


The Effectiveness of the Implementation of Operational Standards for Maternal and Child Health Services in Improving the Quality of Maternity Services at RSIA Rosiva

¹Dewi Agustina*, ²Wuni Barokah, ³Jihan Mawaddah Pane, ⁴Nazla Novrinda Saragih, ⁵Putri Mendriani

Program Studi Kesehatan Masyarakat, Universitas Islam Negeri Sumatera Utara, Jl. Lapangan Golf, Durian Jangak, Tuntungan, Medan, Indonesia

Article Info	ABSTRACT
<p>Keywords: Standard Operating Procedures, Service Evaluation.</p>	<p>This study aims to evaluate the application of Standard Operating Procedures (SOP) in maternal and child health services, especially maternity services at RSIA Rosiva. Quality health services are one of the important aspects in ensuring patient safety and satisfaction, especially for mothers who are about to give birth. The method used in this study is a descriptive qualitative method with data collection techniques through in-depth interviews and direct observation in the field. The results of the study show that administratively, SOPs have been prepared and socialized to health workers, but in practice there are still several obstacles. These obstacles include delays in medical treatment, a fairly convoluted administrative process, and a lack of coordination between service units. This shows that even though the SOP already exists, its implementation has not been fully effective and consistent. In addition, the satisfaction of maternity patients with the services provided is still not optimal, as can be seen from complaints related to waiting time and lack of information provided by medical personnel. This study concludes that improving the quality of services can be done by strengthening the implementation of SOPs, improving the competence of health workers through training, and improving the administrative system to be more responsive to patient needs. The results of this study are expected to be input for hospital management in efforts to continuously improve the quality of maternity health services.</p>
<p>This is an open access article under the CC BY-NC license</p> 	<p>Corresponding Author: Dewi Agustina Universitas Islam Negeri Sumatera Utara Jl. Lapangan Golf, Durian Jangak, Tuntungan dewiagustina@uinsu.ac.id</p>

INTRODUCTION

Public services in the health sector are an important aspect of social development, because it concerns the lives of many people, especially in ensuring the safety and welfare of mothers and children (Hariyoko et al., 2021). The public has high hopes for the quality of health services provided by medical institutions, both government and private. The need for fast, precise, and professional health services is becoming increasingly urgent amid the demands of society that are increasingly critical of the quality of services received (Jasmin Ambas et al.,

2025). Unfortunately, in practice, there are still often complaints related to slow service, unclear procedures, and low transparency in the administrative process. This shows that the quality of health services still needs to be improved, not only in terms of facilities and infrastructure, but also in terms of service governance based on standard and standardized operational procedures (Jasmin Amba et al., 2025).

One of the important instruments that can improve the quality of health services is the implementation of appropriate and consistent Standard Operating Procedures (SOP) (Antameng et al., 2021). SOPs are a series of written instructions that are used as guidelines in carrying out service activities effectively, efficiently, and in a coordinated manner (Astari, 2020). In the context of maternal and child health services, the implementation of SOPs is crucial because it concerns sensitive processes, such as pregnancy, childbirth, and newborn care. A small mistake in the procedure can be fatal for the safety of the mother and baby. Therefore, every medical personnel are required to work based on the SOPs that have been set in order to ensure the quality of service and patient safety (Domer et al., 2021). SOPs are also a control tool in hospital management, as they can be used to evaluate the performance of medical personnel and determine the extent to which the services provided have met standards (Anggraini et al., 2023).

RSIA Rosiva as one of the private hospitals that focuses on maternal and child health services is expected to be able to become a health service institution that prioritizes quality, professionalism, and patient satisfaction. In facing these demands, RSIA Rosiva is required to ensure that the entire service process, especially in childbirth services, has run in accordance with the SOPs that have been determined. Maternity services are a high-risk part of health services, so the effective implementation of SOPs is an absolute requirement to ensure patient safety and improve service quality (Redi & Marlina, 2024). Therefore, it is important to examine the extent to which the implementation of SOPs at RSIA Rosiva can have an impact on improving the quality of maternity services. This is not only important for hospital management in improving the quality of its services, but also becomes a policy evaluation material in the management of health services as a whole.

This research is based on the theory of organizational effectiveness and the theory of public service quality. The theory of organizational effectiveness explains that an organization is said to be effective if it can achieve its goals efficiently by making optimal use of existing resources (Mulia, 2021). Meanwhile, the theory of public service quality underscores the importance of tangibility (availability of facilities), reliability (reliability of services), responsiveness (response to patient needs), assurance (guarantee and trust in services), and empathy (concern for patients) (Istevano et al., 2024). Based on these theories, the implementation of SOPs can be seen as an effort to improve organizational effectiveness and service quality, because SOPs provide a clear, measurable, and accountable work structure.

