

# SATISFACTION OF ANTENATAL CARE TO TRY DELIVERY AND POSTPARTUM CARE ON UNIVERSAL HEALTH INSURANCE

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## Abstract

Maternal health remains an ongoing public health challenge in Indonesia. In particular, postpartum complications are considered a priority maternal health issue that must be handled. To assist with postpartum complications, the Indonesian government has implemented a childbirth assurance program (Jampersal). Antenatal care is the initial stage in determining the customer's continuity in continuing the Jampersal program, thus it is important to measure customer satisfaction at this stage. The objective of this study was to find out the overview of the level of customer satisfaction with the childbirth assurance program (Jampersal) in antenatal care services. This type of study was descriptive with a point time approach. The population used all customers of the childbirth assurance program in the working area of the Public Health Center of Kelayan Timur in 2011. The sample was determined using a total sampling technique, including all customers of the 2011 childbirth assurance program. The results of the study showed that most of the level of customer satisfaction was high with a total of 9 people (13.6%), while 47 people (71.2%) indicated moderate satisfaction and 10 people (15.2%) indicated low satisfaction. It is important to improve the quality of antenatal care and the main strategy to make the Jampersal program successful.

**Keywords:** Antenatal care, Childbirth assurance (Jampersal), Satisfaction level

## Introduction

Maternal health in Indonesia is an ongoing public health challenge and maternal mortality is one of the issues in Indonesia which experienced a fluctuating trend from 1991-2015 (profil kesehatan indonesia, 2018). Thus, the end goal of 2014 is to reduce maternal and infant mortality (Kementerian Kesehatan Republik Indonesia, 2011). This is difficult to achieve because childbirths by health workers in the poor group have only reached 69.3% and 55.4% are carried out in health facilities. Seeing the trend of difficulty in childbirths assisted by health workers due to limited funds, the Ministry of Health launched a breakthrough effort in 2011 in the form of Childbirth Assurance (Jampersal). Jampersal consists of three types of services, including antenatal care (ANC), parturition, and postnatal care (PNC) (Kementerian Kesehatan Republik Indonesia, 2011).

Banjarmasin City is included in the Jampersal program, in which the data from the Health Office in 2012 showed that the area of the Public Health Center of Kelayan Timur is included as the most Jampersal users. The high use of the Jampersal in this area needs to provide input in terms of the use of health services. This is carried out to see whether the health service is of good quality or not. Customer input is fundamental to patient-centered care (Murray & Frenk, 2000); (Hurst & Jee-

Hughes, 2001). Direct feedback is considered as a way of determining the quality of the customer experience (Cleary Paul D & Edgman-Levitan, 1997); (Coulter, Fitzpatrick, & Cornwell, 2009).

Customer experience in using health services is a good and poor impression they experience, both those that will lead to good satisfaction, and vice versa. Customer satisfaction is obtained when the needs, desires, or expectations are met (Supriyanto, 2010). Customer satisfaction with the health services provided can improve the customer's quality of life, and for health care providers, it can also identify specific problems and good management (Dagger & Sweeney, 2006); (Oja, Kouri, & Pakarinen, 2006).

An important issue in the Jampersal program is ANC service satisfaction. The lack of quality of ANC services affects customer satisfaction, which is the responsibility of the entire health care system (Kohan, Fereydooni, Mohammad, & Bahramor, 2003). Evaluation of ANC services by assessing customer satisfaction is important to make customers play an active role in health services and continue to use the health services and can recommend these services to others (Pascoe, 1983). Satisfied customers will also promote health programs to four to five people, while dissatisfied customers will complain to twenty or more people (Press, Ganey, & Malone, 1991).

This study assessed the level of satisfaction with the ANC service of Jampersal. This is important because if the ANC service of Jampersal perceived by customers is not good, the next stage of Jampersal services, such as parturition and PNC services, will not be used. Previous studies had also revealed that there is a positive relationship between patient satisfaction and utilization of health services (Oladapo, Iyaniwura, & Sule-Odu, 2008); (Deccacche, 1997).

## **Materials and Methods**

This study used a descriptive research method, which is by explaining the research problem that occurs and describing a set of events or conditions of the current population with a point time approach. The population in this study were all mothers who gave birth using Jampersal services, which was ANC, in the working area of the Public Health Center of Kelayan Timur of Banjarmasin in 2012. This study used a total sampling of 66 people. The data collection technique used was the questionnaire method using closed questions. The questionnaire used had been tested for validity and reliability at the Public Health Center of Tanjung Pagar of Banjarmasin City. The data analysis was processed manually using Ordinal, with a categorization of 90-120 for very satisfied, 60-89 for satisfied, 30-59 for dissatisfied.

