



**PATIENT SATISFACTION ON THE ASSURANCE OF HEALTH SERVICE
QUALITY IN THE INDEPENDENT MIDWIFERY PRACTICE DURING COVID-19
PANDEMIC**

Menik Kustriyani*, Heny Prasetyorini

D3 Nursing Study Program, Universitas Widya Husada Semarang, Jl. Subali Raya No.12, Krapyak, Kec.
Semarang Barat, Kota Semarang, Central Java 50146, Indonesia

*menikkustriyani@gmail.com

ABSTRACT

Healthcare providers must recognize the need to provide high-quality public health services. Customer service is critical since patients can choose services that meet their needs. In the midst of a pandemic, healthcare providers are becoming overburdened with cases of COVID 19. Health services must always protect both health personnel and patients. The purpose of this study was to determine patient satisfaction on the dimension of quality assurance. This study uses a descriptive analytic methodology with a cross-sectional approach. The participants in this study were obstetric patients, specifically family planning, prenatal, and intra-natal patients. There were 21 participants selected through consecutive sampling. This study has completed an ethical test at Universitas Widya Husada Semarang. This research is analyzed by descriptive method. The findings indicated that the population is between the ages of 26.61 – 32.72, regarded as early adulthood. The population's quality assurance dimension is between 55.94 – 59.59, which is deemed quite qualified. Based on the findings of the investigation, it was determined that the quality of service provided during the COVID-19 pandemic was adequate.

Keywords: assurance; covid 19 pandemic; satisfaction

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INTRODUCTION

Currently, health services in the community are easily accessible. People nowadays have a wide range of health-care options to select from. Healthcare providers must recognize the need to provide high-quality public health services. The difficulty is that health services are frequently unable to provide services that meet or exceed patient expectations. Customer service is critical because patients can tailor services to their specific needs (Setyawati et al., 2018). Patients are satisfied when the service provider's performance meets their expectations. One of the goals of increasing the quality of health services is to increase patient satisfaction (Pohan, 2013).

Every service provider must provide patients with excellent service. Due to the growing competition among health-care providers, each service provider needs to increase patient satisfaction. A patient's biological (health), psychological (satisfaction), socio-economic (board, clothing, food, and social affiliation), and cultural (culture) needs, desires, and expectations must all be addressed (Supriyanto & Ernawati, 2011). Patient satisfaction with health-care services is an important factor to examine. One of the indicators of a service provider's success is customer satisfaction. Patient satisfaction is influenced by the quality of

service provided. There are five dimensions of service quality, including reliability, responsiveness, assurance, empathy, and tangibles (Suratri & Suryati, 2018). Previous studies revealed that 75.3% of respondents were satisfied with the services provided, including administrative, doctor, nurse, and other health professional services. Patients who are pleased with the services provided are more inclined to visit the same health service again (Aprilio et al., 2019).

In Kuntoro's research, 54% of respondents claimed they were satisfied with the quality assurance dimension. The dimension of quality assurance is defined by the ability of service providers to establish trust and assure patients that they can provide specific services. Respondents believe and are certain that the services provided by the service provider are beneficial (Kuntoro & Istiono, 2017). During the COVID-19 pandemic, health services were constantly overburdened with the cases of COVID 19. In that case, both health workers and patients who visit must be protected. Additional research on COVID-19 required patients to follow health protocols by wearing masks and keeping a safe distance in order to maintain the quality of health services and ensure patient satisfaction. According to Articleli's findings, 53.1% of respondents in the new normal era were satisfied with the quality of services offered. Service providers continue to strive to provide excellent service even in the new normal era (Pasalli' et al., 2021).

Independent midwifery practice, where the majority of the patients are pregnant women, is one of the initial health services for obstetric patients. Infection with Covid-19 is not more common in pregnant women than in non-pregnant women. Pregnant women, on the other hand, are more likely to develop severe symptoms when infected with COVID-19. Inpatient and outpatient obstetric patients (pregnant women, family planning, gynecologists) must be tested for COVID-19, wear masks, and maintain social distance. Health workers must also adhere to the stipulated health protocols (Kotlar et al., 2021; Rahmadhani et al., 2021). An independent midwifery practice of Tutik Susmiati is an independent practice with a large number of obstetric patients in West Semarang. In this pandemic period, the public is still interested in independent midwifery practice as a way to monitor prenatal, intra-natal, and family planning. In this pandemic period, health workers in independent midwifery practices endeavor to offer services according to procedures. Based on the aforementioned background, the researcher is interested in conducting a study to measure patient satisfaction with the parameters of quality assurance. The purpose of this study was to determine the satisfaction of assurance in the practice of indeoendent midwives.

METHODS

This study employs a cross-sectional approach to quantitative research. This study investigates the relationship between quality assurance and patient satisfaction. The respondents of this study were patients of a private midwifery practice. The inclusion criteria in this study included patients who were willing to be respondents, patients who were fully aware, and patients who could read and write. The respondents were 20 postpartum mothers selected through a consecutive sampling. A questionnaire was used as the measurement instrument. The questionnaires include dimensions for quality assurance and patient satisfaction. Prior to the implementation of the research, the researcher has offered an explanation of the study objectives, as well as the advantages and consequences that must be carried out, to the respondents. The willing respondents were then asked to sign the informed consent form. The researcher protects the respondent's identity by changing the respondent's name with initials. Universitas Widya Husada Semarang has declared this study to have passed the ethical test with the number 14/EC-LPPM/UWHS/VII-2021. The obtained data is

then analyzed in order to validate the research hypothesis. The obtained data was subjected to a normality test and analyzed using the Person Product Moment test.

