CORELATION BETWEEN ANTENATAL QUALITY SERVICE WITH LEVEL OF LOYALTY PATIENT IN POLY OBSTETRIC RSUD CIAMIS YEAR 2015

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ABSTRACT

Health services in Indonesia at this time there's also a weakness that can not meet the expected quality of the community. Quality of service is a major factor affecting the level of loyalty of patients, where the quality of these services will be assessed by the patient. Based on a preliminary study data showed fluctuations in patient visits in 2011 to 2014. This study aims to determine the relationship of the quality of antenatal care with the patient's level of loyalty. The method used is an analytical survey. The population in this study were pregnant women who numbered 98 people. The sampling technique used purposive sampling. Data obtained by distributing questionnaires. Univariate analysis to look at the frequency distribution. Results showed the level of loyalty of patients in the aspect of reliability as much as 22 (55%) of pregnant women loyal, in the aspect of responsiveness 6 (54.5%) of pregnant women loyal, in the aspect of guarantees 15 (48.4%) of pregnant women loyal, in the aspect of empathy 21 (58.3%) of pregnant women loyal and in the aspect of physical evidence 13 (46.4%) of pregnant women loyal. Recommended to the hospital to make training and improving the quality of service on the aspects of reliability, assurance, empathy, and tangibles.

Keywords: Antenatal, Level of Loyalty, Quality of Service

INTRODUCTION

Health services are at the forefront in the development of public health. Midwifery services are an integral part of the health services provided by midwives in accordance with its authority with a view to improving the health of mothers and children in order to achieve a happy and prosperous small family. The targets are individuals, families and society that includes efforts to increase (promotion), prevention (preventive), healing (curative), and recovery (rehabilitative). In the execution of midwives working within the system which provides consulting services, collaboration management, and referral in accordance with the client's needs and health conditions. In the development strategy services, health care must always be oriented to patient satisfaction, but taking into account the operational standards of service and professional ethics. The most important thing in the provision of care or services is always focused on how to treat patients (Simatupang, 2008).

Antenatal care services is an important way to monitor and support the health of pregnant women and detecting normal women with normal pregnancies. Because in general,

pregnancy is developing normally and produce healthy full-term baby's birth through the birth canal, but sometimes does not match expected. Is difficult to know in advance that a pregnancy would be a problem. The main purpose of antenatal care (care during pregnancy is to facilitate the healthy results and positive experience for both mother and baby in a way build a trusting relationship, detect complications which can be life-threatening, prepare for labor and provide education. Antenatal care is important to ensure that natural processes remain run normally during pregnancy (Asrinah et al, 2010).

When this fact is that most hospitals do not provide satisfactory service as expected by the patient. Since so many of the problems experienced by the patient when he first came to the hospital, among other initial service, the attitude of midwives and doctors treating patients, the means available, completeness medicine and hygiene hospital, and eventually patients will be moved to the hospital other provide better services.

Based on research conducted by Suherni in 2013 under the title The relationship between Quality of Care in Obstetrics Outpatient Unit with patient loyalty terhdap General Hospital Karawang District 2013. The research was conducted by survey method that consists of explanatory variables that represent the quality of health services consists of five subvariable and the dependent variable representing patient loyalty. This survey was conducted on 100 respondents through questionnaires which statements represent these variables by using Likert scale ratings.

Descriptive analysis of variables of service quality and loyalty earned an average score of 3.542 -3.741 classified as category loyal. Correlation analysis using Pearson correlation variabel studied all positively correlated (p <0.001). The results of the analysis by the method of linear regression Multiple result variable X5 (empathy) is the factor most strongly related to patient loyalty coefficient B = 0.426, then followed X2 (responsiveness), X1 (tangible) and X3 (reliability), while the variable X4 (assurance) in multivariable no significant relationship (p = 0.121).

Based on these descriptions, the writer interested in conducting research with the title Corelation Between Antenatal Quality Service with Level of Loyalty Patient in Poly Obstetric RSUD Ciamis Year 2015.

MATERIALS AND METHODS

This research is analytic survey, while the design of the study is a study design with cross-sectional approach is to study the relationship quality antenatal care at the level of patient loyalty in Poli Obstetrics Hospital Ciamis. The population in this study were all pregnant women who come for antenatal checkups to Poli obstetrics hospitals Ciamis. As the estimated number of pregnant women visit in May 2015 as many as 98 people. The technique to locate the sample size by using Taro Yamane formula in Riduwan (2013). Thus obtained samples of 50 people. This analysis aimed to test the hypothesized relationship of independent variables (quality of antenatal care) and dependent variable (degree of patient loyalty). In bivariate analysis used chi-square formula (Riyanto, 2011).

