

RELATIONSHIP OF SERVICE MANAGEMENT QUALITY WITH ANC VISIT AT PMB ROSLINA SAMUDRA DISTRICT

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ABSTRAK : HUBUNGAN KUALITAS MANAJEMEN PELAYANAN DENGAN KUNJUNGAN ANC DI PMB ROSLINA KECAMATAN SAMUDRA KABUPATEN ACEH UTARA

Latar Belakang: *World Health Organization* (WHO) mengatakan sekitar 810 wanita meninggal karena penyebab yang dapat dicegah terkait kehamilan dan persalinan. Komplikasi kehamilan dan persalinan sebagai penyebab tertinggi kematian ibu tersebut dapat dicegah dengan pemeriksaan kehamilan melalui antenatal care (ANC) secara teratur. Dalam praktek kebidanan pemberian asuhan kebidanan yang berkualitas sangat dibutuhkan. Kualitas pelayanan kebidanan ditentukan dengan cara bidan membina hubungan baik sesama rekan, sejawat ataupun dengan orang yang diberi asuhan.

Tujuan : untuk mengetahui hubungan kualitas manajemen pelayanan dengan kunjungan ANC di PMB Roslina Kecamatan Samudra Kabupaten Aceh Utara.

Metode: Penelitian ini merupakan penelitian deskriptif analitik dengan desain cross sectional. Sampel penelitian ini adalah ibu hamil trimester III sejumlah 53 orang, teknik pengambilan sampel adalah total populasi. Instrumen yang digunakan adalah kuesioner. Analisis bivariat menggunakan uji chi square.

Hasil: Hasil penelitian yang didapat yaitu kualitas manajemen pelayanan yang berkategori baik semua ibu melakukan kunjungan ANC dengan lengkap sebesar 100% dan pada kualitas manajemen pelayanan yang berkategori cukup semua ibu melakukan kunjungan pemeriksaan ANC lengkap sebesar 100%. Hasil uji Chi Square dengan $p = 0,001 (< 0.05)$.

Kesimpulan : Ada hubungan antara kualitas manajemen pelayanan dengan kunjungan ANC di PMB Roslina kecamatan samudra Kabupaten Aceh utara.

Saran: untuk tenaga kesehatan dalam melakukan pelayanan hendaknya selalu menjaga kualitas pelayanan dengan memperhatikan prinsip-prinsip manajemen pelayanan.

Kata Kunci : Kualitas Manajemen Pelayanan, Kunjungan ANC, Ibu Hamil

ABSTRACT

Background: The World Health Organization (WHO) says about 810 women die from preventable causes related to pregnancy and childbirth. Complications of pregnancy and childbirth as the highest cause of maternal death can be prevented by regular antenatal care (ANC). In midwifery practice the provision of quality midwifery care is needed. The quality of midwifery services is determined by the way the midwife fosters good relations with colleagues or with the person being cared.

Objective: This study aims to determine the relationship between service management quality and ANC visits at PMB Roslina, Samudra District, North Aceh Regency.

Methods: This research is an analytical descriptive research with a cross sectional design. The sample of this study was 53 third trimester pregnant women, the sampling technique was the total population. The instrument used is the questionnaire . Bivariate analysis using chi square test.

Results: The results of the study were that the quality of service management in the well category all mothers made complete ANC visits by 100% and in the quality of service management in the enough category all mothers made complete ANC visits by 100%. Chi Square test results with $p = 0.001 (< 0.05)$.

Conclusion: There is a relationship between the quality of service management and ANC visits at PMB Roslina, Ocean District, North Aceh Regency

Suggestion: For health workers in providing services, they should always maintain the quality of service by taking into account the principles of service management.

Keywords : Quality of Service Management, ANC Visits, Pregnant Women

INTRODUCTION

Mothers and children are family members who need to get priority in the implementation of health efforts, especially for pregnant women because nowadays there are still many pregnant women who do not know the importance of checking pregnancy so that many problems occur to mothers during the delivery process due to lack of early detection during pregnancy (Suadnyani et al., 2021). According to data from the *World Health Organization* (WHO) (2019), around 810 women died from preventable causes related to pregnancy and childbirth. Between 2000 and 2017, the *Maternal Mortality Rate* (MMR), the number of maternal deaths per 100,000 live births fell by about 38% worldwide. 94% of all maternal deaths occur in low- and lower-middle income countries (Kementrian Kesehatan RI, 2015).

