

# Relationship Of The Perception Of Quality Service Of Obstetrics With The Level Of Patient Satisfaction In West Bandung Regency Year 2018

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**Abstract:** Serving the people is a great opportunity for an organization to demonstrate its credibility and its versatility. Thus the implementation of the Government's activities in the region on the basis of the reference to Minimum Service Standards (SPM) will be a guarantee against a society that his needs well served by the Government as the servant of the people. In addition the Minimum service standard can serve as a benchmark the success of local government in organizing the obligation (KEMENPAN-RB 2017). The purpose of this research is to know the relation of perception of the quality of service of Obstetrics (KIA) with the level of satisfaction of patients clinics in West Bandung Regency. The research method used was deskriptif correlation. This research using a sample of clinics that have not been accredited and far from the center of the selected health centers namely Gununghalu, Cililin, Rajamandala, Ngamprah and clinics. Visitor services the patient obstetrics (KIA) in clinics associated at least 3 x 15-year-old > visits with a number of samples of 100 respondents, with divisions in the health Gununghalu 20 respondents, Cililin 15 respondents, Rajamandala 46 respondents, Ngamprah 19 respondents using the quota sampling, the data obtained using questionnaire and in the analysis using the chi square test. Results of the study were patients with less perception of 39 respondents (39%) level of satisfaction with less satisfied 12 of the respondents (12%), whereas patients with good perception 61 respondents (61%) with the level of satisfaction satisfied 88 respondents (88%). the results of the statistics obtained that (pvalue = 0.00) < ( $\alpha = 0.05$ ). There is a relationship can be summed up the perception of the quality of service to the satisfaction of the patient.

**Index Terms:** perception of the quality of service, patient satisfaction

## Introduction

Government as one of the service providers, are required to improve the quality of service to the community in order to the satisfaction of the community served is met. Thus the Ministry is directed to the perspective of the interests of the wider community. (KEMENPAN-RB 2017). Serving the people is a great opportunity for an organization to demonstrate its credibility and its versatility. Thus the implementation of the Government's activities in the region on the basis of the reference to Minimum Service Standards (SPM) will be a guarantee against a society that his needs well served by the Government as the servant of the people. In addition the Minimum service standard can serve as a benchmark the success of local governments in organizing its obligations (KEMENPAN-RB 2017). Patient satisfaction can also be defined as the level of the patient's feelings after comparing with the expectation. If a patient feels satisfied with the value provided by the services, is very likely to be a customer for a long time. Patient satisfaction is a reaction to the behavior after receiving health services. It affects decision-making the utilization nature constantly against the purchase of the same services and will affect the delivery of message to the impression others about health services provided (jenny j. S 2013).

## The State of the problem

### 1) State of the problem

The State of the problem in this research is whether there is a relationship of the perception of the quality of service of Obstetrics (KIA) and the level of satisfaction of patients in West Bandung Regency

### 2) Approaches and concepts to answer problems

The approach used in this research is to use a descriptive correlation to see the relationship between two variables. This research use the questionnaire as an instrument of

research and given to 100 respondents were analyzed using chi square test.

## Research method

Research methods used in this study is a research method's "Descriptive Correlation" i.e. a method of research conducted with the primary goal to find out the relationship between the two variables on a situation or a group of subject. Descriptive surveys are generally used to make assessment of the situation and conducting a program in the present. Then the results are used to draw up the program improvement planning (Notoatmodjo 2011). The data in the study are obtained directly by researchers through interviews and observations, Indirectly obtain data from clinics. Investigators went to the site of research in the health Gununghalu, cililin, Rajamandala, and clinics Ngamprah, researchers conduct informed consent against the respondent. Researchers conducting a data collection with distributed questionnaires to respondents, after the data is collected, and then in the analysis to interpret. The instruments used in the study include: the questionnaire. Before performing data collection using the guidelines in advance of the interview, kuesionar tested (try out) against 20 respondents in midwifery services (MCH) clinics in pataruman. It is intended to find out the validity and reliability against the questioner. (Arikunto, 2010).

## Results and discussion

After processing/analysing data using software on your computer, the results of this research are presented in the form of the univariate analysis and bivariat. Univariate analysis was to see an overview of the perception of the quality of service of obstetrics clinics in West bandung Regency and the image of the patient's Satisfaction Towards the quality of service of Obstetrics (MCH) clinics in West Bandung Regency next, the analysis will be analyzed the relationship of perception quality of service bivariate obstetrics (KIA) and the level of satisfaction of patients

clinics in West Bandung Regency using Test chi square, as follows:

### Univariate Analysis Results

#### a. Description of the perception of the quality of service of Obstetrics (MCH) clinics in West Bandung Regency

**Table 4.1** perception of the quality of service of Obstetrics (MCH) clinics in West Bandung Regency

the perception of the quality of service	frequency	Presentation (100%)
Less	39	39
Good	61	61
Total	100	100

Based on table 4.1 obtained results that more respondents who have a good perception of the quality of service, namely 61 respondents (61%) While the respondents have the perception of quality is less i.e. 39 respondents (39%). Service quality obstetrics is the level of perfection and standards which have been set out in providing services of midwifery to reduce mortality. The quality of service at the level of perfection shows that midwifery services can meet the satisfaction of the client. Service quality is the most important part in delivering customer satisfaction. Midwifery services under the auspices of the Organization of the profession also continue to strive to improve service quality. The satisfaction and trust of patients against the Organization really plays an important role in market competition because the patient/client as a customer is the most effective promotional tools and accurate to attract customers by providing information to others (Tharyandriani, 2013).