RESULT AND DISCUSSION

1. **Univariat Analysis**
   a. Overview Antenatal Care Quality

   Tabel 4.1 Distribution Frequency Quality of Antenatal Care in Poly Obstetrics RSUD Ciamis

Dimention Antenatal Service	Quality service	Frequency	Percentage (%)
Reliability	Good	40	80
	Not Good	10	20
Responsiveness	Good	11	22
	Not Good	39	78
Assurance	Good	31	62
	Not Good	19	38
Empathy	Good	36	72
	Not Good	14	28
Tangible	Good	28	56
	Not Good	22	44
Total		50	100

Source : Primary Data 2015

Based on Table 4.1 shows that out of 50 respondents majority of 40 respondents (80%) assess aspects of reliability antenatal not good, most of the 39 respondents assess aspects of responsiveness antenatal (78%) good, most of the 31 respondents assess aspects of assurance antenatal (62%) did not well, most of the 36 respondents assess aspects of antenatal empathy (72%) is not good, most of the 28 respondents rate the tangible aspects of antenatal (54%) is not good.

   b. **Level of Loyalty Patient**

   Tabel 4.2 Distribution Frequency level of loyalty patient in Poly Obstetrics RSUD Ciamis

Level of Loyalty Patient	Frequancy	Percentage (%)
Not loyal	21	42
Loyal	29	58
Total	**50**	**100**

Source : Primary Data 2015

Based on Table 4.2 shows that out of 50 respondents, the majority of respondents 29 (58%) said loyal.

2. **Bivariat Analysis**

Tabel 4.3 Distribution Corelation Between Antenatal Quality Service with Level of Loyalty Patient in Poly Obstetric RSUD Ciamis Year 2015

Quality of service	Level of loyalty				Total		OR (95%CI)	ρ value
	not loyal		Loyal					
	n	%	n	%	n	%		
Reliability							1,909 (95%CI:	0,869
Good	18	45	22	55	40	100	0,431-8,463	
Not Good	3	30	7	70	10	100		

Quality of service	Level of loyalty				Total		OR (95%CI)	ρ value
	not loyal		Loyal					
	n	%	n	%	n	%		
Responsiveness							1,920 (95%CI:	0,151
Good	6	54,5	5	45,5	11	100	0,497-7,412	
Not Good	15	38,5	24	61,5	39	100		
Assurance							2,987 (95%CI:	0,915
Good	16	51,6	15	48,4	31	100	0,864-10,326	
Not Good	5	26,3	14	73,7	19	100		
Empathy							0,952 (95%CI:	1,040
Good	15	41,7	21	58,3	36	100	0,273-3,320	
Not Good	6	42,9	8	57,1	14	100		
Tangible				46,4			3,077 (95%CI:	0,773
Good	15	53,6	13	72,7	28	100	0,930-10,181	
Not Good	6	27,3	16		22	100		
Total	**21**	**42**	**29**	**58**	**50**	**100**		**2,185**

Source : Primary Data 2015

Based on Table 4.3 shows that out of the five dimensions of quality midwifery services showed a 4-dimensional reliability, assurance, empathy and tangible respondents said the quality of obstetric care in the category is not well with the level of loyalty states loyal to obstetric care. While the dimensions of responsiveness that are in both categories with loyalty states loyal to obstetric care. Judging from the results of statistical tests obtained the fifth dimension ρ value reliability, responsiveness, assurance, empathy and tangible greater than 0,005 then it means there is no significant relationship between the quality of antenatal care with the patient's level of loyalty.

Based on analysis of five dimensions of service quality relationship with the patient's level of loyalty earned reliability dimension has a value of ρ value (0.491), with an OR of 1.909 means that if the quality of antenatal care is not good, it will provide opportunities provide 1,909 times the level of patient loyalty disloyal. Dimensions responsiveness has the value ρ value (0.151) with an OR of 1.920 means that if the quality of antenatal care is not good, it will provide opportunities provide 1,920 times the level of patient loyalty disloyal. Assurance dimension has a value of ρ value (0.915) with an OR of 2.987 means that if the quality of antenatal care is not good, it will provide an opportunity 2.987 times provide the level of patient loyalty disloyal.
Empathy dimension has a value of ρ value (1,040) with OR 0.952. This means that if the quality of antenatal care is not good, it will provide an opportunity 0.952 times provide the level of patient loyalty disloyal. Tangible dimension has a value of ρ value (0.773) with an OR of 3.077 means that if the quality of antenatal care is not good, it will provide an opportunity 3.077 times provide the level of patient loyalty disloyal. From the results obtained from the chi square test five dimensions of service quality, the value obtained over alpha / 0.05 then there is no relationship with the level of service quality antenatal patient loyalty Poli Obstetrics Hospital in Ciamis.

CONCLUSION

Based on the discussion of the results of research on the relationship with the level of service quality antenatal obstetric patient loyalty poly Ciamis District Hospital in 2015 found that patients poly obstetrics certify the quality of antenatal care is not good when viewed from the aspect of reliability 18 (45%), both when viewed from the aspect of responsiveness are obtained 24 (61.5%), not good when viewed from the aspect of assurance 16 (51.6 %), empathy is not either obtained 21 (58.3%) and tangible good is not obtained 15 (53.6%). There was no relationship with the level of service quality antenatal poly obstetric patient loyalty with value ρ 0.491 dimensional reliability, responsiveness dimensions of 0.151, 0.915 assurance dimension, the dimension of empathy 1.040 and 0.773 tangible dimension.

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