



PREGNANT WOMEN SATISFACTION WITH THE SERVICE OF THE HEALTH SURVEILLANCE OFFICERS FOR KIA PROGRAM

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ABSTRACT

In the last two years, the maternal mortality rate in Semarang City has increased. In improving the quality of early detection of pregnancy, Semarang City Government has appointed the Health Surveillance Officers of KIA Program/Gasurkes KIA to assist pregnant women. Results of a preliminary survey on pregnant women found problems in the accompaniment process for pregnant women by Gasurkes KIA including lack of arrival frequency, clarity of the meeting time contract, the media used, and the completeness of the materials presented. This study aimed to describe the pregnant women satisfaction with Gasurkes KIA services. This research was conducted using a qualitative approach. The research subjects were seven pregnant women representing seven districts in Semarang City. The data were collected using in-depth interviews and were analyzed using content analysis. Gasurkes KIA program seemed neat, confident, had medical records, provided clear health counseling and had good ethics. It is recommended for Gasurkes KIA to increase the use of extension media, make time contracts before mentoring, provide opportunities for questions regarding pregnant women, and increase the confidentiality of pregnant women personal data. Gasurkes Kia has sufficient tangibility, good reliability, good responsiveness, good assurance, and good empathy.

Keywords: pregnant; satisfaction; surveillance; women

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INTRODUCTION

Results of the Inter-Census Population Survey (SUPAS) in 2015 showed that the maternal mortality rate was three times higher than the MDG target (Ministry of Health of the Republic of Indonesia, 2018). In 2017, the maternal mortality rate in Semarang City due to other causes (35%) that includes amniotic fluid embolism, unexplained, CVA, perforated peritonitis, acute liver failure, and liver disorders has increased from 2016. This shows that pregnant women may suffer from unknown problems during pregnancy, childbirth, and postpartum thus leads to sudden death without being detected beforehand. Therefore, it is necessary to improve the quality of early detection during between pregnancy and postpartum (Department of Health of Semarang City, 2017). Early detection of high-risk pregnancies needs to be performed at the primary health care level to improve the maternal and neonatal health (Majella, 2019). In Banyumas, there were no community empowerment efforts for the early detection of high-risk pregnancies in neither activities nor non-governmental funding in 2017 (A Kurniawan, 2017). However, in conducting early detection of pregnant women during pregnancy to postpartum, Semarang City Government mobilized Gasurkes KIA which involved the community directly (Department of Health of Semarang City, 2017).

The duties of Gasurkes KIA were to collect data and map problems, provide assistance to high-risk pregnant women, provide postpartum mentoring for up to 42 days, provide accompaniment, make reports on mother and baby cohorts, make reports on conditions of normal and problematic pregnant women, and make report on maternal deaths (Department of Health of Semarang City, 2017). Based on a preliminary survey conducted on 10 pregnant women, 50% of pregnant women stated that they had not been visited by Gasurkes KIA, 50% of pregnant women stated that they had been visited by Gasurkes KIA but it was a long time ago and had not revisited since then. They also added that when Gasurkes KIA visited them, they only asked for data and photos, saw the KIA book and gave counseling. Pregnant women were actually happy to be visited by Gasurkes KIA but sometimes they felt the need to rest because they were already tired with the daily household work, and sometimes they had understood the topic Gasurkes KIA conveyed.

The problem raised in the current research was how the pregnant women satisfied with KIA Gasurkes services in Semarang City. Based on the results of research in Semarang Regency, most of the pregnant women (48.5%) said that they were quite satisfied with the antenatal care services, while the rest of the pregnant women (15.2%) said that they were not satisfied with the antenatal care services (Annisa, 2013). The quality of service to the community is highly dependent on individual actors and the system applied. The ability of health facilities to meet patients' needs can be measured from the level of patient satisfaction. The proposed solution approach was to obtain advice and input from pregnant women for Semarang City Health Office in improving the performance of Gasurkes KIA in Semarang City. Previous research on the relationship between the quality of Gasurkes KIA services and pregnant women's satisfaction at Puskesmas (Public Health Center) of Tlogosari Kulon in 2017 found a significant correlation between the service quality and pregnant women's satisfaction. The difference of this study with the other previous studies is the method of obtaining the pregnant women's satisfaction using qualitative methods and the scope within Semarang city. Satisfaction with Health officers is influenced by five variables: Reliability, Assurance, Tangible, Empathy, and Responsiveness. The objective of the current research was to explain the pregnant women's satisfaction with the services provided by Gasurkes KIA consisting of tangible, reliability, responsiveness, assurance, and empathy. The type of this research was a qualitative approach.

METHOD

This research was conducted qualitatively. The variable of this research was the satisfaction of pregnant women that includes the aspects in Reliability, Assurance, Tangible, Empathy, and Responsiveness to services (Gasurkes KIA). The research Subjects included the main informants who were the pregnant women who have received a visit from Gasurkes KIA Semarang City. Seven women represented the seven districts in Semarang City. This study used interview guidelines, voice recorder, and writing instruments as a form of interview guidelines.

