

EXPERIENCE OF PREGNANT MOTHERS IN RECEIVING ANTE NATAL CARE SERVICES IN HOSPITAL

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Disubmit: 02 Agustus 2023

Diterima: 28 Oktober 2023

Diterbitkan: 01 Desember 2023

Doi: <https://doi.org/10.33024/mnj.v5i12.11316>

ABSTRACT

Antenatal care services for pregnant women are health services received by mothers during pregnancy to determine the health condition of the mother and fetus. To determine the experience of pregnant women in receiving services at the hospital. This research method is qualitative phenomenology, data collection is carried out in natural settings with participant observation techniques and in-depth interviews. Data were analyzed with the Colaizzi method. Among mothers as hospital visitors, 3 themes were found, namely 1) Utilization of technology in antenatal care services for pregnant women in hospitals, 2) Effective communication with pregnant women as customers in hospitals, 3) Educational literacy for mothers pregnant antenatal care in health services in hospitals. Among health workers as stewards of antenatal care, two themes were found, namely: 1) the use of technology as a means of educational media, and 2) the expectations of health workers in providing services for pregnant women. The use of technology in the form of educational facilities is very important for pregnant women, especially during the antenatal care period, this is useful to help reduce the incidence of complications in the mother and fetus based on health technology monitoring. The involvement of health workers including doctors, nurses, and midwives is a determining factor for success in service excellence in 5 standard policies, namely police, place, product, process, and people in the hospital.

INTRODUCTION

Pregnancy is a natural, natural, and important event in a woman's life (Allen et al., 2020). Pregnant women must access healthcare facilities by making visits to check their health (antenatal care / ANC), Antenatal care (ANC) provides monitoring and regular follow-up of maternal and fetal health during pregnancy (Redi et al., 2022). ANC visits at least 6 (six) times, namely 2 visits in the 1st trimester, 1 visit in the 2nd trimester, and 3 visits in the 3rd

trimester. WHO recommends ANC services consisting of components including risk identification; prevention and management of pregnancy-related or concomitant diseases; health education and health promotion (Scheffler et al., 2015).

The results of the 2018 Basic Health Research (Ministry of Health of the Republic of Indonesia 2018), show that data on antenatal care coverage in Indonesia during the last 5 year period in 2013-2018,

namely 2013 was 95.2% and in 2018 it was 96.1 % (McArthur, 2020). First ANC coverage in trimester 1 during the last 5-year period in 2013-2018, namely in 2013 it was 81.3% and in 2018 it was 86%. K4 coverage during the last 5-year period in 2013-2015, namely 70% in 2013 and 74% in 2018 (SNARS, 2018). At Hermina Jatinegara Hospital in the last 3 months of 2022 in February, there were 1149 patients, March: 1335 patients, April: 1512 patients.

In addition to carrying out ANC visits and utilizing health service facilities that are easily accessible and more complete, pregnant women must be able to maintain the health of themselves and their fetuses to avoid pregnancy complications (Dhavalshankh et al., 2019). Many studies have been carried out to reduce maternal mortality related to preventing pregnancy complications, but in developing countries, some are related to the lack of care during pregnancy due to the lack of ANC visits (Creanga et al., 2016)

The lack of ANC visits and understanding of the danger signs of pregnancy can endanger the mother and fetus, such as bleeding during pregnancy due to the undetected danger signs of pregnancy early on. Besides that, the provision of health services has not been optimal in hospitals related to the BPJS program, namely the discomfort of mothers in receiving services provided by the hospital is also a problem of the lack of pregnant women checking their pregnancies (Phommachanh et al., 2019), one of which is the queuing system, availability of beds for inpatient stays, health workers less friendly (Creanga et al., 2016). Problems surrounding the provision of services that are not following

standards require service delivery with service excellence, some efforts to improve the quality of health services by improving service quality management (Rajbanshi et al., 2021), namely efforts to minimize gaps (gaps) between the levels of service provided organization with the hopes and desires of customers (user community) (Recio-Vivas et al., 2022; Ruiz Hernandez et al., 2021). The success of a hospital is not seen from its facilities (output) but from the direct benefits of the existence of these facilities for the community (outcome) (Recio-Vivas et al., 2022). Furthermore, performance monitoring needs to be carried out as a tool to evaluate whether the health services and programs of health service provider organizations are following what the community needs (Tshivhase et al., 2022). At Hermina Hospital in carrying out service excellence through an assessment process consisting of 5 P (Policies, People, Place, Product, Process).

