EVALUASI PELAYANAN PERSALINAN TERHADAP KEPUASAN IBU MELAHIRKAN DI RUMAH SAKIT PERMATA PAMULANG TANGERANG SELATAN TAHUN 2025

Shenia Rully Arvian

Abstrak

Pengalaman persalinan yang positif merupakan faktor krusial dalam pelayanan kesehatan ibu. Kajian ini dirancang untuk mengevaluasi kualitas pelayanan persalinan terhadap tingkat kepuasan ibu melahirkan di Rumah Sakit Permata Pamulang tahun 2025. Pendekatan penelitian yang diterapkan bersifat kuantitatif dengan desain cross-sectional. Sampel penelitian berjumlah 46 ibu melahirkan yang diambil menggunakan teknik total sampling. Instrumen penelitian menggunakan *Childbirth Experience Questionnaire* (CEQ) untuk mengukur kemampuan diri ibu serta kuesioner Servqual yang meliputi dimensi bukti fisik, daya tanggap, dan empati, jaminan, di sisi lain kepuasan ibu melahirkan diukur menggunakan *The Satisfaction with Intrapartum Care*. Analisis data dilakukan secara univariat dan bivariat menggunakan uji chi-square. Hasil penelitian menunjukkan bahwa mayoritas ibu melahirkan merasa kurang puas terhadap pelayanan persalinan secara keseluruhan. Analisis bivariat menunjukkan adanya hubungan yang signifikan antara dukungan petugas kesehatan (p = 0,004; POR = 7,636), partisipasi ibu (p = 0,001; POR = 13,458), dan fasilitas rumah sakit (p = 0,001; POR = 24,429) dengan kepuasan ibu melahirkan. Sementara itu, kemampuan diri, rasa aman, dan ketanggapan petugas kesehatan tidak menunjukkan hubungan yang signifikan secara statistik. Kesimpulan penelitian ini menunjukkan bahwa faktor eksternal pelayanan, khususnya dukungan petugas kesehatan, partisipasi ibu dalam pengambilan keputusan, dan kualitas fasilitas, merupakan penentu utama kepuasan ibu melahirkan.

Kata Kunci: Ibu Melahirkan, Kepuasan Ibu, Pelayanan Persalinan

EVALUATION OF DELIVERY SERVICES ON THE SATISFACTION OF MOTHERS GIVING BIRTH AT PERAMATA PAMULANG HOSPITAL SOUTH TANGERANG IN 2025

Shenia Rully Arvian

Abstract

A positive experience of childbirth is a crucial factor in maternal health care. This study is designed to evaluate the quality of childbirth services regarding the level of satisfaction of mothers giving birth at Permata Pamulang Hospital in 2025. The research approach applied is quantitative with a cross-sectional design. The study sample consisted of 46 mothers giving birth taken using the total sampling technique. The research instrument used the Childbirth Experience Questionnaire (CEQ) to measure the mother's personal abilities as well as the Servqual questionnaire which includes dimensions of physical evidence, responsiveness and empathy, assurance, on the other hand, the satisfaction of the mother giving birth was measured using The Satisfaction with Intrapartum Care. Data analysis was performed univariately and bivariately using the chi-square test. The results showed that most mothers giving birth were less satisfied with the overall delivery service. The bivariate analysis showed a significant association between health care worker support (p = 0.004; POR = 7.636), maternal participation (p = 0.001; POR = 13.458), and hospital facilities (p = 0.001; POR = 24.429) with maternal satisfaction. Meanwhile, the self-ability, security and responsiveness of health workers did not show a statistically significant relationship. The conclusions of this study show that external factors of care, especially health worker support, maternal participation in decision-making, and quality of facilities, are the main determinants of maternal satisfaction.