Research Article

Perception of Pregnant Women Satisfaction towards Antenatal Care Service in Bule Hora General Hospital

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Abstract

The objective of this study is assessment of perception of pregnant women satisfaction towards antenatal care service in Bule Hora General Hospital. A cross-sectional study design with mixed research approach was employed in this study. Both primary and secondary data were used as a source of study. In-depth interview and questionnaire were used to collect necessary data. Descriptive data analyses with the help of SPSS were conducted. Accordingly, the result of the finding reveals that regardless of difference in level of dissatisfaction among the five dimensions of service quality, generally pregnant women are unsatisfied towards quality of antenatal care service in Bule Hora General Hospital. The major factors which influence perception of pregnant women satisfaction are Physical Facilities, Trustworthiness, Quick and Prompt Responses, Knowledge of Professionals, and Individual and personal attention. On the basis of the result the researcher recommends the following things for the concerned body, providing quick and spontaneous service for pregnant women, keep error-free records of each of pregnant women, give more training for employees to improve their communication skills, and building a more comfortable physical environment which includes modern equipment and materials.

Key Words; pregnant women, satisfaction, service quality, antenatal care service

INTRODUCTION

Customer satisfaction refers to the extent to which customers are happy and delighted with the products and services provided by a business. Satisfaction is thus a combination of relative level of expectations and perceived performance. Client satisfaction reflects the gap between the expected service and the experience of the service, from the client's point of view. Recently, measuring client or patient satisfaction has become an integral part of hospital/clinic management strategies across the globe [Assefa, F., & Mosse, A., 2011]. Over the last few years, the issue of patient/customer satisfaction has gained attention in healthcare services. Due to this, service providers are trying to improve customer satisfaction through various initiatives. However, the evidence in different studies shows that still more work in this field is needed. Therefore this study aims to assess the perception of pregnant women satisfaction towards antenatal care service in Bule Hora General Hospital.

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STATEMENT OF THE PROBLEM

Various researches has been conducted on assessment of satisfaction in general and pregnant women satisfaction in particular to improve health care service performance. Paulina G. and Katarzyna P., 2016, did research which entitled 'Measuring quality of Maternity Services Using the SERVQUAL Method'. However this study did not use other method of data collection beside questionnaire. The research used mainly qualitative study in which the knowledge and practices of Antenatal Care patients were used. [Acharya, S.et.al., 2018] did a study on 'Quality of Care and Client Satisfaction with Maternal Health Services in Nepal'. The World Health Organization Service Availability and Readiness was used to assess service quality. In addition, a study focus on 'Factors Affecting Quality of Health Service and Patient Satisfaction in Community Health Centers in North Lampung' was done by, Sumatera M. and Didik T. [2017]. This was an analytic observational study with a cross-sectional design. Nevertheless this study focuses on factors rather than service quality measures. Similarly, Berhane Fseha [2019] conduct research on 'Mothers Level of Satisfaction with Antenatal Care Services Provided at Alganesh Health Center Shire, North West Tigray'. This results shows that the level of satisfaction among pregnant women is different and not uniform through various health organizations and regions across Ethiopia.

After carefully analyzing various research studies conducted on this area, the researcher has been realized that regardless of the efforts done by those researches to investigate pregnant women satisfaction, there is limitations or gaps in those researches. The first gap identified is limited study has been conducted using the SERVQUAL model to assess satisfaction level of pregnant women in health service. Second, in the above research, the authors did not measure expectations as a standard for satisfaction. However, since satisfaction is the relative difference between customer perception and expectation, expectation of pregnant women should be taken in to consideration. Therefore, the actual need is felt by the researcher to conduct research particularly to assess the perception of pregnant women satisfaction in Bule Hora General Hospital.

RESEARCH QUESTION

What is the perception of pregnant women on quality of antenatal care service in Bule Hora General Hospital?

What are Factors which affect pregnant women satisfaction on quality of antenatal care service in Bule Hora General Hospital?

METHODOLOGY

Cross-sectional study design using quantitative and qualitative data collection methods was employed. In the study the researchers used mixed approach which is both qualitative and quantitative approach. Data collection method, both Primary [questionnaire and interview] and secondary [books, journal articles, and official WebPages] sources were used. The target population of this study was all pregnant women who follow antenatal care in Bule Hora General Hospital. Since the research is time bounded, the participants of this study were pregnant women and the data were collected within one month from April15[th] to May15[th]. Sample size for

questionnaires 87 respondents were participant of this study. In addition, for in depth interview 10 respondents were selected purposively. In this study, the researcher used simple random and purposive sampling technique to select the subjects of study and the study area. The researchers applied SPSS to make the analysis of data obtained by questionnaire. Mean score was used to present the analysis of the data obtained from close ended items of the questionnaire. The data collected through interview, was analyzed theoretically.