The problems raised in this study are how the process of maternal and child health services at RSIA Rosiva is, as well as how effective the implementation of Standard Operating Procedures in improving the quality of maternity services. This problem is important to study to find out whether the SOPs that have been prepared are really implemented consistently

by medical personnel, and whether the SOPs are able to improve the quality of service in real terms. To answer these problems, this study uses a descriptive approach with a qualitative method, namely by conducting observations, interviews, and documentation of the implementation of SOPs at RSIA Rosiva. The data collected will be analyzed qualitatively to obtain a comprehensive picture of the effectiveness of the implementation of SOPs in improving the quality of childbirth services.

Based on the formulation of the problem, the purpose of this study is to find out how the process of maternal and child health services at RSIA Rosiva is, and to analyze the effectiveness of the implementation of Standard Operating Procedures in improving the quality of maternity services at RSIA Rosiva. With the results of this study, it is hoped that it can make a positive contribution to efforts to improve the quality of hospital services, especially in maternal and child health services, as well as become a reference for management policy making in designing more effective and applicable SOPs.

METHODS

In this study, the author uses a qualitative approach that is descriptive. This approach was chosen because it was able to provide an in-depth picture of the situation that occurred in the field, especially regarding the implementation of Standard Operating Procedures (SOPs) in maternity health services at RSIA Rosiva (Asrulla et al., 2023). In line with the opinion (Safarudin et al., 2023), qualitative research methods are used to research on the conditions of natural objects, where researchers play the role of key instruments. Data collection was carried out through triangulation techniques, which is a combination of observation, interviews, and documentation. Data analysis is done inductively and emphasizes more on meaning than generalization.

The data sources in this study are divided into two, namely primary data and secondary data. Primary data was obtained directly from the results of observations and interviews with relevant sources at RSIA Rosiva. Observation was carried out by directly observing the process of maternity services, while interviews were conducted in depth with parties who play an important role in the implementation of SOPs, such as doctors, midwives, nurses, and hospital management. This interview aims to explore their understanding, experiences, and obstacles in implementing SOPs for maternity health services.

Meanwhile, secondary data was obtained through documentation studies and literature studies. The documentation study was carried out by collecting documents available at the research site, such as written SOPs, activity records, service archives, photos of activities, and internal policy data of hospitals related to maternity services. Meanwhile, literature studies are carried out by examining various literature sources such as books, scientific journals, and the results of previous research that are relevant to this research topic.

The data analysis technique used in this study is qualitative data analysis as explained by (Wijaya, 2019), namely by working systematically on the data obtained. The analysis process is carried out through three stages, namely categorization, data selecting, and analyzing data. In the first stage, the researcher categorizes the data based on certain themes

or topics that have been found from the results of interviews and observations. The second stage is to select the data that is considered most relevant and important to support the argument in the discussion of the research. The third stage is to analyze the data so as to produce meaningful information and be able to provide a comprehensive picture of how the implementation of SOPs is carried out at RSIA Rosiva. This analysis also helps researchers in drawing conclusions about the effectiveness of SOPs in improving the quality of maternity health services. With this approach, it is hoped that the results of the research can contribute to the development of more structured, professional, and quality health services at RSIA Rosiva.

RESULTS AND DISCUSSION

Description of Research Results

Based on the results of direct interviews in the field with the Director of RSIA Rosiva and several inpatients, an overview was obtained regarding the effectiveness of the implementation of Standard Operating Procedures (SOPs) in maternal and child health services, especially maternal and maternal mothers.

1. Maternal and Child Health Services at RSIA Rosiva

RSIA Rosiva is a private health facility that is committed to improving the quality of services, especially for mothers and children. This hospital has tried to provide services according to standards, but in its implementation there are still several obstacles. Although the service is generally considered good, there are still complaints such as slow medical treatment due to limited health workers and lack of supporting medical equipment. This condition causes some patients to have to be referred to other facilities, and affects the level of patient satisfaction.

2. Implementation of Standard Operation Procedure (SOP) for Maternal and Child Health Services

The implementation of Standard Operating Procedures (SOP) for maternal and child health services at RSIA Rosiva includes the implementation of tasks and functions ranging from program planning, budgeting, equipment, staffing, services, care, to financial management and correspondence. This process also involves the creation of technical guidelines, the implementation of technical guidance, the publication of information, and the implementation of other activities that support the effectiveness and efficiency of services. This SOP is an important basis in maintaining the quality of health services for maternity and toddlers, with the main goal of improving the health status of mothers, children, and families in order to realize a happy and prosperous small family and support the optimal growth and development of children as the foundation for the quality of future generations.