## Results and Discussion

This section may each be divided by subheadings or may be combined. A combined Results and Discussion section is often appropriate. This should explore the significance of the results of the work, don't repeat them. Avoid extensive citations and discussion of published literature only, instead discuss recent literature for comparing your work to highlight novelty of the work in view of recent development and challenges in the field.

*Table 1. Characteristics of respondents*

Characteristics of respondents	Frequency	Percentage (%)
<b>Age Group</b>		
20 – 30 years old	21	31.8
31 – 40 years old	43	65.2
41 – 50 years old	2	3
<b>Last Education</b>		
Elementary School	19	28.7
Junior High School	16	24.2
Senior High School	30	45.6
Academy/College	1	1.5
<b>Pregnancy</b>		
First	23	34.8
Second	27	40.9
Third	13	19.7
Fourth	3	4.6
<b>Pregnancy Check-up Facility</b>		
Public Health Center	57	86.4
BPS	9	13.6

Based on Table 1, the results showed that most of the respondents were aged 31-40 years old and the last education of most respondents was senior high school. The highest number of pregnancies was the second pregnancy and the highest number of check-up facilities was the Public Health Center.

*Table 2. ANC service satisfaction level*

Satisfaction Level	Frequency	Percentage (%)
High satisfaction	17	25.7
Moderate satisfaction	38	57.6
Low satisfaction	11	16.7
<b>Total</b>	<b>66</b>	<b>100</b>

Table 2 showed that the satisfaction level of childbirth assurance customers with ANC services in the working area of the Public Health Center of Kelayan Timur was mostly satisfied with a total of 38 respondents (57.6%). The results showed that the satisfaction level was moderate in ANC services. There was still a low level of satisfaction, indicating the dissatisfaction of some customers with the services provided.

The Jampersal used was the independent practice of private midwives and the Public Health Center of Kelayan Timur. In the independent practice of private midwives, certainly, there were limitations in the provision of medicines. This also affected customer satisfaction regarding ANC services, such as drug availability. Customers who got drugs were a determining factor of customer satisfaction (Tafese, Woldie, & Megerssa, 2013); (Mitike, Mekonnen, & Osman, 2002). This was also carried out, such as providing excessive drugs to increase customer satisfaction (Ashworth, White, Jongma, Schofield, & Armstrong, 2016). Other studies also mentioned that private health services were preferred over health services provided by the state because of the punctuality and friendliness found in private health services (Hutchinson, Do, & Agha, 2011); (Agha & Do, 2009); (Basu, Andrews, Kishore, Panjabi, & Stuckler, 2012); (Powell-Jackson, Macleod, Benova, Lynch, & Campbell, 2015). This was different from other studies which stated that there was no relationship between punctuality and customer satisfaction (Aldana, Piechulek, & Al-Sabir, 2001); (Arrieta, García-Prado, & Guillén, 2011); (Victora et al., 2012). Social and cultural beliefs were also determinants of ANC service satisfaction (Crow et al., 2002); (Brown, Sohani, Khan, Lilford, & Mukhwana, 2008).

The majority of the sample of this study was satisfied with the ANC services received. The customers who are satisfied will use the advanced facility services of Jampersal. This is also in accordance with previous studies (Nwaeze, Enabor, Oluwasola, & Aimakhu, 2013). However, other studies have shown that ANC service satisfaction level would provide a high satisfaction rating even though it was not consistent with the health services received (Oladapo et al., 2008). It was also proven in other studies, in which the customers gave high marks for satisfaction to please the interviewers, avoiding anxiety about bias to express feelings driven by cultural perceptions (Creel, Sass, & Yinger, 2002); (Grigoryan, 2007).

The attitude of health workers had a particular value in achieving customer satisfaction. This was also found in a previous study (Nwaeze et al., 2013). A good provider-patient relationship was therapeutic and had been described as the single most important component of good medical practice, not only because it identified problems quickly and clearly, but also defined expectations and helped build trust between clinician and patient (Bush, Cherkin, & Barlow, 1993); (Willson & McNamara, 1982).

## **Conclusion**

It is important to pay attention to improvements in antenatal care services in the Jampersal program. Antenatal care service is the first stage in the Jampersal program. If it is not in accordance with the customer's expectations, it will be difficult for the customer to continue using the program.

## Declaration of Interest Statement

This paper has no conflict of interest.

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