Nursing services in hospitals can be excellent if they are supported by health workers who are trained in providing health services (Tshivhase et al., 2022), this can have a positive impact on service quality in terms of increasing the health status of mothers and children, by providing education to mothers and families as a support system. IMD services (Tshivhase et al., 2022), Postpartum Rooming-In Services, and lactation counseling with the use of technology (Phommachanh et al., 2019).

This is an effort to increase customer satisfaction by utilizing the provision of antenatal care services with service excellence (Policies, People, Place, Product, Process) in Hospitals.

The purpose of this study was to describe the experience of health workers in providing service excellence (Policies, People, Place, Product, and Process) in hospitals that can be carried out effectively and efficiently.

What is the experience of pregnant women receiving antenatal care services at the hospital?

LITERATURE REVIEW

Pregnancy is defined as the fertilization or union of spermatozoa and ovum, followed by nidation or implantation. If calculated from the time of fertilization until the birth of the baby, a normal pregnancy will take place within 40 weeks, or 10 to 9 months according to the international calendar.

Antenatal care is a health service received by the mother during pregnancy to determine the health condition of the mother and fetus. The purpose of ANC services is to care for and monitor the mother's pregnancy until the time of delivery, preparing for delivery to a well-born baby and a well-healthy mother, and it is hoped that the mother will be able to care for the baby and breastfeed optimally (Cashion et al., 2019). During pregnancy, the condition of the mother and fetus must be continuously monitored if deviations from normal conditions are found so that appropriate treatment can be given. Therefore, pregnant women must undergo routine checks during pregnancy according to the schedule provided (Cashion et al., 2019).

Service excellence is divided into five policies, namely Standard 1 Police: Strategic, HR Development Policy, Skills Development, and

Occupational Health and Safety Policy. Standard 2: Place, Work Environment, and Customer Assessment (including physical location), Website/Social Media/Portal. Standard 3 Products and Services: Products and Services, Product or Service Prices, Customer Education Programs. Standard 4: Process and customer journey maps, namely Development and Assessment, Standard 5: People, Internal Communication, and Employee Performance Records.

RESEARCH METHODOLOGY

Method should be structured as follows:

1. *Research design*

This research is qualitative research using a descriptive phenomenological approach to exploring and finding the meaning of pregnant women's experiences in receiving services at a hospital. The research was conducted from 08 to 13 September 2022 in a private hospital. The findings of qualitative research are more in-depth because they facilitate the opinions of the participants (informants) and provide information to readers to better understand the experiences, what is felt and the perspectives of the participants (Speziale et al., 2011).

2. *Setting and participants*

Using the purposive sampling method, there were 6 patients, both BPJS and executives, and 2 obstetric polyclinic officers with the criteria for patients having visited at least 3 visits, health workers with working experience of approximately 3 years to 10 years and willing to take part in this study.

3. *Measurement and data collection;*

Data collection was carried out through interviews using in-depth interview guidelines and open questions, field notes, and observations. The interviews were audio-recorded and the recordings were transcribed verbatim. We use the Colaizzi method for our data analysis. The analysis process includes: 1) preparing interview transcripts, then reading and re-reading the transcripts; 2) taking important statements from participants related to the study questions and grouping them into key statements (coding stage 1); 3) formulating the meaning of important statements into categories (coding stage 2); 4) incorporate the meanings of the interrelated categories into themes (coding term 3); 5) develop a complete description of the essential structure or essence of phenomena; 6) describe the fundamental structure of the research phenomenon; 7) validating research findings to participants.

