

## ABSTRAK

SARIYATI. Pengaruh Kualitas Pelayanan ANC Terhadap Kepuasan Ibu Hamil Di Puskesmas Sikui Kecamatan Teweh Baru Kabupaten Barito Utara. Dibimbing oleh ANGGRITA SARI dan FITRI YULIANA

**Latar Belakang:** Komponen penting dalam kesehatan ibu yaitu Antenatal Care yang universal untuk mencegah kematian ibu dan bayi dengan 10T. Bidan harus benar-benar bisa menjadi seorang sahabat dan pendengar yang baik bagi ibu hamil, mampu menjelaskan dan mengarahkan ibu hamil kearah yang lebih baik dan mampu memberikan pemecahan masalah ibu hamil. Hasil studi pendahuluan yang didapat dari 10 orang ibu hamil sebanyak 8 orang (80%) kurang puas dengan pelayanan bidan di Puskesmas Sikui.

**Tujuan:** Menganalisis pengaruh kualitas pelayanan ANC terhadap kepuasan ibu hamil di Puskesmas Sikui Kecamatan Teweh Baru Kabupaten Barito Utara.

**Metode:** Metode penelitian bersifat deskriptif korelatif dengan pendekatan *cross sectional*. Cara pengambilan sampel dengan metode *purposive sampling* sebanyak 51 orang ibu hamil di Puskesmas Sikui. Pengumpulan data menggunakan kuesioner yang dianalisa menggunakan uji korelasi *Chi Square* pada derajat kepercayaan (0,05) 95%.

**Hasil:** Secara *reliability* baik dan menyatakan puas berjumlah 22 orang (71%). Ada pengaruh *reliability* (Reabilitas) terhadap kepuasan ibu hamil di Puskesmas Sikui Kecamatan Teweh Baru Kabupaten Barito Utara ( $p = 0,003 = < (0,05)$ ; OR= 7,333). Secara *responsiveness* baik sehingga ibu menyatakan puas berjumlah 23 orang (79%). Ada pengaruh *responsiveness* (daya tangkap) terhadap kepuasan ibu hamil di Puskesmas Sikui Kecamatan Teweh Baru Kabupaten Barito Utara ( $p = 0,000 = < (0,05)$ ; OR = 17,250). Secara *empaty* tidak baik sehingga ibu menyatakan tidak puas berjumlah 10 orang (50,00%). Ada pengaruh *empaty* (rasa simpatik) terhadap kepuasan ibu hamil di Puskesmas Sikui Kecamatan Teweh Baru Kabupaten Barito Utara ( $p = 0,038 < (0,05)$ ; OR = 3,958).

**Simpulan:** Kepuasan ibu hamil dalam mendapatkan pelayanan ANC dipengaruhi oleh tiga hal yaitu *reliability*, *responsiveness* dan *empaty* oleh bidan.

**Kata Kunci:** Kualitas, Pelayanan *Antenatal Care*, Kepuasan Ibu Hamil

## ABSTRACT

SARIYATI. Influence Of Service Quality Antenatal Care To Pregnant Woman Satisfaction In Sikui Public Health Center (PHC) Teweh Baru Barito North District. Supervised by ANGGRITA SARI and FITRI YULIANA

**Background:** Important components in the mother's health is a universal Antenatal Care to prevent maternal and infant mortality by 10T. Midwives should really be able to become a friend and a good listener for pregnant women, are able to explain and direct the pregnant women towards a better and is able to provide remedies for pregnant women. Preliminary study results obtained from 10 pregnant women as much as 8 pregnant women (80%), say less satisfied with the services provided by midwives at Sikui public health center's.

**Objective:** Knowing the effect of service quality anc pregnancy satisfaction in Sikui Public Health Center Teweh Baru District North Barito District.

**Method:** The research method is descriptive analytic with cross sectional approach. How sampling in this study conducted by purposive sampling as many as 51 pregnant women at Sikui public health center's. The data collection is done by using a questionnaire that was analyzed using Chi Square correlation test on the degree of confidence (0,05) 95%.

**Result:** By reliability is good and expressed satisfaction was 22 people (71%). There is influence reliability to satisfaction of pregnant women in sub-district Puskesmas Sikui Sikui New Teweh Barito Utara ( $p = 0.003 = < (0,05)$ ; OR = 7,333). In good responsiveness so that the mother was satisfied was 23 people (79%). There is the influence responsiveness (comprehension) to satisfaction of pregnant women in sub-district Puskesmas Sikui New Teweh Barito Utara ( $p = 0,000 = < (0,05)$ ; OR = 17,250). Empaty not good so that mothers are not satisfied about 10 people (50,00%). There is the influence empathy (sympathy) to satisfaction of pregnant women in sub-district Puskesmas Sikui New Teweh Barito Utara ( $p = 0,038 < (0,05)$ ; OR = 3,958).

**Conclusion:** Maternal satisfaction in getting ANC influenced by three things are reliability, responsiveness and empathy.

**Keywords:** Quality, Antenatal Care Service, Pregnancy Woman Satisfaction