



Relationship Of Service Management Quality With Antenatal Care Visit At PMB Suryani Medan City

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Abstract. *This study delves into the correlation between service management quality and ANC visit attendance at PMB Suryani, Medan City in 2023. Using a quantitative approach with a structured questionnaire, the research reveals a significant association between service management quality and ANC visit attendance, with factors like staff competency, facility infrastructure, waiting time, and overall satisfaction playing crucial roles. Enhancing service management quality emerges as pivotal for encouraging regular ANC visit attendance, suggesting the need for improvements in staff training, facility infrastructure, waiting times, and patient satisfaction. By investing in these areas, PMB Suryani, Medan City can positively impact maternal and child health outcomes. Additionally, further research is recommended to explore additional factors influencing ANC visit attendance and assess long-term impacts on maternal and child health.*

Keywords : *ANC Visit, Management Quality, 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 Medan, the decrease in maternal mortality in 2019 was 134 per 100,000 live births (LB), compared to 2020 which was 167 per 100,000 LB, but in 2021 there was a decline again, namely 143 per 100,000 LB but in 2022 it increased to 172 per 100,000 live births from 100,000 LB and in 2020 the Maternal Mortality Rate (MMR) in Medan remained the same as the previous figure of 173 per 100,000 live births (Dinas Kesehatan Medan, 2023). Medan City is in third place with a total of 6.87% or 9 cases. In Labuhanbatu there were 10 cases recorded and in Deliserdang 16 cases. Meanwhile, for cases of infant mortality, Medan City is in first place with 65 cases, followed by Gunungsitoli with 39 cases and South Nias with 34 cases.

The cause of the highest incidence of maternal death each year is 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, 2022). 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. 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.

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 (Frisčila et al., 2023).

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 & Frisčila, 2023; Salma et al., 2022).

From the initial assessment at Suryani's Midwife Independent Practice (PMB) Medan City 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 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%.

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. The population in this study was the third trimester pregnant women who checked themselves at PMB Suryani, Medan City on April 01 - May 01, 2023, 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 servicemanagement and questions about ANC examination visits. Data analysis using chis squaretest. Data collection is carried out for 1 month.

RESULTS AND DISCUSSION

Univariate Analysis

Table 1. Frequency Distribution of Respondents' Characteristics Based on Age, Education, Work

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	13	52.8
>2 child	28	47.2

Table 2. Distribution of Frequency of ANC Visits forPregnant 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

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 Suryani, Medan City

Table 3. Relationship of Service Management Quality with ANC Inspection Visit

Service Management Quality	Incomplete		Complete		f	%	Amount	P value
	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. 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 (Frisila et al., 2022). 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).

Based on the results of research conducted at PMB Suryani, Medan City, 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.

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. 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%.

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 $p\text{ value} = 0.000$. 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 AND RECOMMENDATION

Conclusion

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

RECOMMENDATION

For 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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