



RESEARCH ARTICLE

PREGNANT WOMEN'S SATISFACTION IN ANTENATAL SERVICES WITH CLIENT RIGHT ASSESSMENT APPROACH

*Sri Anggraeni, Siti Mar'atus Sholikah and Ari Tri Rahayu

Poltekkes Kemenkes Surabaya, Pucang Jajar Street No 56 Surabaya, Indonesia

ARTICLE INFO

Article History:

Received 15th May, 2020
Received in revised form
19th June, 2020
Accepted 27th July, 2020
Published online 30th August, 2020

Keywords:

Client Right Assessment,
Antenatal Care, Satisfaction.

ABSTRACT

The present study was motivated by the low coverage of antenatal care, especially Pregnant Women' Fourth Visit (K4) in public health centers (PHCs) in Bojonegoro Regency. Average coverage was 83.74%, lower than the target of 95%. The purpose of the study was Analyze Client Right Assessment (CRA), assessment of pregnant women regarding the fulfillment of the needs of pregnant women, with Satisfaction of Pregnant Women about antenatal services at PHCs in Bojonegoro Regency. The research sites at PHCs in Bojonegoro Regency are in the Baureno Care PHCs and Gunungsari Non-care PHCs with a cross sectional study design. The population of pregnant women utilizing in PHCs in Bojonegoro Regency and a large sample of 89 pregnant women. CRA includes Information, Access to service, Informed choice, Safe service; Privacy and confidentiality, Dignity, comfort, and expression of opinion; Continuity of care states that fulfillment of the rights of pregnant women is 89.89%. The satisfaction of pregnant women including Professionalism and Skills, Attitude and Behavior, Accessibility and Flexibility, Reliability and Trustworthiness, Recovery and Reputation and Credibility expressed very satisfied by 83.15%. **Result:** There is a correlation between Client Right Assessment and satisfaction of pregnant women. Recommendations in efforts to improve the quality of antenatal services are the socialization of officers as service providers towards the implementation of antenatal services and improving the management of antenatal services at all levels regarding 7 rights of pregnant women, increasing the ability of midwives in the technical field of midwifery and interpersonal communication and counseling, Planning the training and education needs of officers.

Copyright © 2020, Sri Anggraeni et al. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution and reproduction in any medium, provided the original work is properly cited.

INTRODUCTION

Fulfillment of the rights of pregnant women is a major aspect along with meeting the needs of providers and service flow to improve the quality of antenatal care (Engenderhealth, 2011). If the rights of pregnant women are not fulfilled, it will affect the loyalty of pregnant women in conducting further examinations (Kemenkes RI, 2010). So that will have an impact on the low number of pregnant women who check their pregnancies at the Community Health Center. Pregnancy checks can ensure that the mother and fetus avoid the risk of death (Hery Sumasto, 2020). The rights of pregnant women include: 1) information; 2) service affordability; 3) informed choice; 4) guarantee of safe service; and 5) privacy and confidentiality. In providing services to hamik mothers, it requires polite, friendly, and convenient service so that continuity of service will be maintained well (Engender health, 2011). This is very important, considering the impact of poor service delivery can increase the low number of antenatal care visits.

*Corresponding author: Sri Anggraeni,
Poltekkes Kemenkes Surabaya, Pucang Jajar Street No 56 Surabaya,
Indonesia.

So there is the potential risk of undetectable pregnancy complications that can result in severe maternal and fetal morbidity or even death (Padraig O Luanaigh, 2010). Maternal and infant mortality rates are indicators of the degree of public health. So it is very important to provide good care, right by paying attention to the rights of pregnant women (Sumasto & Wisnu, 2016). The goal of Indonesia's health development is to improve the degree of health and the quality of human resources (Hery Sumasto, Sulikah, 2019). Indicators of health status include increasing life expectancy, reducing infant mortality, and maternal mortality. Antenatal care is a health service by professionals provided to mothers during pregnancy carried out in accordance with antenatal care standards. Coverage of the fourth visit is an indicator of regularity of antenatal care that illustrates the quality of MCH services (Syarifudin, 2010). In an effort to improve the quality of health services, many approaches are used, including the approach of Client oriented Provider Efficiency (COPE) (Engenderhealth, 2011). COPE is a service oriented to customer satisfaction and service efficiency by providers. One of the elements of COPE is information gathering and analysis on Client Right

Assessment (assessment of pregnant women regarding the fulfillment of the needs of pregnant women's rights) provided by officers. With COPE management carried out, the patient's rights can be fulfilled and ultimately can lead to patient satisfaction and loyalty (S. Hery Sumasto et al., 2019). Therefore it is important to conduct research analyzing how satisfaction of pregnant women in antenatal care with a client right assessment approach.