RESULTS

This study assesses the dimension of quality assurance offered by the service providers as well as patient satisfaction.

Table 1.
Characteristics of respondents

Indicator	Average
Age	29,67 (\pm 6,72)
Assurance	57,76 (\pm 4,01)
Satisfaction	62,29 (\pm 4,14)

The results of the study revealed that the respondent's age was 29.67 (\pm 6.72) years on average, with the lowest age being 19 years, regarded as early adulthood, and the highest age being 48 years, regarded as middle age. Based on the confidence interval value, it can be predicted by 95% that the Age variable in the population is in the range of 26.61 - 32.72 years, which is considered early adulthood.

The quality assurance dimension received an average score of 57.76 (4.01), with the lowest score of 48 and the highest score of 67. Based on the confidence interval value, it can be predicted by 95% that the value of the quality assurance dimension variable in the population is in the range of 55.94 - 59.59. It can be inferred that the dimension of quality assurance in independent midwifery practice was adequate.

The results indicated that the average level of patient satisfaction was 62.29 (\pm 4.14), with the lowest level of satisfaction being 54 and the greatest level of satisfaction being 69. Based on the Confidence Interval value, it can be predicted by 95% that the value of the satisfaction variable in the population is in the range of 60.4 - 64.17. It can be inferred that the respondents were satisfied with the service provided.

DISCUSSION

The average age of the respondents is that of a young adult. Respondents at that age undertake prenatal, intra-natal, and family planning examinations in independent midwifery practice. Young respondents underwent an obstetric examination, as their age is considered to be a productive age. According to Arifin's research, 52% of young people are satisfied with the services they receive. It also implies that people in their productive years are easier to criticize since they have high expectations for the health care they receive. They hope that the service provider is competent and safe when carrying out the procedures (Arifin et al., 2019).

According to research results conducted by Maria, 63.46% of pregnant women were satisfied with the services provided at the public health center (Puskesmas). Meanwhile, 61.54% of pregnant women said they were satisfied with the attitude of the midwife when providing services. Patient satisfaction is subjective, so the attitude of service providers has an impact on patient satisfaction. The quality of a health service is determined by how a health professional interacts with patients, which can contribute to patient satisfaction (Maria, 2015).

The dimension of assurance is among the dimensions affecting patient satisfaction. Assurance is a contrast between expectations and reality in terms of health care providers' experience and

knowledge in providing services, as well as their capacity to assure patients about the health services' knowledge, competence, courtesy, and trustworthiness. According to Tangdilambi's findings, 79.8% of respondents were content with the quality of assurance offered and rated the hospital's service quality as excellent. Service providers can establish a sense of trust and complete the necessary tasks (Rahmadhani et al., 2021; Tangdilambi et al., 2019).

This study supports the findings of Dodal's research, which found that pregnant patients are pleased with the quality of assurance. Patients claimed that the services provided met their expectations. They felt secure in the actions of health workers. The patient is pleased that the health worker performs the skills in accordance with the patient's needs. In the midst of the COVID-19 pandemic, health workers protect themselves and their patients by adhering to health protocols. Health workers wear complete Personal Protective Equipment (PPE) in accordance with standards and advise patients to comply with health protocols by wearing masks and keeping a safe distance (Dodal et al., 2021). Tutik's independent midwifery practice does the same thing and performs an antigen swab to ensure the safety of patients and health workers.

According to Kippenbrock's research on patient satisfaction, patients who interact with nurses are satisfied with their services (Kippenbrock et al., 2019). Analysis of service quality on patient satisfaction in the dimension of quality assurance indicated that 95,06% of health workers in public health centers provide care with a positive, polite, and friendly demeanor. Besides, some patients have expressed dissatisfaction with being diagnosed with a disease, prompting them to seek alternative treatments, implying that medical personnel's ability to diagnose a patient's disease must be improved (Nababan et al., 2020). According to the findings of the obstetrics polyclinic research, as many as 97% of pregnant women patients were satisfied with the assurance services provided. Patients received expected antenatal care services (Khoeriah et al., 2021).

According to research carried out in outpatient facilities, 75.3% of respondents were satisfied with the services offered, which included administrative, doctor, nurse, and other health worker services. When a patient believes that the service provided fulfills their expectations, the patient is satisfied with the treatment and is more likely to return to the health provider (Aprilio et al., 2019). According to Harahap's research on the quality of assurance services, 84% of patients had a positive opinion of the assurance services provided. Patients believe that the services offered throughout the pandemic were adequate (Harahap & Utami, 2021). Research in three public health centers (Puskesmas) during the pandemic revealed that they were attempting to provide quality services. Providing comfort to patients with a smile and greeting is an example of quality assurance service. In the midst of a pandemic, it is critical to explain health protocols in a polite and friendly manner (Ketut et al., 2021).

In the pandemic era, health workers and patients must be adequately protected. The signs and symptoms of COVID-19 are also evaluated when the patient arrives. Furthermore, standard health protocols are adhered to by health workers. All efforts are made to maintain service quality (Pasalli' et al., 2021). This is consistent with Sandhi's research, which found that before performing a delivery, a public health center must conduct a COVID screening and a PCR or antigen test no more than three days before the delivery date. The officer uses the appropriate level of PPE according to the patient being treated. It is also necessary to ensure that pregnant women and birth attendants use masks and have negative swab results (Sandhi & Dewi, 2021).

CONCLUSIONS

The results of the research concluded that in the era of the COVID-19 pandemic, the quality of service provided was adequate. Based on the confidence interval value, it can be predicted by 95% that the value of the quality assurance dimension variable in the population is in the range of 55.94 - 59.59. It can be inferred that the dimension of quality assurance in independent midwifery practice was adequate.

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