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## **GAMBARAN PERSEPSI PASIEN TERHADAP KUALITAS PELAYANAN IBU HAMIL DI KLINIK IBU DAN ANAK NABILA BALIKPAPAN**

### **ABSTRAK**

**Latar Belakang :** Kehamilan merupakan masa yang sangat penting untuk menghadapi persalinan agar ibu rutin memeriksakan kehamilannya, maka pemeriksaan kehamilan harus dilakukan secara rutin agar kehamilan menjadi sehat dan memilih tempat persalinan yang tepat. Hal ini menuntut penyedia jasa pelayanan kesehatan seperti Bidan Praktek Swasta untuk meningkatkan kualitas pelayanan yang lebih baik agar keselamatan ibu hamil sampai persalinan terjamin.

**Tujuan Penelitian :** Mengidentifikasi gambaran persepsi ibu hamil terhadap kualitas pelayanan ibu hamil berdasarkan *reliability*, *assurance*, *tangible*, *empathy* dan *responsiveness* di Klinik Ibu dan Anak Nabila Balikpapan.

**Metode :** Populasi dalam penelitian ini ibu hamil yang berkunjung ke Klinik Ibu dan Ana Nabila Balikpapan, teknik pengambilan sampel adalah *Purposive Sampling*, sampel sejumlah 109 responden, alat pengumpulan data menggunakan angket tertutup, teknik analisa data deskriptif dengan distribusi frekuensi.

**Hasil :** Didapatkan persepsi ibu hamil terhadap kualitas pelayanan berdasarkan *reliability* sangat baik 87%. Persepsi ibu hamil terhadap kualitas pelayanan berdasarkan *assurance* sangat baik 83%. Persepsi ibu hamil terhadap kualitas pelayanan berdasarkan *tangible* sangat baik 87%. Persepsi ibu hamil terhadap kualitas pelayanan berdasarkan *empathy* sangat baik 90%. Persepsi ibu hamil terhadap kualitas pelayanan berdasarkan *responsiveness* baik 73%.

**Kesimpulan :** Kualitas pelayanan di Klinik Ibu dan Anak Nabila Balikpapan berdasarkan aspek *reliability*, *ssurance*, *tangible* dan *emphaty* sangat baik sedangkan *responsiveness* baik.

**Kata Kunci :** Persepsi Pasien, Kualitas Pelayanan Ibu Hamil

**Kepustakaan :** 20 (2017-2020)

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## **DESCRIPTION OF PATIENT PERCEPTION OF SERVICE QUALITY FOR WOMEN IN MATERNAL AND CHILD CLINIC NABILA BALIKPAPAN**

### **ABSTRACT**

**Background:** pregnancy is a very important period to face childbirth so that mothers

routinely have their pregnancies checked, so pregnancy checks must be carried out routinely so that the pregnancy is healthy and chooses the right place for delivery. This requires health service providers such as private practicing midwives to improve the quality of services to ensure the safety of pregnant women until delivery.

**Research Objectives:** To identify the description of pregnant women's perceptions of the quality of pregnant women's services based on reliability, assurance, tangible, empathy and responsiveness at the Nabila Mother and Child Clinic in Balikpapan.

**Methods:** The population in this study were pregnant women who visited at the Nabila Mother and Child Clinic in Balikpapan., the sampling technique was purposive sampling, a sample of 109 respondents, the data collection tool used a closed questionnaire, descriptive data analysis techniques with frequency distribution.

**Results:** Obtained perceptions of pregnant women on service quality based on very good reliability of 87%. The perception of pregnant women on service quality based on assurance is very good 83%. The perception of pregnant women on service quality based on tangible is very good 87%. Pregnant women's perception of quality of service based on empathy is very good 90%. The perception of pregnant women on service quality based on good responsiveness is 73%.

**Conclusion:** the quality of service at the Nabila Balikpapan Mother and Child Clinic based on the aspects of reliability, assurance, tangible and empathy is very good while responsiveness is good.

**Keywords:** Patient Perceptions, Service Quality for Pregnant Women

**Literature :** 20 (2017-2020)