RESEARCH METHODS

This study was an observational analytic study with a cross sectional design in which measurements of the independent and dependent variables were carried out at the same time. Research sites in 2 Community health centers with different characteristics. The Baureno Community Health Center is a community health center that provides inpatient services and the Gunungsari Community Health Center is a Community Health Center that does not provide care. The population in this study is pregnant women who use antenatal services at community health centers. Samples were taken by: Multistage sampling, Stage 1. Stratified Random Sampling and Stage 2. Simple Random Sampling. Large sample taken by simple random sampling, group A = 51 people, group B is 38 people. Client Right Assessment is a method of collecting data through questionnaires about the rights of clients in the service process. Independent Variable is Client Right Assessment of pregnant women for services provided by midwives in meeting their needs covering 5 aspects, namely: 1) Information; 2) Access to service 3) Informed choice; 4) Safe service; 5) Privacy and confidentiality, 6) Dignity, comfort, and expression of opinion; 7) Continuity of care.

Dependent Variable is Customer Satisfaction is a statement of satisfaction of pregnant women with antenatal services that have been received include:

1) Professionalism and skills, 2) Attitudes and Behavior, 3) Accessibility and Flexibility; 4) Reliability and Trustworthiness, 5) Recovery, Reputation and Credibility.

This research was conducted for 5 months from May to October 2019. Data collection in this research was carried out using a structured questionnaire to respondents to explore the variables to be examined. Test Analysis was performed using the Spearman Correlation test to determine the effect of Client Right Assessment with Pregnant Women Satisfaction about Antenatal Services at the Bojonegoro District Community Health Center

RESEARCH RESULT

Client Right Assessment: Assessment of pregnant women on fulfilling the rights of pregnant women given by Midwives at Boareno Care Community Health Center and Gunungsari Non-Community Health Center

Based on table 2 above, it can be seen that an average of 79.45% of pregnant women at the Bojonegoro District Community Health Center stated that their rights are fulfilled, the best fulfillment of rights is the fulfillment of pregnant women towards Informed Choice of 96.63% and the fulfillment of fulfillment the rights are not good on average

6.26% and the highest percentage of fulfillment of rights which are less on privacy and confidentiality of services is 16.85%.

Analysis: Table 3: Overview of Cross Tabulation of Client Right Assessment with Pregnant Women Satisfaction about Antenatal Services at the Bojonegoro District Community Health Center, 2019. The results showed that of 2 people who received a Poor Client Right Assessment stated that they were less than 100% satisfied. Of the 7 people who were good enough, the Client Right Assessment stated that they were quite satisfied as much as 42%, and very satisfied as much as 57.1%. Of the 80 people who had good Client Right Assessment, they were very satisfied with 87.50%. Based on the results of the analysis test using the Spearman's Rho Correlation Test shows the significance of 2-tailed (p) is obtained by 0,000 because $p = 0.00 < \alpha = 0.05$, it can be concluded that there is a significant relationship between Client Right Assessment and Pregnancy Satisfaction.

DISCUSSION

According to Client Right Assessment in the concept of Client Oriented Provider Efficient (COPE), the quality of antenatal care is a service oriented to the customer and the efficiency of service by the provider (Engenderhealth, 2011), where the quality of service is determined by the fulfillment of the needs of pregnant women to obtain information about their health, ease of service, choice of services, safe services, privacy and confidentiality, polite, friendly, comfortable treatment and the right to obtain service sustainability. By implementing COPE management, the patient's rights can be fulfilled and ultimately can lead to patient satisfaction and loyalty. Patient satisfaction makes it possible to avoid things that endanger babies and their mothers (Wisnu, 2018). The results showed that the fulfillment of rights was found that in the Bojonegoro District Community Health Center, 89.89% of pregnant women stated that their fulfillment of their rights was good for antenatal care. Client Right Assessment is basically an element of Client Oriented Provider Efficient Service (COPE) is a service oriented to customer satisfaction and service efficiency by the provider. Client Right Assessment is meeting the needs of client rights including Information (Information), Access to service (Informed service), Informed choice, Safe service; Privacy and confidentiality, Dignity, comfort, and expression of opinion; Continuity of care; Client Right Assessment is a method of collecting data through questionnaires about client rights in the service process. The instruments used are generally in the form of quizzes. Client Right Assessment will cause the patient's rights can be fulfilled and ultimately can lead to patient satisfaction and loyalty (Engenderhealth, 2011).