Data from the Dinas Kesehatan Aceh (DINKES Aceh), the decrease in maternal mortality in 2015 was 134 per 100,000 live births (LB), compared to 2016 which was 167 per 100,000 LB, but in 2017 there was a decline again, namely 143 per 100,000 LB but in 2019 it increased to 172 per 100,000 live births from 100,000 LB and in 2020 the *Maternal Mortality Rate* (MMR) in Aceh remained the same as the previous figure of 173 per 100,000 live births. with the number of maternal deaths as many as 157 cases, the highest in East Aceh District 19 followed by North Aceh 17 cases and the lowest in Sabang City as many as 1 case, this shows the high commitment of the local government in providing health services to pregnant women, maternity mothers and postpartum mothers (Dinas Kesehatan Aceh, 2020).

The cause of the highest incidence of maternal death each year is the same, namely due to bleeding. Followed by hypertension and infections and other causes such as cancer, heart disease, tuberculosis, or other diseases suffered by the mother. Meanwhile, abortion and prolonged labor contribute a very small number as a cause of AKI (Kementrian Kesehatan RI, 2014).

Complications of pregnancy and childbirth as the highest cause of maternal death can be prevented by regular antenatal care (ANC) examinations. Antenatal care or antenatal services carried out by trained and professional health workers can prevent (Indrayani & Sari, 2019). In Indonesia, antenatal care is carried out at least 4 visits during the mother's pregnancy in accordance with government policies based on WHO provisions and detecting complications in the fetus and pregnant women early so that unwanted things do not happen in the future (Rachmawati et al., 2017).

Midwives as caregivers are responsible for carrying out their roles, functions and responsibilities, especially in early pregnancy as an effort to prepare mothers to understand the importance of health care during pregnancy which will have an impact on the delivery and postpartum period. Thus it can be said that midwives have a major role in providing maternal and child health services in the community (Apriana et al., 2021; Rahmati, 2012).

Considering the big role of midwives, various programs have been implemented by the government to improve the quality of private practice midwife services so that they are in line with applicable services. The main activities of basic services carried out by midwives in reducing MMR. MMR are antenatal care, delivery assistance, pregnancy risk detection from the Ministry of Health of the Republic of Indonesia, requiring 6 visits of pregnant women and standard antenatal care (ANC) 10T (Sagita & Septiyani, 2019).

In midwifery practice the provision of quality midwifery care is needed. The quality of midwifery services is determined by the way the midwife fosters good relations with colleagues, colleagues or with the person being cared for. Efforts to improve the quality of midwifery services are also determined by the skills of the midwife to communicate effectively and provide good counseling to clients (Friscila et al., 2023; Rahayu et al., 2019).

In order to achieve the K4 target, one of the efforts is to improve optimal service to clients by using management principles (Amatiria, 2016). According to Handoko (2012) management is the process of planning, organizing, directing, and supervising the efforts of organizational members and the use of resources to achieve goals. In order to get quality services, they should use management in carrying out services. Health management is the maintenance or improvement of health status through prevention, diagnosis, therapy and healing as well as other physical and mental disorders (Khoeriah et al., 2021).

A midwife in managing midwifery services should also use management principles, so that the midwifery services held can meet the expectations of the community. Management capabilities are needed in managing midwifery services carried out by midwives in an effort to implement independent practice services (Patria & Amatiria, 2018). Management elements are inherent in it as an inseparable part in managing, regulating, implementing services as well as monitoring and evaluation. Midwives in providing midwifery care

can also be customer/client oriented and improve service quality (Lestari & Friscila, 2023; Salma et al., 2022).

From the initial assessment at Roslina Geudong's Midwife Independent Practice (PMB) North Aceh Regency in 2021, the number of Antenatal Care (ANC) was 358 people, there were 57 people who did not receive K4.

In accordance with the explanation, the researchers wanted to examine the relationship between the quality of service management and antenatal care visits (ANC) at Roslina Geudong, North Aceh Regency.

RESEARCH METHODOLOGY

This research is a descriptive analytic study with a cross sectional design. In this study, the independent and dependent variables were carried out at the same time (Firdaus & Zamzam, 2018).

The population in this study was the third trimester pregnant women who checked themselves at PMB Roslina Ocean District, North Aceh Regency on April 20 - May 20, 2022 a total of 53 people, the sampling technique was the total population.

The assessment instrument used in this study was a questionnaire containing biodata of respondents, questions about the quality of service management and questions about ANC examination visits. Data analysis using chi square test. Data collection is carried out for 1 month

RESEARCH RESULT

Univariate Analysis

Table 1
Frequency Distribution of Respondents' Characteristics Based on Age, Education, Work and Number of Children

Characteristics	f	%
Age		
19-25 Years	28	52.8
26-35 Years	25	47.2
Education		
Elementary/Junior High School	18	34
Senior High School	15	28.3
College	20	37.7
Work		
Working	35	66
Doesn't work	18	34
Number of children		
1-2 child	40	75.5
>2 child	13	24.5

From the table above, it is known that, in the characteristics of the respondents, most of the mothers aged 19-25 years were 52.8%, most of the mothers had college education 37.7%, most of the mothers worked as much as 66% and most of the mothers had 1-2 child, people by 75.5%.