RESEARCH MODEL

Theoretically, this study relied on Expectancy Disconfirmation Paradigm (EDP) . Oliver (1994) proposed the (EDP) as the most promising theoretical framework for the assessment of customer satisfaction. That is, once the product or service has been used, outcomes are compared against expectations. The conceptual model used is SERVQUAL method. SERVQUAL is a method of assessing the quality of services developed by American scientist A. Parasurama and his colleagues – V. A. Zeithaml and L. L. Berry. It consists of measuring the differences that exist between the quality perceived by the customer and the quality that he expects from the service.

As indicated by the original developers of the SERVQUAL model, SERVQUAL has five

dimensions which are expressed as follows: Tangibility [physical facilities, equipment and

appearance of personnel], Reliability [the firm's ability to perform the promise service

accurately and dependably], Responsiveness [the firm's willingness to help customer and

provide prompt service], Assurance [knowledge and courtesy [politeness] of employees and

their ability to inspire trust and confidence] , and Empathy , [caring and individualized attention
paid to customers].

RESULT AND DISCUSSION

To test the internal consistency Cronbach's alpha test using the reliability command in SPSS is applied. Cronbach's alpha reliability coefficient normally ranges between 0 and 1. The closer the coefficient is to 1.0, the greater is the internal consistency of the items (variables) in the scale. Accordingly the result of measurement in the table 4.4 below shows the presence great internal consistency among the items which is 0.932.

The gap score analysis is important to find out how consumers perceive service quality in Bule Hora Hospital and try to identify what dimensions of service quality they are satisfied with. According to Parasuraman et al., (1985) the higher (more positive) the perception (P) minus expectation (E) score, the higher the perceived service quality and thereby leading to a higher level of customer satisfaction. In this regard, the gap scores were calculated based on the difference between the consumers' perceptions and expectations of services offered by Bule Hora Hospital for pregnant women.

In general, in Table 1 above, it was found that, customers' perceptions of service quality offered by Bule Hora Hospital did not meet pregnant women expectations (all gaps scores the dimensions are negative). According to Parasuraman et al., (1988) it is however common for customer's expectation to exceed the actual service perceived and this signifies that there is always need for improvement. Dimensions that reported larger mean gaps were responsiveness, (-1.37), reliability (-1.154), empathy (-1.094) and assurance (-0.965) while smaller mean gaps obtained were tangibility (- 0.395). These values show that the perception of pregnant women in BHGH is less than the expected level of service quality. According to Parasuraman et al., (1988), overall service quality is measured by obtaining an average gap score of the SERVQUAL dimensions.

Overall the above discussion reveals that, customer expectation exceeded the perceived level of service shown by the perception scores. This resulted in a negative gap score (Perception – Expectation). The items with the highest expectation scores were, BHGH will show a sincere interest in solving problems, BHGH will insist on error free records, Employees of BHGH will always be willing to help customers, BHGHs perform the service right the first time, employees are always willing to help customers, and employees are never too busy to respond to customers

requests, Customers feel safe in their transactions with the employees, employees of BHGH have knowledge to answer customers' questions, BHGH give customers individual attention, operating hours of BHGH are convenient to customers, BHGH have their customers' interest at heart and employees of BHGH understand the specific needs of their customers. However, these scores are not very different from scores of other items and this implies generally, customers expect very high from BHGH.

The items rated highest for actual service perceived were, Bule Hora Hospital's physical facilities are visually appealing, Bule Hora Hospital keeps its promises, Employees in Bule Hora Hospital give prompt service, pregnant women feel safe in your transactions with Bule Hora Hospital, Employees in Bule Hora Hospital have the knowledge to answer customers questions, Bule Hora Hospital gives individual attention for customers, Bule Hora Hospital has customer's best interest at heart, Bule Hora Hospital's reception desk employees are neat appearing, and Materials associated with the services are visually appealing at Bule Hora Hospital. On the basis of the analysis above, the overall service quality is computed by adding the average gap score of the five dimensions and divided by five.

Accordingly, the overall service quality is -0.9956. This result describes that there is negative result and customer perception is lees that what they expect. Similarly this result shows that pregnant women are unsatisfied with quality service provided by BHGH. Therefore, BHGH should work to improve the service quality offered for pregnant women.

