The Correlation between Care Quality and Customers' Interest in Reusing Antenatal Care Service

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Abstract
Some pregnant women's complaints about care quality at Sukomoro Public Health Center, Magetan, East Java, Indonesia correlated with dimensions of reliability, responsiveness, assurance, empathy, and tangible. This study aimed at analyzing the correlation between care quality and customers' interest in reusing antenatal care (ANC). The subjects of this cross sectional study were 87 pregnant women who were selected by consecutive sampling technique. Data was collected through structured interview, then, it was analyzed by using Chi-square test. The results showed that the quality for each dimension according to customers' perception were: reliability: good (51.7%), responsiveness: good (50.6%), assurance: less good (50.6%), empathy: good (52.9%), tangible: good (50.6%); Meanwhile, customers' interest in reusing ANC was low (50.6%). Chi-square test results showed that the reusing interest of ANC correlated with reliability, responsiveness, assurance, empathy, and tangible

Keywords*: Antenatal care, Care quality, Reusing*

1.0 INTRODUCTION

Public care in public health center was required to be able to provide quality care of ANC in accordance with time and operational standard (Indonesian Health Department *(Depkes RI)*, 2006). Customers would always look for a care at health facilities that had health care that was appropriate with their expectations (Pohan, 2006). Customers' decisions to keep buying a care regularly or reusing care that was offered were inseparable from behavioral factors of each individual. Predisposing factors and supporting factors could be manifested in action when it was perceived as necessity. In other words, necessity was the basis and direct stimulus for utilization of health care (Notoatmodjo, 2007).

Public health center as an organization in providing health care should be able to demonstrate good performance through achieving the high coverage of care. The public health center care in Magetan, East Java, had been free, but the coverage of ANC Service (particularly for K4 care) at Public Health Center of Sukomono was the lowest one rather than the coverage of other Public Health Centers (22 Public Health Center) which also had low coverage.

2.0 METHODS

This research aimed to analyzing the correlation between five dimensions of care quality, which were reliability, responsiveness, assurance, empathy, and tangible with customers' interest in reusing ANC Service. This research utilized cross sectional design. The samples of this research were 87 pregnant mothers in Sukomoro Public Health Center who were selected by consecutive sampling technique. Then, the data were collected through structured interviews and analyzed by using frequency with percentage (Nugroho, 2014) and Chi-square test.

3.0 RESULTS AND DISCUSSION

Most of pregnant women who were 21 years old (adult) were 79 people (90.80%). More than half of pregnant women with middle education were 51 people (58.62%). Most of pregnant women who did not work were 68 people (78.16%).

Table 1: The Correlation between Reliability Care and Reusing Interest of ANC Service

Reliability	Reusing Interest				Total	
	Low Interest		High Interest			
	f	%	f	%	f	%
Poor	34	77.3	8	18.6	42	48.3
Good	10	22.7	35	81.4	45	51.7
Total	43	100	44	100	87	100

Continuity Correction Value = 27.673   *df* = 1   *p* = 0.0001

Based on table 1 above, it showed that the quality of reliability of ANC Service which was poor and had low interest (77.3%) was higher rather than the interest of reusing ANC Service in high interest (18.6%). Meanwhile, the

quality of reliability of ANC Service which was good and had high interest (81.4%) was higher rather than the interest of reusing ANC Service in low interest (22.7%). The result of correlation analysis by utilizing Chi-square test was obtained p value of 0.0001 (<0.05) which meant that *Ho* was rejected, hence, this result showed that there was a significant correlation between the quality of reliability of ANC Service and the interest of reusing ANC Service. The poorer the respondent's perception against the quality of the reliability of ANC Service, the interest in reusing ANC Service tended to be lower.

Based on research findings, there were several facts that showed the need of an effort to improve worker's skill of ANC Service at Sukomoro Public Health Center in order to increase the reusing interest, such as while taking blood for checking Hb level, it had to be done carefully and accurately so it was not needed to be repeated again. Therefore, the patients believed and satisfied with professionals' ability. These results were in accordance with Parasuraman's opinion in Kotler (2008) that reliability was ability for doing a service that was promised to be trusted, accurate, and satisfied. After doing each action, the officers should record or document the examination result. This was in accordance with the principle of midwifery management that every midwife who provided health care for patients should document the activities and results as a responsibility of the taken action (Indonesian Health Department *(Depkes RI)*, 2011).