3. Obstacles Found in the Implementation of Operational Standards for Maternal and Child Health Services in Improving the Quality of Maternal Health Services

The implementation of Standard Operating Procedures (SOP) for maternal and child health services at RSIA Rosiva still faces a number of obstacles that affect the

effectiveness and success of services. The main obstacles found are the lack of professional medical personnel and the limitation of medical support equipment, which causes services not to run optimally according to the needs of patients. In addition, the slow medical treatment process is a serious problem because it can have a fatal impact on patients who need quick treatment. In addition, inadequate facilities and infrastructure add to the challenges in creating comfortable and efficient services. These obstacles show that even though the SOP has been implemented, its implementation still needs improvement so that the quality of maternal and child health services, especially for maternal mothers, can increase significantly.

Discussion

The implementation of Standard Operating Procedures (SOP) for Maternal and Child Health Services in improving the quality of maternal health services at RSIA Rosiva is still not fully effective, based on the results of interviews conducted by researchers with resource persons in the field. The summary of the findings is explained as follows:

Maternal and Child Health Services at RSIA Rosiva

Maternal and child health services at RSIA Rosiva have basically run according to the set standards, but there are still some obstacles in their implementation. Based on the results of interviews with informants from health workers and patients, it was found that the services provided did not fully meet the expectations of patients, especially in terms of punctuality, communication, and empathy from medical personnel.

Some patients revealed that they had to wait a long time to get services, even in urgent situations such as before delivery. The observation results show that although the facilities and infrastructure at RSIA Rosiva are quite adequate, there are still shortcomings in the service flow that cause delays in handling. This is in line with public service research from (Hermansah et al., 2023), which states that the quality of service is not only measured by the availability of facilities, but also by the ability of officers to provide services effectively and humanely.

Communication between medical personnel and patients is also considered not optimal. The informant stated that the information provided by nurses and doctors was sometimes unclear or incomplete, so that patients felt confused and unsure of the procedures undergone. In fact, effective communication is one of the important indicators in the quality of health services. Therefore, interpersonal communication training is needed for medical personnel so that services are not only technical, but also pay attention to the psychological aspects of patients.

Implementation of SOP for Mother and Child Services at RSIA Rosiva

RSIA Rosiva already has a Standard Operating Procedure (SOP) document that is used as a guideline in providing services to patients, especially in maternal and child services. This SOP covers various stages, ranging from patient admission, medical handling, to postpartum procedures. However, from the results of interviews with several health workers, it is known

that the understanding of SOPs is still uneven among staff, especially for officers who have just joined or who have never participated in retraining.

These findings indicate that although formal SOPs have been made available and disseminated, in practice the implementation of SOPs has not been completely consistent. Some medical personnel still perform procedures based on old habits, not based on written references. This is contrary to the opinion of Sugiyono (2012:79) in the book (Maulana et al., 2023), who states that SOPs are an important tool to ensure uniformity and efficiency in the implementation of tasks and prevent procedural errors.

The implementation of SOPs that are not optimal can have an impact on reducing the quality of service, especially in the event of an emergency that requires quick and appropriate action. Therefore, it is important for the management of RSIA Rosiva to conduct regular evaluations of the implementation of SOPs and hold regular training so that all staff have the same understanding and can carry out their duties according to the established procedures.

Quality of Maternity Health Services at RSIA Rosiva

The quality of maternal health services is the main indicator in assessing the success of maternal and child health services in a hospital. From the results of the study, it is known that the quality of service at RSIA Rosiva has not fully met the expectations of patients. Some of the complaints that have arisen include the slow response of medical personnel in the event of an emergency, convoluted administrative procedures, and lack of education to patients about childbirth and infant care measures.

This information was obtained through interviews with patients and patients' families, as well as direct observation in the delivery room and emergency room. In some cases, patients are not given adequate information regarding the stages of delivery or the condition of their baby. This can lead to anxiety and distrust of hospital services.

According to (Santo & Karima, 2024) the quality of health services does not only include medical aspects, but also service management, communication, and a sense of security felt by patients. At RSIA Rosiva, even though medical equipment is modern and health workers have good qualifications, if services are provided without a humanist approach, then the quality of service is still perceived as low by patients.

To improve the quality of service, RSIA Rosiva needs to make various improvements, both in terms of human resources and work systems. This includes improving the quality of training medical personnel in the aspect of excellent service, restructuring the administrative system to make it more efficient, and creating a work culture that is oriented towards patient safety and comfort. Thus, it is hoped that public trust in hospitals can increase, and the services provided can reach the expected quality standards.

CONCLUSION

Based on the results of research conducted at RSIA Rosiva, it is known that the implementation of Standard Operating Procedures (SOP) for maternity health services has begun to be carried out in accordance with existing guidelines. However, in practice there are still some shortcomings, such as lack of consistency in the implementation of procedures and

limitations of medical personnel in understanding and implementing SOPs comprehensively. This causes the quality of service provided to patients is not fully optimal. To improve the quality of health services, concrete steps are needed in the form of routine evaluation of the implementation of applicable SOPs and capacity building of medical personnel through structured and continuous training. Thus, maternity health services at RSIA Rosiva are expected to run more effectively, efficiently, and have a positive impact on patient safety and comfort.

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