



ABSTRACT

From a yearly perinatal maternal audit conducted in the city of Mojokerto observing Maternal Mortality Rate (MMR) and Infant Mortality Rate (IMR), it was discovered that mortality occurred to pregnant mothers who had examined their health in health facilities especially at midwives' private practice. This condition became the background of the study. The purpose of this study was to analyze midwife's adherence to input quality standard, process quality standard, customer expectation and to formulate improvement efforts for a better quality service for pregnant mothers at midwives' private practice in Mojokerto. This was an observational study using cross sectional method. Expost facto was used to analyze influencing factors on quality of health service at midwives' private practice. Executed on August 2003, the sample was 29 midwives and their 116 clients (pregnant mothers). The result showed 1) the age of midwives (51,5%) was ≥ 45 years old; 2) no midwives (0%) finished graduate studies; 3) not adequate medical equipments (55,2%); 4) not complete medicine supply (10,4%); 5) not complete reporting and recording forms (34,5%); 6) midwives had never screened high risk mothers using Poedji Rochjati score card (75,9%); 7) midwives gave health information with uncomplete materials (37,9%); 8) midwives were not completing reports and records (65,6%); 9) 12 customer's expectation of midwives' service among others were: more attentive, more friendly, always available and ready to serve; 10) 3 customer's expectation of midwives' performance i.e. more satisfactory, not disappointing and a better service; 11) 6 customer's expectation of health facilities i.e. better facilities, broader and modern examination room, more sophisticated equipments; 12) 16,3% respondents did not express their expectation because they were satisfied. The conclusion of this study showed that 1) midwives' adherence to input quality standard was not adequate; 2) midwives' adherence to process quality standard of health service for pregnant mothers was not up to standard; 3) customers' expectation was more focused on midwives' empathy towards their clients besides service performance and health facilities at midwives' private practice.

Key words: service quality improvement, customers' expectation, midwives' private practice, antenatal care.