

## ABSTRAK

**Latar Belakang:** Pelayanan antenatal yang berkualitas dalam program KIA merupakan salah satu kegiatan yang dianggap efektif sebagai upaya untuk menurunkan angka kesakitan dan kematian pada ibu dan anak. Indikator keberhasilan pelayanan ANC dapat dilihat dari output yang dihasilkan, yaitu berupa angka K4. Menurut Kotler terdapat 5 (lima) penentu kualitas jasa yang dapat dijadikan dasar menilai tingkat kepuasan pelanggan terhadap kualitas pelayanan yang diterimanya meliputi *Tangibles*, *Reliability*, *Responsiveness*, *Assurance* dan *Empathy*. **Metode:** Metode penelitian ini adalah deskriptif kuantitatif dengan pendekatan survey. Jumlah sampel sebanyak 149 ibu hamil dengan teknik pengambilan *Total Sampling*. Instrumen yang digunakan adalah Kuesioner. Analisis data menggunakan analisis univariat. **Hasil:** Pernyataan yang paling banyak dinilai baik dari tiap dimensi yaitu; *tangible*: penampilan Bidan, *reliability*: pencatatan di buku KIA, *responsiveness*: tanggapan terhadap keluhan, *assurance*: sifat Bidan, *empathy* komunikasi antara bidan dan pasien. Pernyataan yang paling banyak dinilai cukup dari tiap dimensi yaitu; *tangible*: ruangan pemeriksaan, *reliability*: prosedur pelayanan, *responsiveness*: respon bidan terhadap pasien yang menunggu antrian lama, *assurance*: jaminan terhadap pelayanan, *empathy*: kesesuaian waktu tunggu dan durasi pelayanan. **Kesimpulan:** Data tersebut menunjukkan bahwa sebagian besar responden menganggap kualitas pelayanan antenatal di Puskesmas Tambakrejo sudah baik namun masih perlu ditingkatkan agar penilaian cukup berubah menjadi baik.

**Kata kunci:** *kualitas pelayanan, antenatal care, Ibu hamil.*

## **ABSTRACT**

**Background:** *Quality antenatal service in the MCH program is one of the activities that is considered effective as an effort to reduce morbidity and mortality in mothers and children. Indicators of ANC service success can be seen from the output produced, in the form of K4 numbers. According to Kotler there are 5 (five) determinants of service quality that can be used as a basis for assessing the level of customer satisfaction with the quality of service received including Tangibles, Reliability, Responsiveness, Assurance and Empathy.*

**Method:** *This research method is quantitative descriptive with survey approach. The total sample of 149 pregnant women with total sampling techniques. The instrument used was a questionnaire. Data analysis uses univariate analysis.*

**Results:** *The most valued statements both from each dimension namely; tangible: Midwife performance reliability: recording in the MCH handbook, responsiveness: responses to complaints, assurance: the nature of the Midwife, empathy of communication between midwives and patients. The most valued statements are enough from each dimension namely; tangible: examination room, reliability: service procedures, responsiveness: midwife response to patients waiting for long queues, assurance: guarantee to service, empathy: suitability of waiting time and duration of service.*

**Conclusion:** *The data shows that the majority of respondents considered the quality of antenatal services at the Tambakrejo Public Health Center to be good but still needed to be improved so that the assessment was sufficiently good.*

**Keywords:** *service quality, antenatal care, pregnant women.*