Table 2: The Correlation between Responsiveness Care and Reusing Interest of ANC Service

Responsiveness	Reusing Interest				Total	
	Low Interest		High Interest			
	f	%	f	%	F	%
Poor	36	81.8	7	16.3	43	49.4
Good	8	18.2	36	83.7	44	50.6
Total	44	100	43	100	87	100

Continuity Correction Value = 34.794   *df* = 1   *p* = 0.0001

From the analysis result based on table 2, it could be seen the distribution data showed the perception of responsiveness of ANC which was poor and had low interest (81.8%) was higher rather than the interest of reusing ANC Service in high interest (16.3%). Meanwhile, the perception of responsiveness of ANC Service which was good and had high interest (83.7%) was higher rather than the interest of reusing ANC Service in low interest (18.2%). The correlation analysis by using chi-square test was obtained p value was 0.0001, which meant that *Ho* was rejected, hence, this result showed that there was a significant correlation between responsiveness care and reusing interest of ANC Service. The poorer the respondents' perception against perception of responsiveness of ANC Service, the interest in reusing ANC Service tended to be lower.

Based on the result of the research, it was found that patients' complaints about pregnancy examination, the preparation of TT immunization, and waiting for blood test result that took times, was contradictory with the dimension of responsiveness quality, which there was the officers' willing to help and give services quickly, willing to react in responding the request with appropriate respond attitude that was needed (Tjiptono, 2006). As stated in officers' service standards in providing the services that they should use time wisely, which was not too long and not too fast. Examination or service that was too long tended to lead to patients or customers bored/tired and it could be assumed that the officers were not professional (impressed as slow). Meanwhile, the officers who provided services too fast would give the impression of being careless, random, rushed, and unprofessional (Djauzi, 2004).

As Parasuraman and Zeithaml et.al (2008) argued that service was stated to have responsiveness when responsive employees were in place, could be contacted, and had willing to help customers whenever they encountered problems. This was supported by the results of Nauman and Giel's research, (1995) that complaints, which could be handled quickly, had greater possibility (70-90%) to make the customer to be their customer again.

Based on the result on table 3, it could be seen that the pattern of distribution data showed the assurance quality of ANC Service which was poor and had low interest (86.4%) was higher rather than the interest of reusing ANC Service in high interest (14%). Meanwhile, the perception of responsiveness of ANC Service which was good and had high interest (86%) was higher rather than the interest of reusing ANC Service in low interest (13.6%). The result of correlation analysis by using chi-square test was obtained p value was 0.001 (<0.05), which meant that *Ho* was rejected, hence, this result showed that there was a significant correlation between assurance quality of ANC Service and reusing the interest of ANC Service. In other words, the poorer the respondents' perceptions of the assurance quality of ANC Service, the interest in reusing ANC Service tended to be lower.

Table 3: The Correlation between Assurance Quality and Reusing Interest of ANC Service

Quality Assurance	Reusing Interest				Total	
	Low Interest		High Interest			
	f	%	f	%	f	%
Poor	38	86.4	6	14	44	50.6
Good	6	13.6	37	86	43	49.4
Total	44	100	43	100	87	100

Continuity Correction Value = 42.765   *df* = 1   *p* = 0.0001

Based on the results of this research, it was found that there were patient's complain regarding the information of pregnancy that was difficult to be understood and many of them stated that they disagreed with the explanation of pregnancy problem which was always true. This was supported by the results of Zeithmal and Binner's (1996) research for the health consumer market. They stated that the reputation of the health institution was targeted by customers and the reputation was seen from the knowledge, skills, and patients' trust to the health institution team. If the reputation was good, the patient would not be only satisfied but the patients would also be loyal because they felt that their expectation was fulfilled when they needed health institutions, which impacted in regular purchasing (Griffin, 2003).

Table 4. The Correlation between the Empathy Care and Reusing the Interest of ANC Service

Empathy	Reusing Interest				Total	
	Low Interest		High Interest			
	f	%	f	%	f	%
Poor	37	84.1	4	9.3	41	47.1
Good	7	15.9	39	90.7	46	52.9
Total	44	100	43	100	87	100

Continuity Correction Value = 45.861   *df* = 1   *p* = 0.0001

It could be seen that the pattern of distribution data showed the perception of empathy of ANC Service which was poor and had low interest (84.1%) was higher rather than the interest of reusing ANC Service in high interest (9.3%). Meanwhile, the perception of empathy of ANC Service which was good and had high interest (90.7%) was higher rather than the interest of reusing ANC Service in low interest (15.9%). The result of correlation analysis by using chi-square test was obtained p value was equal to 0.0001 (<0.05), which meant that *Ho* was refused and *Ha* was accepted, hence, this result showed that there was a significant correlation between the empathy of ANC Service and reusing the interest of ANC Service. In other words, the poorer the respondents' perceptions of empathy in ANC Service, the interest in reusing ANC Service tended to be lower.