4. *Data analysis;*

This research method is qualitative phenomenology, data collection is carried out in natural settings with participant observation techniques and in-depth interviews. Data were analyzed with the Colaizzi method.

5. *Trustworthiness/rigor (applies to qualitative studies)*

The qualitative data, such as credibility: the researcher clarified when there were participant statements that were not clear during the interview process and obtain approval from

the hospital and ethics committee, transferability: Researchers have well documented the research process, starting from the results of the interviews, the results of the analysis, to the results report, dependability: The researcher recorded during the interview process and documented field notes, and confirmability: The researcher conducted confirmability by re-examining the results of the research including the results of interviews and field notes.

6. *Ethical considerations.*

This research has received ethical approval from the Sint Carolus High School of Health and has passed ethical no. 104/KEPPKSTIKSC/IX/2022. And a permit from hospital No. 3456/HRD/RSH JTN/IX/2022. All participants were explained about the research and signed informed consent before the interview.

RESEARCH RESULT

1. *Participants' demographics*

Six pregnant women and health workers to participate in study. All participants at the obstetric polyclinic Hermina hospital. The experience of pregnant women receiving services during examinations at the obstetric polyclinic, and how health workers provide service excellence in 5 policies, namely police standards, place, product, process, and people at the hospital. In this study, six patients, both BPJS and executives, and two midwifery poly health workers were included in the study. Participants aged 27-34 years.

Patients with 3rd-trimester pregnant women have an average bachelor's degree, health workers with D3 midwifery education and 3 to 10 years of service

Table 1. Participants' demographic summary

Health workers

Participant	Age	Marital Status	Education	Years of experience
Participant 1	27	married	Bachelor midwifery	3
Participant 2	34	married	Bachelor midwifery	16

Pregnance woment

Participant	Age	Obstetric Status	Education	Frekuensi visits
Participant1 Exsecutive	28	G2AOP1,36 Minggu	S1	10X
Participant 2 Exscutive	27	G2AOP1,32 Minggu	D3	8X
Participant 3 Executive	24	G1AOP0,35 Minggu	S1	8X
Participant 4 BPJS	32	G2AOP1,40 Minggu	S1	3X
Participant 5 BPJS	22	G2AOP1,35 Minggu	S1	3X
Participant 6 BPJS	31	G3AOP2,34 Minggu	D3	4X

2. The themes

The themes raised are: The themes are divided into 2 parts, the first theme is for patients/ mothers as visitors at the hospital, and the 3 themes are 1) Utilization of technology in antenatal care services for pregnant women in hospitals 2) Effective and clear communication is needed by pregnant women as customers at the hospital 3) Educational literacy for ANC pregnant women in health services at the hospital. Themes for officers :(1): Utilization of technology as a means of educational media (2): Expectations of health workers in the service of pregnant women.

Theme 1: Utilization of technology in antenatal care services for pregnant women at Hermina Jatinegara Hospital.

This study identifies information obtained by mothers/patients by utilizing technology during registration to receive services. Participants received information about antenatal services, some through Hermina's website, social media, and from family experience, good doctors. This theme is obtained from the three categories that have been formulated. The categories are as follows:

Initial services were obtained by patients from social media/websites through call

centers and mobile phones. The results of this study found that participants used social media, websites, and information from family experiences as a forum for obtaining antenatal care at the hospital. four out of six participants used websites and social media through call centers and cell phones. Participants actively seek information related to services available at the hospital by immediately contacting the call center service. The following is an example of a participant statement

"I searched for the information myself both from the website and social media". "The information received during registration to administration was not complicated". "Good call center" (P4.P5.P6). BPJS patients

"I take advantage of websites and information from the internet regarding services for pregnant women at the hospital" (P1.P3).

"I often look at social media such as histograms to get information regarding pregnant women's services at the hospital" (P1. P2.P5).