In this research, the qualitative data was processed according to the research characteristics through a descriptive analysis on the contents through the following stages: 1) Data were collected through in-depth interviews; 2) Data were reduced through coding and categories by reading the transcript. The coding was done by making symbols by the researcher which has the meaning under the topic in each group of words, sentences or paragraphs from the transcript which were then grouped into categories and searchable for the correlation between these categories; 3) Data were presented in narrative form according to the research variables; 4) Conclusions were drawn and the research results were verified in comparison with the

research questions and objectives. Permission for the implementation of this study obtained through Ethical Approval by making a prior to collecting data. This study was approved by ethics committee of institute of health and science college of “ STIKES Widya Husada Semarang” (Ref. No 017B/EC-P3M/STIKES-WH/I-2019). All pregnant women gave their inform consent prior to their inclusion in the study.

RESULTS

Pregnant women’s satisfaction: Reliability aspect with Gasurkes KIA services

Some of the main informants for pregnant and postpartum mothers in Semarang City stated that Gasurkes was right to make the visit, and some stated that Gasurkes visited without a time contract.

Pregnant women satisfaction: Assurance aspects with Gasurkes KIA services

Some of the main informants from the pregnant and postpartum mothers in Semarang City stated that the knowledge, attitude, and ethics of Gasurkes KIA in providing services were already good.

Satisfaction of Tangible Aspects with Gasurkes KIA services

All key informants stated that the physical appearance of Gasurkes KIA was good. Some of the main informants for pregnant and postpartum mothers in Semarang City stated that Gasurkes KIA took the facilities and infrastructure from their office. However, they did not do any communication via any media except borrowing the informants' KIA book.

Pregnant women satisfaction: Empathy with Gasurkes KIA services

Some of the main informants for pregnant and postpartum mothers in Semarang City stated that the attention given by Gasurkes KIA was good.

Pregnant women satisfaction: Responsiveness aspects with Gasurkes KIA services

Some of the main informants for pregnant and postpartum mothers in Semarang City stated that Gasurkes KIA competency in providing information on pregnancy, childbirth, postpartum, and breastfeeding was good. Some of the main informants for pregnant and postpartum mothers in Semarang City stated that Gasurkes KIA gave responses or input from mothers appropriately, but some stated that they still did not understand, and had never provided input. Some of the main informants for pregnant and postpartum mothers in Semarang City stated that the confidentiality of personal data was not guaranteed by Gasurkes KIA.

DISCUSSION

Pregnant women’s satisfaction: Reliability aspect with Gasurkes KIA services

Some of the main informants for pregnant and postpartum mothers in Semarang City stated that Gasurkes was right to make the visit, and some stated that Gasurkes visited without a time contract. Services provided were expected in a convincing, fast, accurate, reliable, and consistent manner (Kruse et al., 2017) therefore most of the patients commonly believed that the reliability and accuracy of the services provided by officers were quick (Kuntoro & Istiono, 2017). Creating an organized system to collect complaints and reviewing them helps hospitals to be cognizant of their defects and plan to prevent their reoccurrence. Adding tangible elements into service offerings could give customers physical reminders of their purchases of the intangible services (Jun Zhang, Kah-Hin Chai, 2003). Some of the main informants for pregnant and postpartum mothers in Semarang City stated that the accuracy of the services provided by KIA Gasurkes was good.

Pregnant women satisfaction: Assurance aspects with Gasurkes KIA services

Some of the main informants from the pregnant and postpartum mothers in Semarang City stated that the knowledge, attitude, and ethics of Gasurkes KIA in providing services were already good. The services grow a sense of confidence and self-stability of the consumers that employees of service providers could fulfill the wishes of their customers, and provided services with certainty and free from doubt (Hidayati & Syamyudi, 2017).

Some of the main informants for pregnant and postpartum mothers in Semarang City stated that the ability of Gasurkes KIA in presenting a sense of trust and confidence was already good. Confidence (assurance) is a guarantee for the consumers including the ability, politeness, and trustworthiness possessed by staff and free from hazard or risk of doubt. Employee behavior is expected to foster trust and the company is expected to grow a sense of security for its customers. Some of the main informants for pregnant and postpartum mothers in Semarang City stated that the reputation of Gasurkes and the institution where they worked was good. Confidence (assurance) is the accurate knowledge of the product, employees' politeness in providing services, skills in providing information, ability to provide security and ability to instill consumers' confidence with the company. Nursing care should be performed covering knowledge, competency, politeness, and trustworthiness, free from hazards of risk or hesitation.

