



FACTORS INFLUENCING USER SATISFACTION WITH FAMILY PARENTAL SERVICES IN INDEPENDENT MIDWIFE PRACTICES

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ABSTRACT

This study aims to analyze the factors influencing satisfaction with family planning (FP) services at Midwife Tatik Sulistriani's Independent Practice in Denpasar City. The variables studied included service quality, staff attitude, service facilities, user knowledge, and service time, with user satisfaction as the dependent variable. This study used a quantitative analytical design with a cross-sectional approach. The sample was drawn using the Lemeshow formula, with 196 respondents. Data were collected through a structured questionnaire based on standardized SOPs. Data were analyzed using the chi-square test and logistic regression to determine the relationships between variables and the dominant factors influencing satisfaction. The study showed that all independent variables significantly influenced family planning (FP) user satisfaction ($p < 0.05$). Service quality was the most dominant factor influencing satisfaction, followed by staff attitude, service facilities, user knowledge, and service time. This suggests that family planning user satisfaction is influenced by comprehensive service aspects, including service quality, staff professionalism, facility availability, user understanding of family planning, and service time efficiency. To increase the satisfaction of family planning users at Midwife Tatik Sulistriani's Independent Practice, it is necessary to improve the quality of services comprehensively, train staff to improve attitudes and communication, provide adequate facilities, educate users regularly, and manage service time more efficiently.

Keywords: family planning services; officer attitude; service facilities; service quality; user satisfaction

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INTRODUCTION

The Family Planning Program, often referred to as KB in Indonesia, has been recognized as one of the most successful programs in the world for reproductive health. The KB program has had a significant impact on population growth in Indonesia since its inception during the New Order era (Khalifatunnisa et al., 2024). Family Planning is a government program aimed at improving the welfare and health of mothers and children, particularly families, and the nation as a whole. It also enhances the dignity of citizens by reducing the birth rate so that population growth does not exceed reproductive capacity (Manullang et al., 2024).

Contraception is a temporary or permanent method of preventing pregnancy. This can be done without the use of devices, mechanically, with devices/drugs, or surgically. The purpose of contraception is to prevent or prevent pregnancy resulting from the union of an egg and a sperm cell. Based on the intent and purpose of contraception, those who need contraception are sexually active couples who both have normal fertility but do not desire pregnancy. Contraception is divided into two types: hormonal contraception and non-hormonal contraception (Roza & Mona, 2022).

Indonesia is considered suitable because it is designed in accordance with women's health rights and does not involve total population surveillance. However, its services are still less than optimal due to frequent conflicting missions and visions at the local government level implementing the family planning program. Furthermore, other aspects hinder the program's effectiveness. Misconceptions and myths persist among residents regarding birth control, such as the belief that

birth control is a gateway to promiscuous sex or that it can lead to birth defects and cancer (Pasinringi, 2021). Family planning (FP) broadly means efforts to regulate birth rates so that mothers and babies, as well as fathers, families, and the community, will not suffer losses due to the direct impacts of births (Fatma Nadya, 2020). The percentage of modern contraceptive use (modern contraceptive prevalence rate/mCPR) in Bali Province is 66.25%. The most widely used modern contraceptive method is the contraceptive injection (45.36%) as of December 2017.

According to data from the Bali Province Central Statistics Agency, the percentage of active family planning participants in 2020 was 57.12%, which decreased to 52.94% in 2021 (BPS-Statistics Indonesia, 2022). The success of the family planning program is influenced by knowledge about family planning, which can be improved through socialization and outreach to the community, which is a form of approach to the community so that they can better understand family planning (Yulizawati et al., 2019). Meanwhile, the number of active participants in the MKJP family planning program in Denpasar City in 2020 was 26,862 acceptors, consisting of 1,217 acceptors for implants and 25,645 acceptors for IUDs. Then in 2021, the number of active participants in the MKJP family planning program in Denpasar increased to 27,310 acceptors, consisting of 1,380 acceptors for implants and 25,930 acceptors for IUDs (BPS, 2021). In an effort to increase the success of the family planning program, trained personnel and a relative feedback mechanism from clients are needed (Yusuf et al., 2024).

METHOD

This study is a retrospective study using a descriptive analytical design with a cross-sectional approach. Data analysis included univariate and bivariate data analysis, using the Chi-square test. The study will be conducted at the Tatik Sulistriani Family Planning Center (TPMB) in Denpasar City from August to September 2025. The target population is family planning acceptors at the TPMB, while the accessible population is family planning acceptors at the Tatik Sulistriani Independent Midwife Practice in Denpasar City. The study sample consisted of 196 individuals using a purposive sampling technique. The instrument used in this study was a questionnaire to collect respondent identities. Data collection using a questionnaire aims to determine factors influencing family planning service satisfaction among users at the Tatik Sulistriani TPMB.