The results of this study found that the information on ante-natal services received was obtained from family experience, via cellphone (WhatsApp) and continued through the hospital call center for registration/visit ante-natal care. The call center delivered fast and good service. All participants said that the call center was a means to facilitate registration to make visits to hospitals. Here's the statement

"I got information from the experience of a relative who was born at Hermina Hospital that

the doctor is good, the service is obtained from the WhatsApp group, the information obtained is fast and good service" (P3, P4).

"I tried to contact the call center via the internet regarding the registration/visit of antenatal care at the hospital" (P3.P6).

"I immediately contacted the nurse via cellphone for antenatal care visits at the hospital" (P4.P5)

This theme is also supported by health workers when providing ANC services in hospitals. Here's the statement.

Theme (1): Utilization of technology as a means of educational media. This study also aims to determine the importance of educational media to provide information about health problems needed by pregnant women to increase knowledge which is a facility for services at Hermina Jatinegara Hospital by utilizing technology in the form of websites or social media and call centers. This theme is obtained from two categories, namely:

"We are provided with special cellphones for patients and computers for dispensing medicine, laptops for training". There is a banner on display in the executive room" P1.P5.

"We are provided with special mobile phones for patients and computers for medical records, laptops for training".P2.P6.

"There are mobile phones specifically used by executive midwives / PMO as a means of communication for executive patients."P1.P4.

"Call center facilities are very helpful for registration,

control to poly and facilitated by authorized officers" P2.P5.

Theme 2. Effective and clear communication is needed by pregnant women as customers at the hospital.

This study also aims to find out the effective and clear communication needed by pregnant women as customers at the hospital, namely in the form of information on issues related to pregnancy and facilities for delivery. All participants were six patients and two officers. This theme is obtained from two categories, namely:

"The officer's communication has not been maximized regarding issues surrounding pregnancy and birth preparation facilities" (P1, P3.P5).

"The officer's communication has been good regarding the information on ante-natal, intra-natal, and post-natal services" (P2, P4.P6).

2.1 The communication delivered by the officers is still not optimal regarding issues surrounding pregnancy and facilities for preparing for birth.

The results of this study found that the communication the officers provided was still not optimal regarding issues surrounding pregnancy and facilities for preparing for birth. Information obtained from health workers at the midwifery polyclinic regarding doctors' schedules, examination visits, facilities for birth preparation, and rooms. As stated by the participants.

"The communication delivered by officers is still not optimal in terms of facilities and problems surrounding pregnancy, but the service received is quite good." (P1.P2).

"The communication delivered is still lacking, the patient hopes that the nurse will provide education about pregnancy and birth preparation because this is the first child, the nurse will only say that later if it is close to birth the nurse will show the facilities in the room" (P3.P5).

2.2. Communication between the officers provided was good regarding the information on ante-natal, intra-natal, and post-natal services.

The results of this study found that the communication the officers provided was good regarding the information on the ante, intra, and postnatal services, issues around pregnancy, and facilities for preparation for birth. Information obtained from health workers at the midwifery polyclinic regarding doctors' schedules, examination visits, facilities for birth preparation, and rooms. As stated by the participants.

"Officer communication is good and providing information does not differentiate BPJS patients and Executives" P2.P3.

"Officer communication has been good from PMO officers. Facilities are informed by PMO officers regarding delivery type rooms, related to equipment that must be prepared" P4.P6.

This theme is also supported by health workers when providing ANC services in hospitals. Here's the statement.

(2): Expectations of health workers in the service of pregnant women.

This study also aims to find out the expectations of health workers in terms of providing services to pregnant women who

go to the obstetric polyclinic at Hermina Jatinegara Hospital. This theme is derived from two categories, namely:

"Hopefully many patients will come" hopefully will increase their knowledge because of the training "...P1.

"Provide the best service for all patients, both BPJS and Executives"...P2.

Theme 3: Educational literacy for pregnant women in ante-natal care services at hospitals. This study also aims to determine the importance of literacy to provide the education needed by pregnant women as knowledge information which is a facility for services at Hermina Jatinegara Hospital, namely in the form of posters, banners, leaflets about the information on issues surrounding pregnancy and facilities for childbirth. This theme is obtained from two categories namely

"Educational media is available but not informed by patients".

