

## ABSTRACT

The general objective of this study is to find out the efforts for improving the quality of antenatal care service at health center. And the specific objectives are: to analyze the quality of antenatal care (K4) indicator, to find out the influence of midwives commitment, the fulfillment of midwives need and the fulfillment of pregnant mother right to quality of antenatal care in Tulungagung district

Study design is observational analytic using cross sectional approach which is located at 8 health centers. The health center stratified randomly selected is 2 city health centers, 4 out of city health centers and 2 mountainous health centers. And total number of respondent were 8 head of health center, 74 midwives and 95 pregnant mothers

The result of this study indicated that the quality of antenatal care is low (K4=22, 5%). Factors influence the qualities of antenatal care are: the unmet need of midwives for facilitative supervision, duration of antenatal examination and unfulfilled of the right of pregnant mother to get informed choice and safety of service. Based on those results, it is recommended as follow:

For District Health Office: 1). It is necessary to create a shared vision among health provider regarding antenatal care through the implementation of learning organization, 2) To develop facilitative supervision by using supervision checklist which include flow of antenatal care service, antenatal check processes and the fulfillment of pregnant mother right as well as and timely feedback, 3). Integrated Health Planning should be conducted by involving others program manager, 4) Standard operating procedure of antenatal care, 5). Provide sufficient opportunity for midwives to join training and development, including the training of interpersonal communication skills and comprehensive antenatal care service ,6) it is necessary to review mother cohort to ensure the correctness in recording and reporting in PWS-KIA, and 8) some facilities of health center need to be improved.

For Health Center it is recommend that:

1. Antenatal care services should be provided daily according to working hour from 07.30 am to 14.00 pm
2. Antenatal care service should focus on pregnant mother need and expectation.
3. It is necessary to improve the utilization of MCH handbook as a tool for improving the quality of antenatal care
4. Cross sectors and NGO's collaboration and partnership need to be strengthen, so that the information regarding early pregnancy check and regular pregnancy examination can be reached more effectively to mother
5. Health center should conduct regular data validation which can be used as a baseline for calculating target of pregnant women each year

**Key word:** *antenatal care, quality, improvement*