

**RELATIONSHIP OF PERCEPTION TO THE QUALITY OF DELIVERY
SERVICES WITH SELECTION OF DELIVERY PLACE
IN BANTUL REGENCY**

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ABSTRACT

Background: Most of the women who gave birth in Bantul Regency in 2021 gave birth at the Independent Practice of the Midwife/Maternity Clinic, while only a small proportion gave birth at the Public Health Centers. The choice of place of delivery is influenced by predisposing factors, enabling factors, and the level of disease. Perception of delivery service quality is a predisposing factor that greatly influences the choice of place to give birth.

Research Objectives: Determine the relationship between perceptions of the quality of delivery services with the choice of place of delivery in Bantul Regency.

Research Methods: This case control research was conducted in January 2022-February 2022. This study used a case sample of 21 mothers who gave birth at the Public Health Centers and control sample of 21 mothers who gave birth at the Independent Practice of the Midwife/Maternity Clinic. Primary data obtained through questionnaires and interviews filled by respondents. Analysis of the data used the independent T-Test and logistik regression.

Results: There is a positive relationship between the perception of the quality to delivery services with the choice of place delivery.(sig 0.002). There is a relationship between the level of education and the choice of place of delivery. Mothers who have higher education prefer not to give birth at the Puskesmas (p-value 0.002). There is no relationship between age, Health Insurance Ownership, income and distance to the Puskesmas, with the choice of place of delivery.

Conclusion: Mothers who have a better perception of the quality of delivery services at the Puskesmas will choose to give birth at the Puskesmas

Keywords: service quality, choice of place delivery.

HUBUNGAN PERSEPSI KUALITAS PELAYANAN PERSALINAN DENGAN PEMILIHAN TEMPAT BERSALIN DI KABUPATEN BANTUL

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ABSTRAK

Latar Belakang: Ibu bersalin di Kabupaten Bantul pada tahun 2021 sebagian besar bersalin di Praktik Mandiri Bidan/Klinik Bersalin sementara yang bersalin di Puskesmas hanya sebagian kecil. Pemilihan tempat bersalin dipengaruhi faktor predisposisi, pemungkin, dan level penyakit. Penilaian terhadap kualitas adalah faktor presdiposisi yang sangat mempengaruhi pemilihan tempat bersalin

Tujuan Penelitian: Mengetahui hubungan persepsi kualitas pelayanan persalinan dengan pemilihan tempat bersalin di Kabupaten Bantul.

Metode Penelitian: Analitik dengan desain *case control*. Penelitian menggunakan sampel kasus 21 ibu bersalin di Puskesmas dan sampel control 21 ibu bersalin di PMB/klinik bersalin. Data merupakan data primer yang diperoleh dengan cara responden mengisi kuesioner saat di rawat di tempat bersalin. Penelitian dilaksanakan mulai Bulan Januari 2022 sampai Februari 2022. Analisis yang digunakan adalah Independent *T-Test* dan *Regresi Logistik*.

Hasil: Ada hubungan positif persepsi kualitas layanan persalinan dengan pemilihan tempat bersalin (*sig* 0,002). Ada hubungan Tingkat Pendidikan dengan Pemilihan Tempat Bersalin, Ibu yang memiliki pendidikan tinggi lebih memilih bersalin tidak di Puskesmas (*p-value* 0,002). Tidak ada hubungan umur, Kepemilikan Jaminan Kesehatan, pendapatan dan jarak tempuh ke Puskesmas, dengan pemilihan tempat bersalin.

Kesimpulan: Ibu yang memiliki persepsi kualitas pelayanan persalinan Puskesmas lebih baik akan memilih bersalin di Puskesmas.

Kata Kunci: kualitas pelayanan, pemilihan tempat bersalin.