Table1; Perception of pregnant women towards antenatal care service in Bule Hora General Hospital

Dimension	Items	Expectation score in mean	Perception scorein mean	Gap score in Mean [P-E]	Overall gap score	Average gap score
Tangibility	TA1	5.29	4.89	-0.4		
	TA2	6.00	5.60	-0.4		
	TA3	5.70	5.31	-0.39		
	TA4	5.72	5.33	-0.39	-1.58	-0.395
Reliability	RE1	6.00	5.60	-0.4		
	RE2	6.71	4.77	-1.94		
	RE3	5.99	5.20	-0.79		

	RE4	6.43	4.91	-1.52		
	RE5	6.00	5.18	-0.82	-5.47	-1.094
Responsiveness	RS1	6.55	4.77	-1.78		
	RS2	6.41	5.75	-0.66		
	RS3	6.71	4.92	-1.79		
	RS4	6.43	5.18	-1.25	-5.48	-1.37
Assurance	A1	6.59	5.18	-1.41		
	A2	6.56	5.74	-0.82		
	A3	6.28	5.32	-0.96		
	A4	6.28	5.61	-0.67	-3.86	-0.965
Empathy	E1	6.59	5.46	-1.13		
	E2	6.00	4.78	-1.22		
	E3	6.29	4.91	-1.38		
	E4	6.57	5.33	-1.24		
	E5	6.00	5.20	-0.8	-5.77	-1.154
OSQ						-0.9956

Source; Field Survey computed by SPSS

RANKED SERVICE QUALITY DIMENSIONS

Table2; Ranked Service Quality Dimensions and its Average Score

No.	Service quality dimensions	Mean Score
1	Assurance	5.4625
2	Tangibility	5.2825

3	Responsiveness	5.155
4	Reliability	5.136
5	Empathy	5.132

Source; Taken from SPSS result

The ranked service quality dimension shows us the relative difference in perception of pregnant women on service quality among the five dimensions.

Assurance

The above result indicated that pregnant women are highly satisfied with Assurance which has the mean value of 5.4625. The dimension of Assurance includes, the behavior of 37 employees in Bule Hora Hospital instills confidence on pregnant women, pregnant women feel safe in your transactions with Bule Hora Hospital, Employees in Bule Hora Hospital area consistently courteous with pregnant women, and Employees in Bule Hora Hospital have the knowledge to answer pregnant women's questions. Therefore, pregnant women are happy with Employees' knowledge and courtesy and their ability to inspire trust and confidence in BHH.

Tangibility

Next to assurance tangibility indicates the second rank and the result of assessment shows that pregnant women are satisfied with the physical facility of Bule Hora Hospital. The dimension of tangibility includes modern equipments, appealing physical facilities and employee appearance. That means, physical materials attract pregnant women.

Responsiveness

Third, customers are moderately satisfied with responsiveness and reliability. Responsiveness and reliability y includes, Employees of Bule Hora Hospital will tell customers exactly when services will be performed, Employees of Bule Hora Hospital will give prompt service to customers, Employees of Bule Hora Hospital will always be willing to help customers, Employees of Bule Hora Hospital will never be too busy to respond to customers' requests, When Bule Hora Hospital promises to do something by a certain time, they do, When a customer has a problem Bule Hora Hospital will show a sincere interest in solving it, Bule Hora Hospital will perform the service right the first time, Bule Hora Hospital will insist on error free records, and Bule Hora Hospital will provide the service at the time they promise to do so.

Empathy

Finally, customers are dissatisfied with empathy which includes special care and attention to customers every time. So, empathy dimensions need to emphasized more to enhance the satisfaction level of pregnant women in Bule Hora Hospital.

DETERMINANT FACTORS WHICH INFLUENCE WOMEN SATISFACTION

TOWARDS PERCEIVED QUALITY OF ANTENATAL CARE SERVICE IN BHGH

Interviews were held to key informants regarding the factors which affect perceived service quality of BHGH. Since the interview were semi-structured the key informant replied their response on the basis of their understanding and actual experience. Therefore, all of key informant replied their answer in different forms and with unique ideas. However, for the sake of this study the researcher forced to review the responses of key informants by organizing five themes without changing the original idea of the respondents. Accordingly, these themes include physical facilities, trustworthiness, quick and prompt responses, knowledge of professionals, individual and personal attention.

I. Physical Facilities

According to key informants, the first determinant factor which influence women satisfaction is appearance, process, equipment, tools, and materials exist in BHGH. Service providers should make certain their employees appearance, uniforms, equipment, and work areas onsite (closets, service offices, etc.) look good. This factor is directly linked with Tangibility. 44 Several privileges are included in tangibles such as; external appearance, facilities, opening hours, and speed and efficiency of transactions. Therefore, the physical appearance of BHGH directly affects customer's satisfaction. Pregnant women need neat appearance of equipments and employees first. If the physical facilities, equipments, and employees in BHGH are very good, there would be satisfaction and the reverse is true.

II. Trustworthiness

Another factor which influences pregnant women satisfaction is trustworthiness or reliability. Reliability means organizations perform a service correctly the first time. Moreover, it shows that organizations strive to fulfill promises and pay attention to the results. Reliability has been classed as the first dimension of the SERVQUAL service quality model. As a standard of service quality, reliability has a significant impact on customer satisfaction. Reliability can be defined as the ability to do and perform the required service for customers dependably, accurately and as promised, and the capacity to treat problems faced by customers. Taking actions to solve problems, performing the required services right from the first occasion, or providing services at the proper time are critical. Maintaining an error-free record is the paradigm of reliability in terms of service quality, and has an important impact on customer satisfaction.