RESULT

The study was conducted on 196 respondents using family planning services at the Tatik Sulistriani Independent Midwife Practice (PMB) in Denpasar City, using the Lemeshow formula. Most respondents were aged 20–35 (68%), had a high school education (54%), and worked as housewives (47%). The most commonly used type of contraception was the contraceptive injection (42%), followed by the birth control pill (28%), and the implant (18%).

Table 1.
Univariate Analysis Results

Variables	Category	f	%
Service Quality	Good	141	71.9
	Poor	55	28.1
Officer Attitude	Good	147	75.0
	Poor	49	25.0
Service Facilities	Adequate	134	68.4
	Inadequate	62	31.6
User Knowledge	Good	137	69.9
	Poor	59	30.1
Service Time	Fast	126	64.3
	Slow	70	35.7
Family Planning User Satisfaction	Satisfied	153	78.1
	Dissatisfied	43	21.9

Bivariate analysis was conducted using the Chi-Square test to determine the relationship between each independent variable and family planning user satisfaction.

Table 2.

Bivariate Analysis

Independent Variables	p-value	Description
Service Quality	0.001	There is a significant relationship
Officer Attitude	0.003	There is a significant relationship
Service Facilities	0.015	There is a significant relationship
User Knowledge	0.020	There is a significant relationship
Service Time	0.041	There is a significant relationship

Based on the test results, all variables had a p-value <0.05, indicating a significant association with family planning user satisfaction at the Tatik Sulistriani Family Planning Center (PMB).

Multivariate analysis was conducted using multiple logistic regression to determine the dominant factors influencing family planning user satisfaction.

Table 3.

Multivariate Analysis Results

Independent Variables	B (Koefisien Regresi)	p-value	OR (Odds Ratio)	Description
Service Quality	1.18	0.002	3.26	Dominant
Officer Attitude	0.94	0.010	2.57	Significant
Service Facilities	0.72	0.028	2.05	Significant
User Knowledge	0.65	0.041	1.91	Significant
Service Time	0.53	0.049	1.70	Significant

The analysis showed that service quality was the most dominant factor influencing family planning user satisfaction (OR = 3.26, p = 0.002). This indicates that respondents who rated service quality as good were 3.26 times more likely to be satisfied than those who rated it as poor.

DISCUSSION

The Effect of Service Quality on Family Planning User Satisfaction

The results of this study indicate that service quality has a highly significant relationship with family planning user satisfaction (p = 0.001) and is the most dominant factor with an OR of 3.26. This indicates that the better the service quality received by users, the higher the level of perceived satisfaction. This finding supports the SERVQUAL theory by Parasuraman, Zeithaml, and Berry (1988), which explains that perceived service quality encompasses five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Good family planning services must meet these five dimensions to create a positive experience for users (Parasuraman et al., 1988).

Service quality is an important indicator in efforts to improve the quality of healthcare services, including family planning services. According to Kotler and Keller (2016), customer satisfaction occurs when the service performance meets or exceeds user expectations. If the service at the Tatik Sulistriani Family Planning Center is perceived as responsive, communicative, and provides a sense of security, then users will perceive the service as high-quality. This aligns with research by Pratama and Hartini (2020), which showed that perceptions of service quality significantly influence patient satisfaction at the Women and Children's Hospital in Surabaya. They found that service quality characterized by personal attention and effective communication increases patient trust and loyalty.

Furthermore, research by Setyawan and Isnanto (2025) in Yogyakarta found that the dimensions of reliability and empathy in healthcare services have the greatest influence on patient satisfaction. The reliability and empathy of healthcare workers create a sense of security and comfort, and foster long-term relationships with users. In the context of the Tatik Sulistriani Family Planning Center, quality service can be achieved through midwives' skills in providing education, the accuracy of medical procedures, and the ability to provide emotional care and support to family planning users.

Thus, good service quality not only impacts current user satisfaction but also increases the intention to use family planning services again in the future and recommend them to others. This is important for the sustainability of the family planning program and the success of independent midwifery practices in building public trust.

The Influence of Staff Attitude on Family Planning User Satisfaction

This study shows that staff attitude is significantly related to family planning user satisfaction ($p = 0.003$). Staff attitude encompasses aspects of friendliness, politeness, attentiveness, and the ability to provide emotional support to clients. According to Notoatmodjo (2018), attitude is a person's predisposition or tendency to react positively or negatively to an object, which is formed from experience, knowledge, and social interactions. In family planning services, a positive midwife's attitude plays a crucial role in creating a sense of trust and comfort for users. This research supports the findings of Astuti (2023), who found that health staff attitude is significantly related to patient satisfaction at community health centers. Staff who are able to show empathy, are polite, and listen well to patient complaints will increase satisfaction levels. A similar study by Berhane et al. (2019) in Ethiopia also found that interpersonal interactions between health workers and family planning service users, such as the ability to listen and respect privacy, are important factors in determining user satisfaction.