Satisfaction of Tangible Aspects with Gasurkes KIA services

All key informants stated that the physical appearance of Gasurkes KIA was good. Given that services cannot be observed directly, customers are often guided by the conditions seen regarding services in conducting evaluations (Atmaja, 2011). Seven important categories for patients include: Patient centered care, access, politeness, communication and information, skills, efficiency, and adequate facilities. These 7 categories need to be improved and applied in planning, implementation and evaluation to achieve service quality according to standards. Besides, it is necessary to improve effective communication with patients so that a harmonious and flexible relationship is built in identifying problems and improving hospital performance to achieve patient satisfaction-based service quality (Al., 2015).

Some of the main informants for pregnant and postpartum mothers in Semarang City stated that Gasurkes KIA took the facilities and infrastructure from their office. However, they did not do any communication via any media except borrowing the informants' KIA book. The physical facilities and infrastructure appearance as well as the capacity of the company and the surrounding environment are clear evidence of the services provided by the service providers. The physical facilities include buildings, appliances and equipment used (technology), as well as the appearance of the employees.

Pregnant women satisfaction: Empathy with Gasurkes KIA services

Some of the main informants for pregnant and postpartum mothers in Semarang City stated that the attention given by Gasurkes KIA was good. The service providers were stated able to give genuine and individualized attention to consumers by trying to understand their expectation (Suzanto, 2011). This dimension is the ability of service providers to treat consumers as special individuals (Hidayati & Syamyudi, 2017). Empathy mean providing a sincere and individualized attitude to customers by trying to understand the consumers' expectation (Wulandari & Masdupi, 2012). A company is expected to have an understanding and knowledge of customers, understand specific customer needs, and have a comfortable operating time for the customers. This includes making good communication relationships,

personal attention, and understanding the patient. This is mainly related to the characteristics of each person (Zeithaml, Valarie A. and Bitner, 2003).

Pregnant women satisfaction: Responsiveness aspects with Gasurkes KIA services

Some of the main informants for pregnant and postpartum mothers in Semarang City stated that Gasurkes KIA competency in providing information on pregnancy, childbirth, postpartum, and breastfeeding was good. The responsiveness dimension means the willingness of service providers, especially employees to help and provide services according to consumer needs (Dewi & Nuryati, 2014). This dimension emphasizes the attitude of service providers who are attentive and responsive in providing services (Kaldian, 2015) such as dealing with consumer requests, questions, complaints, and problems by delivering clear information (Hidayati & Syamyudi, 2017). Some of the main informants for pregnant and postpartum mothers in Semarang City stated that Gasurkes KIA did not arrange a time contract for their visit. Responsiveness means a willingness to help and provide fast and accurate service to customers, with clear information delivery (Muis Mahlia, 2009). Letting consumers wait without satisfying reason causes negative perceptions of service quality (Narso Suharno & Muchsin Sagaff Sihab, 2012).

Some of the main informants for pregnant and postpartum mothers in Semarang City stated that Gasurkes KIA gave responses or input from mothers appropriately, but some stated that they still did not understand, and had never provided input. The level of willingness or concern will be seen to what extent the company tries to help its consumers. The form can be implemented by conveying clear information and actions that can benefit customers (Khasanah & Pertiwi, 2010). Some of the main informants for pregnant and postpartum mothers in Semarang City stated that the confidentiality of personal data was not guaranteed by Gasurkes KIA. Medical records making aims to obtain data from patients regarding medical history, past and present disease history as well as treatments provided to patients as efforts to improve health services. Information on the identity, diagnosis, medical history, examination history, and medical history of patients must be kept confidential by physicians, dentists, certain health officers, management officers, and leaders of health service facilities (REKAM MEDIS, 2008). The leader of health facilities is responsible for lost, damaged, falsification, and/or unauthorized use by individuals or entities of medical records (Hatta, 2010).

CONCLUSION

The physical (Tangible) appearance of Gasurkes KIA is neat, beautiful, and confident, while the infrastructure carried by Gasurkes KIA such as materials, books, and flipcharts are quite good because they have taken books, but in providing counseling materials they still used the KIA book the pregnant women have owned. Accuracy of service (Reliability) provided by Gasurkes KIA is already good, some of Gasurkes have not made a time contract during their visit but the record keeping is good. This proves that Gasurkes does not repeat the same question. The responsiveness of Gasurkes KIA's competency to provide information on pregnancy, childbirth, postpartum, and breastfeeding is good. Some of the main informants for pregnant and postpartum mothers in Semarang City stated that Gasurkes KIA provided responses or input from mothers appropriately, but some stated that they still did not understand, and never gave input or questions. Some of the main informants for pregnant and postpartum mothers in Semarang City stated that the confidentiality of personal data was not guaranteed by Gasurkes KIA. Security or assurance indicates that knowledge of attitudes and ethics as well as the ability to present a sense of trustworthiness by Gasurkes KIA in

providing services is already good. The empathy or attention given by Gasurkes KIA is already good

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