Based on the theory above, it is expected that the Community Health Center in Bojonegoro Regency will further improve services to pregnant women, especially in the fulfillment of their rights in pregnant women. This can reduce the risk of health problems including high risk of childbirth (Wisnu, Wrahathinggih, & Sumasto, 2018). The result of the research is known that service delivery at the Bojonegoro District Community Health Center for pregnant women expressed very satisfaction at 83.15%. The quality of health services is influenced by the ability of health workers in conducting interpersonal communication and counseling.

Table 1: Client Right Assessment Recapitulation in Community Health Care Centers and Non-Community Health Care Centers

No	Fulfillment of the Rights of Pregnant Women	Community Health centers inpatient care						Community Health centers not hospitalized									
		Good		Enough		Less		Amount		Good		Enough		Less		Amount	
		n	%	n	%	n	%	N	%	N	%	n	%	n	%	N	%
1	Information	2	2,35	5	9,80	4	7,85	51	100	37	97,37	0	0,00	1	2,63	38	100
2	Service Affordability	5	9,02	24	47,06	2	3,92	51	100	22	57,89	15	39,47	1	2,63	38	100
3	Informed Choice	9	16,08	2	3,92	0	0,00	51	100	37	97,37	1	2,63	0	0,00	38	100
4	Safe Service	6	10,59	11	21,57	4	7,84	51	100	37	97,37	1	2,63	0	0,00	38	100
5	Privacy and Confidentiality of Services	9	16,48	6	11,76	6	11,76	51	100	24	63,16	5	13,16	9	23,68	38	100
6	Polite, friendly, comfortable treatment	5	8,24	6	11,76	0	0,00	51	100	34	89,48	2	5,26	2	5,26	38	100
7	Continuation of service	7	12,55	7	13,73	7	13,73	51	100	31	81,58	4	10,53	3	7,89	38	100
Average total			16,47		17,09		6,44				83,46		10,53		6,01		

Note: Good value (> 80%), sufficient (64% -80%), less (<64%)

Table 2. Recapitulation of Client Right Assessment in the Bojonegoro District Community Health Center, August 2019

No	Fulfillment of the Rights of Pregnant Women	Community Health Centers in Bojonegoro Regency							
		Good		Enough		Less		Amount	
		N	%	n	%	N	%	n	%
1	Information	79	88.76	5	5.62	5	5.62	89	100
2	Service Affordability	47	52.81	39	43.82	3	3.37	89	100
3	Informed Choice	86	96.63	3	3.37	0	-	89	100
4	Safe Service	73	82.02	12	13.48	4	4.49	89	100
5	Privacy and Confidentiality of Services	63	70.79	11	12.36	15	16.85	89	100
6	Polite, friendly, comfortable treatment	79	88.76	8	8.99	2	2.25	89	100
7	Continuation of service	68	76.40	11	12.36	10	11.24	89	100
Average total			79,45		14,29		6,26		

Note: Good value (> 80%), sufficient (64% -80%), less (<64%)

			TOTAL PREGNANT WOMEN SATISFACTION			TOTAL
CLIENT RIGHT ASESEMENT	Noot Good	Enough	Not satisfied	quite satisfied	Very satisfied	
			2 (100%)	0 (0%)	0 (0%)	2 (100%)
			0 (0%)	3 (42,9%)	4 (57,1%)	7 (100%)
			0 (0%)	10 (12,5%)	70 (87,5%)	80 (100%)
TOTAL			2 (2,2%)	13 (14,6%)	74 (83,1%)	89 (100%)

Interpersonal communication and counseling are proven to create a relationship of mutual trust. A good interpersonal relationship between midwives and their clients and have an impact on increasing client satisfaction. One dimension of service quality is timeliness, meaning that health services must reduce patient waiting times and service delays (Freya, Sonenstein., Punja S., 2011). To be able to provide quality health services, it is necessary to fulfill facilities and infrastructure (Anggraeni, 2012). Customer satisfaction is a full evaluation where the alternative chosen is at least the same or exceeds customer expectations, while dissatisfaction arises when the results do not meet expectations (Tjiptono, 2011). Increased Pregnant Satisfaction in antenatal care can occur if services that meet the rights of clients, reduced waiting times for services and infrastructure facilities are met. For this reason, it is necessary to improve the quality of services to improve service waiting times, fulfillment of 7 (seven) client rights, service oriented to the interests of their clients, namely being able to conduct Interpersonal Communication and Counseling as an effort to improve the quality of services at the Community Health Center (Ummu Nafisah, 2014). The results showed a significant relationship between Client Right Assessment and Pregnancy Satisfaction. Satisfaction is defined as the level of one's feelings after comparing the performance or perceived results with expectations (Hemani Triredjeki, 2020).