"Educational media available at the hospital are not socialized by visitors/patients, and find out from doctors and social media".

3.1 Educational media is available but not informed by patients.

The results of this study found that educational media such as posters, banners, and leaflets were available at the entrance to the midwifery polyclinic, not visible in the patient's waiting room so they were not informed to the patient because the patient immediately sat in the waiting room and the officers had not all informed them of educational facilities to increase patient knowledge and

officers also help doctors a lot in carrying out practice in poly and administrative rooms. As stated by the participant:

"I don't know of any educational media and have never seen them, the officers have never been informed" P1.

"There are media but I'm too lazy to read it because I feel I understand enough"...P2.

3.2. Educational media available at the hospital are not socialized by visitors/patients, and find out from doctors and social media".

The results of this study found that educational media such as posters, banners, and leaflets were available at the entrance to the midwifery polyclinic so that visitors were not socialized or patients were not seen in the patient waiting room so they were not informed by patients because patients prefer to ask doctors directly. Educational literacy to increase patient knowledge. As stated by the participants.

"I do not know of any information media in the form of booklets, posters related to pregnancy and its problems"...P2.

"I don't know and I'm looking for information myself through Google. There is no official education. All I know is that I was ordered to control, my education and immediately asked the doctor" P1.

DISCUSSION

Currently the involvement of patients as consumers (people) is an informed consumer of care services by taking advantage of digital access available online, this can improve the quality of nursing services in terms of product. The

quality of nursing services can be measured by the level of community satisfaction with the health services received. Ante-natal services by utilizing existing technology at the hospital were said by both BPJS and executive respondents. Technology in the form of websites, and social media such as histograms to obtain information related to pregnant women's services at the hospital. This is following a survey from the internet word state (2012) that 55 million Indonesians actively use the internet and one-fifth of them use Facebook social media. This study shows that the main activities in using social media are in obtaining breastfeeding information participants by reading the latest information about breastfeeding and sharing experiences with others about breastfeeding and breast care. This is supported by qualitative research by Moorhead (2013) that activities on social media are to increase interaction with others, as a place to share information, provide health information, improve social support relationships, and influence policy.

Effective and clear communication is needed by pregnant women as customers in hospitals. In this study, patients/pregnant women need effective communication in receiving services. Staff communication is good and providing information does not differentiate between BPJS and Executive patients. However, patients hope that nurses will provide education about pregnancy and birth preparation, and not all health workers provide this. On service excellence Service (Policies, People, Place, Product, and Process). In the hospital. Standard 5 People, one of which is internal and

effective communication delivered to health workers as part of skill development and feedback (Dewi Almitra, 2022). This is supported by the research results of Sysavanh Phommachanh at All, 2019, namely the results of interviews with pregnant women in Laos, problems related to ANC quality that need to be improved in the areas of facilities, human resources, privacy and confidentiality, provider behavior, attitudes and ineffectiveness, communication skills in providing health education and counseling to pregnant women and their family members. Phenomenological qualitative research conducted by Sushma Rajbanshi, Mohd Noor Norhayati, and Hussain Nik Hazlina, 2021 found that this study explored the perception of good quality. The quality of care is related to staff interpersonal behavior and personal experience, related to the lack of understanding of basic health rights in Morang district, Nepal.

Educational literacy for ANC pregnant women in health services at Hermina Jatinegara Hospital. This research is educational literacy as a necessary tool for pregnant women receiving services at the hospital, not all patients know about the existence of information media in the form of booklets, and posters related to pregnancy and its problems (Rajbanshi et al., 2021). On service excellence Service (Policies, People, Place, Product, Process). In the hospital. Standard 3 Service Products are Genuine, Product/Service Prices, and Customer Education Programs. The results of this study were supported by Pariera's research (2011) which reported that 90 percent of 114 respondents said that the internet was an effective way to obtain information about antenatal

education, the information they obtained about pregnancy and breastfeeding. The expectations of the participants are a challenge for nurses, especially maternity nurses, to take part in improving the delivery of breastfeeding information through social media and make plans to provide regular information to the public through social media. The provision of online-based information through websites by health workers increased mothers' knowledge in obtaining information on ANC services.