Table 2
Frequency Distribution of ANC Service Management Quality

Service Management Quality	f	%
Well	24	54.3
Enough	16	30.2
Not enough	13	24.5

From the table above, it is known that the quality of ANC service management is mostly in well quality at 54.3%.

Table 3
Distribution of Frequency of ANC Visits for Pregnant Women

ANC Visit	f	%
Complete	49	92.5
Incomplete	4	7.5

From the table above, it is known that the majority of maternal ANC visits were on complete visits of 92.5%.

Bivariate Analysis

From the table above, it is known that in the quality of service management which is categorized as well, all mothers make a complete ANC visit by 100% and in the quality of service management which is in enough category, all mothers visit a complete ANC examination by 100%. The results of the Chi Square test with $p = 0.001 (< 0.05)$, it means that there is a relationship between the quality of service management and ANC visits at PMB Roslina, Samudra sub-district, North Aceh Regency.

Table 4
Relationship of Service Management Quality with ANC Inspection Visit

Service Management Quality	ANC Checkup Visit				Amount		P value
	Incomplete		Complete		f	%	
	f	%	f	%			
Not enough	4	30.8	9	69.2	13	100	0.001
Enough	0	0	16	100	16	100	
Well	0	0	24	100	24	100	

DISCUSSION

Antenatal care (ANC) is an antenatal service provided to pregnant women. Services are carried out to prepare for labor and birth in order to prevent, overcome, and detect problems that may arise during pregnancy (Wulasari, 2012). Problems or complications that occur can result in maternal death and increase the maternal mortality rate (MMR) in Indonesia (Patria & Amatiria, 2018).

Antenatal services can also be used to provide information to pregnant women and their families to take appropriate treatment and immediately check their pregnancy if there are signs of danger during pregnancy (Melay, 2013).

Quality services greatly affect antenatal care visits, this is because quality services can provide satisfaction to clients, thereby increasing the mother's interest in making visits as recommended by midwives according to standards for antenatal care visits (Frisčila et al., 2022; Khasanah, 2012).

ANC visits by pregnant women are influenced by several factors. The division of factors that influence a person's behavior in utilizing health services is based on Lawrence Green's theory, which comes from behavioral factors (behavior causes) and factors outside behavior (non-behavior causes). predisposing factor, enabling factor, and reinforcing factor (Putri et al., 2020; Rachmawati et al., 2017).

Based on the results of research conducted at PMB Roslina, Samudera Sub-district, North Aceh Regency from April 20 to May 20, 2022. Regarding the relationship between service management quality and ante natal care visits, a sample of 53 respondents was obtained as many as 24 respondents (45.3%) of service management quality. in the well category, as many as 16 respondents (30.2%) the quality of service management in the enough category and as many as 13 respondents (24.5%) the quality of service management in the not enough category.

The group of mothers whose quality of service management was in the well category of complete ANC visits was carried out while in the group of mothers whose quality of service

management was in the category of lacking complete ANC visits 69.2%. This difference can be confirmed by the results of the Chi Square test with $p = 0.001 (< 0.05)$ which means that there is a relationship between the quality of service management and ANC inspection visits.

Of the 24 respondents with well service quality management, all of them made a complete ANC visit. From these results it can be explained that midwives who provide services with well quality management can improve the attitude of mothers to make visits so that midwives can provide services according to standards in the hope that maternal and child mortality rates can be reduced.

This study is in line with research conducted by Indrayani & Sari (2019), the results obtained that there is a significant relationship between service quality and antenatal care service coverage with p value = 0.000. it can be concluded that the quality of service affects the coverage of antenatal care so that health workers must maintain and improve the quality of health services.

The researcher's assumption that in ANC services there is service management related to pregnant women during ANC visits. This is interrelated, namely the better the quality of ANC service management, the more the decision of pregnant women to make ANC visits to health facilities on an ongoing basis until a complete ANC visit is declared.

CONCLUSION

There is a relationship between the quality of service management with ANC inspection visits.

SUGGESTION

The results of this study in order to become information in providing services, they should always maintain the quality of service by paying attention to the principles of service management, thereby facilitating midwives in providing quality services to mothers so that maternal and infant morbidity and mortality are not expected to occur.

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