From this definition it can be concluded that in order to satisfy consumers, it must be identified in advance what the wants, needs and expectations of consumers so that the sacrifice that has been issued by consumers is proportional to what is obtained (Myrra Rizky Y anuarial, 2013). Based on the above theory, according to the fact, that the fulfillment of the rights of pregnant women can be fulfilled and ultimately can lead to satisfaction and loyalty of pregnant women.

Conclusion

Based on the results of the analysis and discussion the following conclusions can be drawn:

- Client Right Assessment for antenatal services at the Public Health Center in general at 89.89%. The best fulfillment of rights is on fulfilling pregnant women towards Informed Choice of 96.63%.
- Satisfaction of pregnant women at the Community Health Center expressed very satisfied by 83.15%. The highest percentage is Very Satisfied 55.06%, in Attitude and Behavior very Satisfied 56.18%, Accessibility and Flexibility are Very Satisfied 71.91%, Reliability and Trustworthiness are Very Satisfied 64.04% Recovery and Reputation and Credibility are 56 18%.
- Fulfillment of Client Right Assessment can increase the satisfaction of pregnant women. In an effort to reduce

maternal and infant mortality rates, it is necessary to provide care services based on Client Right Assessment

REFERENCES

- Anggraeni, S. 2012. Analisis Proses Perbaikan Pelayanan Kualitas Antenatal dengan metode Client Oriented Provider Efficient (COPE). *Journal Administrasi Dan Kebijakan Kesehatan*, 10(1).
- Engenderhealth. 2011. *COPE for Maternal Health Service. A Process and Tools for Improving the Quality of Maternal Health Service*. New York, USA: NY 1001 USA.
- Freya, Sonenstein., Punja S., C. A. 2011. *A Framework for Title X Family Planning Service Delivery Improvement Research*.
- Hermani Triredjeki, H. S. 2020. *Research article analysis of village midwife performance in handling neonatal asphyxia*. 07, 6797–6800.
- Hery Sumasto, Sulikah, N. T. W. 2019. Development of Assessment Instruments for Disaster Resilient Campus Capacity. *Health Notions*, 3(7), 321–328. Retrieved from <http://heanoti.com/index.php/hn/article/view/hn20225>
- Hery Sumasto, N. W. 2020. Development of Instruments to Measure Disaster Preparedness. *Journal of Global Pharma Technology*, 12(2), 542–549. Retrieved from <http://www.jgpt.co.in/index.php/jgpt/article/view/3323>
- Hery Sumasto, S., Nurwening Tyas Wisnu, Ngestiningrum, A. H., Setiawan, Sugito, B. H., & Najib, M. (2019). Trauma healing during the earthquake disaster emergency response phase in Lombok, Indonesia. *Indian Journal of Forensic Medicine and Toxicology*, 13(4), 1745–1748. <https://doi.org/10.5958/0973-9130.2019.00562.0>
- Kemenkes RI. 2010. *Pedoman Pelayanan Antenatal Terpadu*. Jakarta: Dirjen Bina Kesmas. Myrra Rizky Yanuarial, R. D. W. 2013. Penyusunan Upaya Peningkatan Pelayanan Antenatal Care Berdasarkan Voice Of The Customer. *Jurnal Administrasi Kesehatan Indonesia*, 1(1).
- Padraig O Luanagh, C. C. 2010. *Ilmu Kesehatan Masyarakat (Midwifery and Public Health: Future Directions and New Opportunities)*. Jakarta: EGC.
- Sumasto, H., & Wisnu, N. T. 2016. *The Follow Up Taken by Women Who Have Undergone “ Visual Inspection with Acetic Acid (VIA) Test ” with Positive Results*. 1(10), 20–22.
- Syaifudin, A. 2010. *Buku Acuan Nasional Pelayanan Kesehatan Maternal Dan Neonatal*. Jakarta: Yayasan Bina Pustaka Sarwono Prawiroharjo.
- Tjiptono, F. 2011. *Prinsip-Prinsip Total Quality Management*. Yogyakarta: ANDI.
- Ummu Nafisah, R. D. W. 2014. Benchmarking Mutu Pelayanan Antenatal Care Di Pusat Kesehatan Masyarakat Berdasarkan Trilogi Juran. *Jurnal Administrasi Kesehatan Indonesia*, 2(4).
- Wisnu, N. T. 2018. The Use of Role Play Method in Efforts to Improve Capability of Posyandu Cadres. *Health Notions*, 2(7), 775–778.
- Wisnu, N. T., Wrahathingih, A. W., & Sumasto, H. 2018. Prediction of Blood Pressure by Waist Circumference, Waist Pelvic Ratio and Body Mass Index. *Health Notions*, 2(2), 284–286.