#### Description of the patient's Satisfaction Towards the quality of service of Obstetrics (MCH) clinics in West Bandung Regency

**Table 4.2** Patient Satisfaction Towards the quality of service of a midwife (MCH) clinics in West Bandung Regency

Satisfaction	Frequency	Presentation(100%)
Less satisfied	12	12
Satisfied	88	88
Total	100	100

Based on table 4.2 obtained results that more respondents who feels satisfied towards the quality of service that is 88 responden (88%) While respondents who feel less satisfied against the quality of service that is 12 respondents (12%). Factors that can affect the satisfaction of health service users include: understanding of service users about the types of services that will be accepted, in this case the communication plays an important role, empathy (caring attitudes) are indicated by Health workers, costs (cost), the high cost of health care can be seen as a source of patient and family morals, physical appearance of the officers (packaging), conditions of hygiene and comfort of the room,

security assurance demonstrated by health workers , reliability and skills of health workers in delivering treatment, the speed in providing a response to the complaints of the patient (Tharyandriani, 2013).

### Bivariate Analysis Results

**Table 4.3** Relationship perceptions of the quality of service of Obstetrics (KIA) and the level of satisfaction of patients clinics in West Bandung Regency

The perception of the quality of service	Satisfaction patients				Total		P Value
	Less satisfied		satisfied		F	%	
	f	%	F	%	F	%	
Less	12	31%	27	69%	39	100%	0.00
Good	0	0%	61	100%	61	100%	
Total	39	100%	61	100%	100	100%	

Based on table 4.3 obtained results that of 61 respondents who have the perception of the quality of service is good there are 61 respondents (61%) that were satisfied, while respondents who have the perception of the quality of service is lacking there are 12 respondents (31%) and respondents who were satisfied, namely 27 respondents (69%). Chi-Square test results obtained values ( $p = 0.00$ )  $<$  ( $\alpha = 0.05$ ) then the  $H_0$  is rejected, thus it can be concluded there is a relationship between the perception of the quality of service to the satisfaction of the patient. Vina Sulistia Nengsih (2011) argues that customer satisfaction is a feeling happy or upset someone as the result of a comparison between the achievement or perceived and expected from a product. Customer satisfaction against the health service can improve the quality of health care. This is in accordance with the theory of good or bad is the quality of the health service then it will affect the level of satisfaction of patients because patients will provide a response as well as an assessment of the quality of health care. The better the health service will produce a good quality of service and the level of satisfaction against the health service. The relationship of the perception of the quality of service of a midwife (MCH) clinics in West Bandung Regency year 2018 there is that 39 respondents (39.0%) the perception of less, 61 (61.0%) respondents the perception of good, 39 respondents (39.0%) not satisfied, and 61 respondents (61.0%) satisfied. From the results of the analysis of the obtained p value of  $0.00 < \alpha$  (0.05) then  $H_0$  denied IE there is a relationship between the perception of the quality of service and patient satisfaction. The results of the test statistic obtained a connection the perception of the quality of service with a satisfaction rate of patients, and in accordance with the research Sulistia Nengsih Vina, Yani Maidelwita in the PROVINCIAL HOSPITAL of Dr. m. ZEIN PAINAN 2011 with the title "Quality Relationships With Healthcare Patient Satisfaction level Towards health care In Inpatient Hospitals Internet Dr. m. Zein Painan test result statistics obtained by the existence of the relationship of perception quality of service with a satisfaction rate of patients.

## Conclusion

Based on the discussion of the results of research on the relationship of perception of the quality of service of Obstetrics (KIA) and the level of satisfaction of patients clinics in West Bandung Regency that:

1. The results of the study showed that the image of the perception of the quality of service is lacking there are 39 respondents (39.0%), and the perception of the quality of service is good there are 61 respondents (61.0%).
2. The results of the study showed that the image of the patient satisfaction less satisfied there are 12 respondents (12.0%), and patient satisfaction satisfied category there are 88 respondents (88.0%).
3. The results of the research showed that the relationship between the perception of the quality of service with a satisfaction rate of patients. Obtained p value of  $0.00 < \alpha (0.05)$  then there is the relationship that is being denied Ho's perception of the quality of service of Obstetrics (MCH) clinics in West Bandung Regency year of 2018.

## Suggestion

Expected at the clinic in Western Bandung Regency, further enhance the quality of service this good, to maintain a high level of satisfaction of patients against health care in health centers, especially in terms of service of Obstetrics (KIA). And the parties should pay more attention to public health officers and again what a patient satisfaction factors still exist, so that the quality of health services in the Wellness Centre can be increased again and become the perfect service quality. Health workers such as nurses, midwives, doctors and other staff who can maintain and enhance the services provided to the patient so that the patient can give good comments and they are satisfied with the service provided by health. The patient will feel satisfied if health workers serving with friendly, manners and patient-friendly, skill and thoroughness in the review process also be satisfaction for patients. Serving patients with wholehearted, sincere help cure all complaints without distinguishing the status of the patient.

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