Staff attitude is also closely related to therapeutic communication skills. According to Rahmawati and Sulastri (2021), good communication between midwives and clients can increase acceptance of family planning information and foster a sense of security. At the Tatik Sulistriani Family Planning Center (PMB), staff who provide simple explanations, pay attention to client comfort, and are non-judgmental make clients feel valued and more confident in the services provided. Thus, the results of this study confirm that soft skills training for midwives, particularly related to interpersonal communication and empathy-based services, is crucial for maintaining and improving family planning user satisfaction.

The Influence of Service Facilities on Family Planning User Satisfaction

Service facilities were also found to significantly influence user satisfaction ($p = 0.015$). Physical facilities, such as comfortable waiting rooms, privacy in examination rooms, and the availability of contraceptives, are important factors in fostering positive perceptions of service quality. According to Parasuraman et al. (1988), the tangible aspect (physical evidence) in the SERVQUAL theory is the first dimension shaping user perceptions of service quality. Good facilities indicate the professionalism and readiness of service providers to meet user needs. This finding aligns with the research of Tadesse et al. (2016) in Ethiopia, which stated that the physical condition of the service and the privacy of the room significantly influenced family planning user satisfaction. Research by Rachmawati (2021) in Indonesia also showed that clean and well-equipped facilities are key factors influencing patient satisfaction at community health centers. Inadequate facilities often cause discomfort, especially for family planning users who require confidentiality during service. Good facility conditions not only improve comfort but also improve the work efficiency of health workers. According to Donabedian (1988), structural components, including service facilities and infrastructure, are the foundation for ensuring service quality. At the Tatik Sulistriani Family Planning Center (PMB), adequate facilities such as a clean waiting room, sterile medical equipment, and the availability of all types of contraceptives will strengthen the positive image and increase the satisfaction level of family planning users.

The Influence of User Knowledge on Family Planning User Satisfaction

This study found that family planning user knowledge was significantly associated with satisfaction levels ($p = 0.020$). Knowledge about family planning helps women of childbearing age understand the benefits, mechanisms of action, and side effects of the contraceptives they use. According to Notoatmodjo (2018), knowledge is a cognitive domain that forms the basis for shaping a person's attitudes and behaviors toward health. The greater a person's knowledge, the more rational they are

in assessing the quality of services received. This finding is supported by research by Tiruneh et al. (2019), which showed that clients with good knowledge about contraception tended to be more satisfied with family planning services in Ethiopia. This was because they understood the service process and had realistic expectations. Sari and Utami (2022) also found that good knowledge increased family planning user satisfaction at the Sukoharjo Community Health Center, as they were more active in the consultation and decision-making process. In the context of Tatik Sulistriani's PMB, health education and counseling activities played a crucial role in improving user knowledge. According to the Indonesian Ministry of Health (2022), appropriate education can increase community compliance, trust, and participation in family planning programs. Therefore, increasing the frequency and quality of family planning counseling, both individual and group, needs to be a key strategy to maintain user satisfaction.

The Effect of Service Time on Family Planning User Satisfaction

The results of the study showed that service time also significantly influenced family planning user satisfaction ($p = 0.041$). Fast and efficient service times indicate good service management. According to Zeithaml and Bitner (2003), speed and accuracy of service are dimensions of responsiveness in the SERVQUAL theory that significantly influence user satisfaction. Family planning users tend to be more satisfied if services are provided on time and without long waits. Research by Gebremedhin et al. (2018) in Ethiopia found that family planning service users who waited less than 30 minutes had almost 10 times higher satisfaction levels than those who waited longer. Research by Widodo (2020) also showed that service speed and workflow efficiency are the most influential factors in patient satisfaction at primary healthcare facilities. At PMB Tatik Sulistriani, efficient service scheduling and a queuing system can reduce user waiting times, thereby increasing comfort and satisfaction. Furthermore, short service times also reflect the professionalism of the staff. According to Donabedian (1988), the process aspect of service quality includes time efficiency and interactions between healthcare workers and patients. Timeliness suggests that services are planned and oriented toward user needs.

CONCLUSION

Based on the research findings on "Factors Influencing Family Planning (FP) Service User Satisfaction in Midwives' Independent Practices," it can be concluded that family planning (FP) service user satisfaction is influenced by various factors related to the quality of service provided by midwives. These factors include reliability, responsiveness, assurance, empathy, and tangibles. FP user satisfaction tends to increase when the service provided meets the client's expectations, supported by a friendly midwife, effective communication, clear information and counseling, relatively short waiting times, and adequate facilities and infrastructure. Conversely, dissatisfaction can arise if the service received does not meet the client's needs and expectations. Therefore, improving the overall quality of service in midwives' independent practices is crucial to increasing family planning user satisfaction, maintaining continued contraceptive use, and supporting the success of family planning programs.

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