Based on the results of this research in table 4, it was found that patients' complaints about the officers' empathy when the patient was injected with TT, she was not recommended to take a deep breath, and the information about the importance of giving birth to health professionals was not explained satisfactorily. This was in contrary with Parasuraman's opinion in Tjiptono (2006) that empathy or attention was the principle of willingness to care, giving personal attention to the customer. The wholehearted service from the company to the customers was in the form of individual attention, good communication, ease of correlation, and in understanding the customers' needs. Service that could attract patients to reuse the service again based on Muchlas, (2003) was a service that had high attention, which were: the ability of officers in communicating with patients was showed by 86.2% of respondents who stated that every complaint was provided with satisfied answers by midwifery. The officers' ability to understand patient's need was showed by 89.7% of the respondents who said that the midwife provided careful service. The officers' ability to help patients to overcome complaints was shown by 88.5% of respondents who stated when there were complaints of vaginal discharge/urinary pain, midwives suggested to do laboratory check. The officer's ability in having patient attitude was showed by 87% of respondents who stated that while being referred, the midwife accompanied them patiently.

A customer would be happy to reuse really the public health center services again if the officers of the Public Health Center sincerely wanted to help patients and really prioritized the patient's importance. The result of the analysis showed that the Tangible quality of ANC Service which was poor and had low interest (75%) was higher rather than the interest of reusing ANC Service in high interest (16.3%). Meanwhile, the tangible quality of ANC Service which was good and had high interest (83.7%) was higher rather than the interest of reusing ANC Service in low interest (25%). The result of correlation analysis by using chi-square test was obtained p value was 0.001 (<0.05), which meant that *Ho* was rejected, then, this result showed that there was a significant correlation between tangible

quality of ANC Service and reusing the interest of ANC Service. In other words, the poorer the respondent's perception of tangible quality of ANC Service, the interest in reusing ANC Service tended to be lower.

Table 5: The Correlation between Tangible Quality and Reusing the Interest of ANC Service

Tangible Quality	Reusing Interest				Total	
	Low Interest		High Interest			
	f	%	F	%	f	%
Poor	33	75	7	16.3	40	46
Good	11	25	36	83.7	47	54
Total	44	100	43	100	87	100

Continuity Correction Value = 27.873   *df* = 1   *p* = 0.0001

Based on the results on table 5, there were still patients' complaints who disagreed about waiting room chairs that were sufficiently available and condition of clean toilet. This was in contrary with principles of tangible quality which the qualified care that had direct proof, such as physical appearance (building and rooms), availability of parking space, cleanliness, tidiness and comfort of inspection room, and employee's appearance (Setiadi, 2003). The result of this research was in accordance with Nursalam's opinion (2002) that health care was not merely of giving and taking (take and give) but an officer was required to be able to care, which meant that in giving care for someone was required to be friendly, polite, respectful, and empathetic to what the patient felt.

The results of this study were also in accordance with the Azwar and Parasuraman et al.'s opinion which stated that the assessment of health care was related more with the officer's ease in fulfilling patient's needs, good communication between the officers and the patients, empathy, and the officer's hospitality in serving the patients, and the appearance of physical facilities. In order to implement the activities and the availability of the suggested facilities, it was necessary to be linked to the health department as the highest authority in health sector in district for the allocation of funding.

An effort should be made together to improve the quality of ANC Service in Sukomoro Public Health Center on empathy dimension, particularly when TT injection, patient was advised to take a deep breath in order to reduce pain. Besides, the information of the importance of giving birth to health professionals was needed to be explained in detail so the patient was satisfied. Meanwhile, in tangible dimension, it was needed to add more chairs in waiting room and the frequency of cleaning the bathroom needed to be improved.

4.0 CONCLUSION

Based on this research result, it could be concluded that there was a significant correlation between 5 (five) dimensions of care quality; which were reliability, responsiveness, assurance, empathy, tangible, and reusing the interest of ANC Service by customers in Public Health Center of Sukomoro, Magetan, Indonesia.

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