III. Quick and Prompt Responses

Responsiveness is primarily concerned with how service firms respond to customers via their personnel. The responsiveness dimension of service quality is related to the organization's willingness and ability to help customers, and to provide quick service with proper timeliness. Individual attention will increase the customer's satisfaction and so will the attention paid by employees to the problems that face customers; when this happens, a radical shift occurs in their satisfaction.

IV. Knowledge of Professionals

If a service provider is highly skilled, but customers don't see that, their confidence in that provider will be lower. And their assessment of that provider's service quality will be lower. This idea is explained in assurance. Assurance has been defined as employees' courtesy and knowledge, and their capacity to transfer confidence and trust to customers. Assurance means keeping customers informed in their native language and listening to them, regardless of their educational level, age, and nationality. Parasuraman et al. states that assurance indicates the 45 attitudes of the employees and their behavior, and the staff's ability to provide friendly, confidential, courteous, and competent services.

V. Individual and personal Attention

Providers' service delivery can be as important as how it was done. Provider employees should be trained how to interact with customers and their end-users. Even a brief session during initial orientation helps. Anything to help pregnant women explains their impact on customers' assessment of service quality. This dimension refers empathy. Customers need to feel that they are made priority by the organization providing services. Empathy means caring, paying personal attention, and providing services to customers. The core of empathy is conveying the feeling that the customer is unique and special. The empathy dimension of service quality means being attentive in communicative situations, understanding customer needs, showing friendly behavior, and taking care of a customer's needs individually.

CONCLUSION

On the basis of the result analyzed by using both quantitative and qualitative method the researcher draw the following conclusion. First, regardless of difference in level of dissatisfaction among the five dimensions of service quality, generally pregnant women are unsatisfied towards quality of antenatal care service in Bule Hora General Hospital. This can cause either because of high expectation of pregnant women or poor quality of Bule Hora General Hospital. Second, pregnant women perception of quality of antenatal care service is less that their expectation. In general, there was a difference in the level of perceived quality of pregnant women towards antenatal care service among the five dimension [tangibility, reliability, responsiveness, assurance, and empathy] and pregnant women perceived the highest quality service in assurance relative to other dimension. Third, the major factors which influence perception of pregnant women satisfaction are Physical Facilities, Trustworthiness, Quick and Prompt Responses, Knowledge of Professionals, and Individual and personal attention.

IMPLICATION OF THE RESULT

The result of this study implied that since the perception of pregnant women is less than their expectation, there is a need for improvement in Bule Hora General Hospital. Therefore, the administration of Bule Hora General Hospital should give emphasis for the satisfaction of pregnant women from the point of view of pregnant women themselves. Additional implication of the finding of this result is women initiatives [women Affair Office and NGOs] in Bule Hora Woreda should work in collaboration with Bule Hora General Hospital to work on factors which influence perception of pregnant women satisfaction towards antenatal care service. Finally, the government of Oromia regional state and federal government of Ethiopia should focus on increasing pregnant women satisfaction towards antenatal care service in Bule Hora General Hospital.

RECOMMENDATION

On the basis of major finding of this study the researcher forward the following recommendations. Pregnant women always prefer quick and spontaneous service. So Bule Hora General Hospital should recruits more employees to not make them wait for long time. They also should maintain proper sequence of customers otherwise customers would be dissatisfied. Bule Hora General Hospital Managers or administration should create database to keep error-free records of each of its customers. This will help the employee to be more informed about their customers' choices of services and can add variety on that. Moreover, keeping proper data records in computer system is more accurate than manually. Employees of Bule Hora General Hospital should be given more training to improve their communication skills such as; courtesy [Good manner] and professionalism by showing care and friendly behavior with customers. Employees should not be annoyed [upset] with customers' requirement. Otherwise customers would be dissatisfied. Physical facilities attracts customers more now a days and people are tend to take service in appealing environment. Therefore, the administration of Bule Hora General Hospital should focus on building a more comfortable physical environment which includes modern equipment and materials. Last but not least, Bule Hora General Hospital should work in collaboration with different governmental and non governmental institutions to improve quality service provided for pregnant women.

SUGGESTIONS FOR FURTHER RESEARCH

The current study only focuses on assessment of perception of pregnant women satisfaction in Bule Hora General Hospital. As a result the study only concentrates on these five dimensions as implication for service quality. However, there may be some other situational factors which can affect customer satisfaction such as demographic, social, cultural and past experience. So, further study can be suggested in near future regarding other factors.

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