Utilization of technology as a means of educational media even though there are limitations in the use of tools, cellular phones are still the choice for accessing information. The use of social media as an option for seeking information has the advantage of being easier to do and not requiring a special time which can be accessed anywhere and get a lot of information at one time. This is supported by research conducted by Kasim (2010) reporting that the use of social media in health for social network users has helped eliminate inefficiencies such as queues for control schedules, increased doctor-patient and nurse-patient interaction, increased health education for the community, and helped preventive actions and early detection needed by patients, all of which are important in optimizing the nursing process (Wolde et al., 2019).

The utilization of web-based internet media can be used for consultation on various health problems, one of which is a problem in breastfeeding. The research explained that the use of social media can be used to provide information about lactation issues, sleepy babies, jaundice, and sore

nipple consultations (Ozan & Duman, 2020). The provision of information through social media is an alternative to increasing the effectiveness of breastfeeding and reducing the schedule of visits to health services (Curran et al., 2019). Breastfeeding mothers can access information from home and can interact through messages and chat rooms (Lestari et al., 2018).

The use of this media is also supported by the Ministry of Health. The use of social media is very effective in reaching a wide audience in conveying messages and information compared to television advertising media which requires high funds, therefore the provision of information via Facebook, Twitter, and other social media is supported by the government (KARS, 2022).

Research conducted by Thomas & Sheikh (2012) states that by using web-based internet, patients can obtain information on various topics such as medication during breastfeeding and observing the needs while breastfeeding mothers (Saka, 2012). Providing education via the internet including the media makes it easier for mothers to find information about breastfeeding.

Expectations of health workers in the service of pregnant women.

The provision of information by health workers can increase mothers' confidence in the information provided. This is consistent with research according to research by (Cannon et al., 2020) by providing education through educational media to make it easier for mothers to find information about pregnancy and its problems. Health workers can provide direct information and can interact with mothers. Ekström (2005) reported

that health information can be carried out by health workers in hospitals with the hope that it can help improve the ability of mothers to provide ANC services. Following the results of the study for the information received to be more accurate, it is necessary to clarify each piece of information displayed. This can be done by nurses who know ANC services (Laliberté et al., 2016).

2. Implication and limitations

The nurses will provide education about pregnancy and birth preparation, and give service excellence 5 standard (Policies, People, Place, Product, and Process) at the hospital. This study did not involve all health workers, especially doctors

CONCLUSION

This study explores needs analysis. As many as six participants participated in this study. Participants come from BPJS and Exclusive who have received ANC services 3 to 10 times. The age range of the participants was 28 - 39 years. All participants had a fairly high level of education, namely a bachelor's degree, and could use the internet properly. Overall, the phenomena found in the study provide an overview of mothers' experiences in obtaining breastfeeding information through social media. This research found seven themes of mothers' experiences who received breastfeeding information through social media. These themes are 1) Utilization of technology in antenatal care services for pregnant women at Hospital 2) Effective and clear communication are needed by pregnant women as customers at

Hospital 3) Educational literacy for ANC pregnant women in health services at Hospital.

Themes for officers 1): Utilization of technology as a means of educational media 2): Expectations of health workers in providing services for pregnant women. The five themes obtained in this study have been able to answer the five specific objectives that have been formulated. The first and second themes are to answer the first specific objective, namely identifying problems that arise while mothers are receiving services by utilizing technology and providing information through therapeutic communication from health workers. The third theme can answer the fourth specific objective, namely identifying what educational literacy is needed by pregnant women during ANC visits. The first theme is for health workers to answer the third specific objective, namely identifying the use of technology as a means of educating media for health workers. The second theme is to answer the second specific objective, namely to identify the expectations of health workers in providing ANC services.

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