

THE RELATIONSHIP BETWEEN ANC SERVICES WITH THE LEVEL OF PREGNANT WOMEN'S SATISFACTION IN PMB RATNA KUTALIMBARU DISTRICT DELI SERDANG DISTRICT

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ABSTRACT

Antenatal care is an important opportunity for health care providers to provide care, support and information to pregnant women. This includes promoting a healthy lifestyle, including good nutrition, detecting and preventing disease, providing family planning counseling and supporting women who may experience intimate partner violence. Research purposes :to determine the relationship between ANC services and the level of satisfaction of pregnant women. Pregnancy is something that is very important for all expectant mothers, where expectant mothers will definitely give the best attention and care for their womb. Determination of the sample size of 57 pregnant women respondents starting from April-June 2023. The research design that will be used in this study is quantitative. This study will analyze the relationship between ANC services and the level of satisfaction of pregnant women in independent practice Midwife Rini is an analytic study with a cross-sectional time approach. Research Results: Based on the analysis of data that has been carried out by researchers regarding ANC services with the satisfaction level of pregnant women at PMB Ratna, it can be concluded that there is a relationship between ANC services and the level of satisfaction of pregnant women at PMB Ratna, this is in accordance with the two variables tested statistically by using the chi-square test obtained a p value of 0.029 below 0,

Keywords :Keywords: ANC services, level of satisfaction, pregnant women

INTRODUCTION

Excellent service or service excellence is a form of necessity or demand in the service and trade industries when dealing with customers. The Bureau of Communication and Community Services of the Ministry of Health of the Republic of Indonesia in 2018 said, "in 2018 the Bureau

of Communication and Community Services of the Ministry of Health wanted to find out how far the implementation of service excellence has been standardized for 3 years by conducting a GAP analysis of service excellence standards combined with community satisfaction surveys, a customer expectation survey and an image

survey of the Ministry of Health's Public Puskom which in the end the Ministry of Health's Communication and Public Service Bureau wanted ISO 9004 certification, namely Performance Excellence,

Antenatal care is an important opportunity for health care providers to provide care, support and information to pregnant women. This includes promoting a healthy lifestyle, including good nutrition, detecting and preventing disease, providing family planning counseling and supporting women who may experience intimate partner violence. Antenatal Care according to WHO increased the number of contacts a pregnant woman has with a health care provider during her pregnancy from four to eight. This new model is to improve maternal and fetal assessment to detect problems, improve communication between health care providers and pregnant women, and increase the likelihood of a positive pregnancy outcome (WHO, 2019). Antenatal Care is a planned program in the form of observation, education and medical treatment carried out for pregnant women with the aim of maintaining the pregnancy so that the mother is healthy and seeks for the baby she is born to be healthy, pregnancy and delivery process safe and satisfying. monitor risks that occur during pregnancy, reduce morbidity and mortality in both mother and fetus, and plan optimal management of high-risk pregnancies (Syamsiah, 2018).

Satisfaction is the gap between expectations and reality, if the patient's expectations are met, the patient is satisfied or vice versa, if expectations are not met, the patient is not satisfied. The level of service satisfaction is strongly influenced by the quality of a product (both in the form of goods and

services) so that the measurement of the level of satisfaction or a product. Very closely related to product quality, satisfied customers will buy more and more often, they will recommend them to their relatives and friends. In addition, patients who are satisfied will comply with treatment and want to come for treatment again (S.Pohan, 2018).

METHOD

The research design that will be used in this research is quantitative. This research will analyze the relationship between ANC services and the level of satisfaction of pregnant women at Bidan Ratna's independent.

RESULT AND DISCUSSION

Univariate analysis

Table 4.1 Frequency Distribution of Respondents Based on ANC services at BPM Ratna 2023

No	ANC Services	Total	Percentage(%)
1	Good	21	37 %
2	Enough	19	33 %
3	Less	17	30%
Total		57	100

From Table 4.1 can be seen that of the 57 respondents to ANC services at BPM Ratna, the majority of mothers who received good services were 21 (37%) and a minority of mothers received less services as many as 17 (30%).

Table 4.2 Frequency Distribution of Respondents Regarding the Level of Satisfaction of Pregnant Women at PMB Ratna in 2023

No	Satisfaction level	Total	Percentage (%)
1	Satisfied	33	58
2	Dissatisfied	24	42
Total		57	100

From table 4.2 it can be seen that the highest frequency distribution of the satisfaction level of pregnant women is satisfied as much as 33 (58%) and the frequency of dissatisfaction is 24 (42%) people.

2. Bivariate analysis

Table 4.3 Relationship between ANC services and the satisfaction level of pregnant women at PMB Ratna in 2023

No ANC Service	Level of Satisfaction of Pregnant Women						Sig.p
	Satisfied		Not Satisfied		Total		
	F	%	F	%	F	%	
1. Good	18	31.5	3	5.5	21	37	0.029
2. Enough	14	24.5	5	8.5	19	33	
3. Less	2	3.6	15	26.4	17	30	
Total	34	59.6	23	40.4	57	100	

Based on table 4.3 the results of the cross-tabulation test between ANC services and the level of satisfaction of pregnant women at PMB Ratna in 2023 show that out of 57 respondents the majority who received good service were 21 (37%) respondents which consisted of satisfaction levels of satisfied pregnant women as many as 18 (31, 5% of respondents and 3 (5.5%) of respondents who were dissatisfied with pregnant women, 19 (33%) of respondents who received sufficient service, which consisted of 14 (24.5%) of respondents who were satisfied with the level of satisfaction of pregnant women and mothers 5 (8.5%) dissatisfied pregnant women In less service as (30%) respondents which consisted of the satisfaction level of pregnant women who were satisfied 2 (3.6%) respondents and pregnant women who were not satisfied as many as 17 (30%) respondents. the results of the chi-square test, the p value was 0.029 below 0.

CONCLUSION

Based on the analysis of data that has been carried out by researchers regarding ANC services with the satisfaction level of pregnant women at PMB Ratna in 2023, it can be concluded that: there is a relationship between ANC services and the level of satisfaction of pregnant women at PMB Ratna in 2023, this is in accordance with these two variables statistically tested using the chi-square test obtained a p value of 0.029 below 0.05, meaning that there is a relationship between ANC services and the level of satisfaction of pregnant women at PMB Ratna in 2023.

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