it can be seen that based on the level of patient satisfaction, excellent service midwifery services are taken from 86 The majority of respondents were satisfied as many as 69 people (80.2%), 17 people (19.8%) were not satisfied

4.3.3 Cross Frequency Distribution of Respondents Excellent Service

Tabel 4.6
Frequency Distribution of Excellent Service Midwifery Respondents with Satisfaction Levels of Family Planning Acceptor Patients at the Hamparan Perak Public Health Center in 2019

Service Excellent * Patient Satisfaction Crosstabulation						
Count		Patient Satisfaction				Total
		No Satisfaction		Satisfaction		
		F	%	F	%	
Service Excellent	Less	5	5,81	3	3,48	8
	Enough	1	1,16	12	13,95	13
	Well	11	12,8	54	62,8	65
Total		17		69		86

(Source : Test Result SPSS 25,0 for windows, 2019)

From the table above, the results of the analysis between the relationship between service excellent midwifery service and the level of patient satisfaction, of the 86 respondents who were not satisfied with the service excellence in the poor category were 5 people (5.81%), the respondents who were not satisfied with the excellent service category were 1 (1.16%), respondents who were not satisfied with the excellent service category were 11 people (12.8%).

Respondents who were satisfied with service excellence in the poor category were 3 people (3.48%), respondents who were satisfied with the excellent service category were 12 people (13.95%) and respondents who were satisfied with the excellent service in the good category were 54 people (62.8%).

4.3.4 Analisis Koefisien Kontingensi Chi-Square

Based on the results of the chi square test statistical test using the SPSS 25.0 for windows calculation system, the following table shows :

Tabel 4.7
Test Result Chi-Square

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10,738 ^a	2	,005
Likelihood Ratio	8,769	2	,012
Linear-by-Linear Association	4,909	1	,027
N of Valid Cases	86		

a. 2 cells (33,3%) have expected count less than 5. The minimum expected count is 1,58.

(Source : Test Result SPSS 25,0 for windows, 2019)

Based on table 4.5 above, the Asymp.sig (2-sided) value on Pearson Chi-Square is 0.005 and it is smaller than 0.05,

this indicates that H_0 is rejected and H_a is accepted. In other words, it can be concluded that there is a significant relationship between the two variables.

4.4 Discussion

From the results of research on the Relationship between Midwifery Services and the Satisfaction Level of Family Planning Receptors at the Hampan Perak Health Center in 2019, are as follows :
Based on Service

Service Excellent

From the data obtained based on the excellent service midwifery service taken from 86 respondents, the majority were in the good category as many as 65 people (75.6%), the less category was 8 people (9.3%), kategori cukup sebanyak 13 orang (15,1%).

From the research results.. This is in accordance with Kasmir (in Pasolong, 2010: 133), saying that good service is a person's ability to provide services that can provide satisfaction to customers with a specified standard (Azlina, 2012).

4.4.1. Based on the Patient Satisfaction Level

From the data obtained based on the level of patient satisfaction at the Hampan Perak Public Health Center, the majority of which were in the satisfied category, namely 69 people (80.2%), and 17 people (19.8%) dissatisfied categories. This shows that there is still a need to improve services from the Hampan Perak Puskesmas to achieve a higher level of satisfaction from the respondents. Quoted from the journal, according to Oliver, defines satisfaction as the level of feeling.

Based on the excellent service midwifery service with the satisfaction level of family planning acceptors patients, it can be seen from the cross table or Chi-Square test that the results of the analysis are the relationship between service excellent midwifery service and the patient satisfaction level of 86 respondents who

were dissatisfied with service excellence in the less category of 5 people (5.81%), respondents who were not satisfied with the excellent service category were 1 person (1.16%), respondents who were not satisfied with the excellent service category were 11 people (12.8%).

Conclusions And Recommendations

Conclusions

- Based on the results of research on the Relationship of Excellent Service Midwifery Services with the Satisfaction Level of Family Planning Receptors at the Hampan Perak Public Health Center, Deli Serdang Regency in 2019, the following conclusions were obtained:
- From the research results it can be seen that based on the excellent service midwifery service taken from 86
- The majority of respondents were in good category as many as 65 people (75.6%), poor category as many as 8 people (9.3%), enough category as many as 13 people (15.1%).
- From the results of the study it can be seen that based on the level of service excellent midwifery service patient satisfaction taken from 86 respondents the majority are satisfied categories as many as 69 people (80.2%), 17 people are not satisfied category (19.8%).
- Of the 86 respondents who were not satisfied with the service excellence in the poor category were 5 people (5.81%), the respondents who were not satisfied with the excellent service category were 1 person (1 , 16%), respondents who were not satisfied with the excellent service category were 11 people (12.8%). Respondents who were satisfied with service excellence in the poor category were 3 people (3.48%), respondents who were satisfied with the excellent service category were 12 people (13.95%) and respondents who were satisfied with the excellent service in the good category were 54 people (62.8%).

- f. There is a significant relationship between service excellence relationship with the level of patient satisfaction at the Hambaran Perak Community Health Center by looking at the Asymp value. Sig (2-sided) = 0.009 less than 0.05

Recommendations

Based on the description that has been explained in the conclusion of the research results above, it is recommended to all parties, including:

- It is hoped that this research can be used as information material and reading material or literature, especially students of STiKes Mitra Husada Medan and students can continue research with different variables and use a correlation approach so that it is even more useful in increasing understanding and knowledge of service excellence with patient satisfaction levels.
- It is hoped that health workers can improve and improve service quality by always paying attention to patients and listening to patient complaints

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