



Influence Quality Service Immunization Base on the Satisfaction of Mothers of Toddlers at the Rawang Pasar IV Community Health Center, Kisaran

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Abstract

Health is Wrong One aspect fundamental in life man Which influence quality individual and community life. Good health is not only related to physical fitness, but also to ability somebody For functioning in a way optimal in activity daily. Study This aims to determine the level of satisfaction of mothers and babies with immunization services at the Rawang Pasar IV Kisaran Health Center. The research method uses a quantitative approach with Univariate and chi-square tests obtained there are influence between variable Which tested with mark significant ($\alpha = 0.05$) Results study This show that out of 67, the majority of respondents agreed that the quality of service at the Rawang Pasar IV Kisaran Health Center had been implemented well. With a value of $p = 0.001$, where $p < \alpha$ ($\alpha = 0.05$), which indicates a relationship between proof physique And satisfaction to service immunization health center . Matter thus proven with variables of responsiveness of service providers on time, certainty of respondents' answers regarding the timeliness of service provision, affordability of service and care costs, the existence of educated and capable officers serve patient, proof real room service clean And well maintained, room service comfortable, And medical equipment is quite complete, empathy of service providers by being kind, polite, and friendly to patients. The conclusion of the influence of the quality of basic immunization services is influenced by physical evidence, reliability, responsiveness, assurance and also empathy of health workers.

Introduction

Health maintenance is an effort to overcome and prevent health problems. Which need examination, treatment And maintenance including pregnancy and childbirth. According to the Indonesian Ministry of Health in the SDGS program , the target of the national health system, namely goal 3, explains that by 2030, reducing maternal mortality to below 70 per 100,000 live births, ending infant and toddler deaths that can be prevented through basic immunization, all countries are trying to reduce maternal mortality rates. neonatal at least until 12 per 1,000 birth life And number death toddlers 25 per 1,000 live births (Munawir et al., 2023).

Health is Wrong One aspect fundamental in life man which affects the quality of life of individuals and society (Kim, 2024). Good health is not only related to physical fitness, but also to a person's ability to function optimally in daily activities. Maintaining and preserving health, especially in children, is a responsibility not only for individuals, but also for the state and society (Safitri et al., 2024; Shabunova et al., 2021; Walker, 2022) . In this context, one

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important effort to prevent disease and improve children's health is through immunization programs. Immunization is a preventive health intervention that has been proven effective in preventing the spread of infectious diseases that can cause high morbidity and mortality, especially among toddlers (Susanti et al., 2024; Besnier et al., 2021; Talbird et al., 2022; Pan et al., 2021).

Immunization is one of the most important health interventions in preventing infectious diseases in children, especially toddlers. Basic immunization is a series of vaccination Which given to children in age certain For protect them from various dangerous diseases such as polio, tuberculosis (TB), diphtheria, tetanus, hepatitis B, measles and rubella. These diseases can cause permanent damage to the child's body, even at risk of causing death (Rahayuwati, 2021). The basic immunization program not only aims to protect individuals, but also to create immunity group (herd) immunity), so that prevent distribution diseases in the wider community. Therefore, the immunization program is one of the main priorities in the health care system in many countries including Indonesia (Azizatunnisa'et al., 2021; Suwantika et al., 2023; Suwantika et al., 2023).

Immunization programs implemented by health care facilities, such as Community Health Centers, aim to provide protection to children from various diseases that can endanger their health and even their lives. In Indonesia, basic immunization consisting of a series of important vaccines such as BCG, DPT, Polio, and Measles, is part of a national health program that has been designed to create herd immunity in the community. The success of implementing this basic immunization is greatly influenced by the quality of services provided by medical personnel at health facilities and the active role of mothers in maintaining the health of their children (Ginting et al., 2022; Tilahun et al., 2022). Based on data from the World Health Organization (WHO), immunization has prevented more than 2 million deaths each year worldwide (Nur et al., 2023) . In Indonesia, the basic immunization program is an integral part of the government's efforts to realize public Which Healthy. Success program immunization very influenced by various factors, such as the quality of immunization services provided at health facilities, awareness public, as well as participation active from person old, specifically Mother, in bring child they For get immunization (Zafirah, 2021). By Because That, quality Immunization services are an important factor that influences the satisfaction of mothers of toddlers with the relevant health facilities.

In Indonesia, the implementation of basic immunization is regulated through various policies and regulations issued by the government, both at the national and regional levels (Melisa, et al., 2022). One of them regulation Which important is Constitution Number 36 Year 2009 about Health that emphasizes the importance of implementing immunization programs as a preventive effort to improve public health (Ginting et al., 2021). In addition, the Indonesian government has also issued a Regulation of the Minister of Health (Permenkes) which regulates the implementation of basic immunization, including the types of vaccines that must be given, the immunization schedule, and the responsibilities of the government and the community in ensuring the success of the program (Marjono, 2020; Sakas et al., 2023).

The government through the Indonesian Ministry of Health also supervises the quality of immunization services provided by health facilities, including community health centers, which are basic health service institutions at the community level. This supervision includes technical aspects in administering vaccines, training health workers, and monitoring the success rate of immunization programs through immunization coverage data (Berdame, 2024; Kaewwimol et al., 2023). Therefore, community health centers have an important role in ensuring that all toddler in region his work get immunization base Which appropriately and in accordance with the predetermined schedule. The Community Health Center as one of the first level health service providers has a central role in implementing basic immunization (Kusworo

et al., 2021). Success Health Center in give service basic immunization Which quality will influence satisfaction in public, specifically Mother toddlers, who are the main parties interacting with health service facilities. High quality immunization services do not only cover technical aspects in providing immunizations, but Also aspect communication between officer health And Mother toddler, convenience of facilities, as well as ease of access to obtain services (Rwashana & Williams, 2007). Along with increasing hope public to service health Which Good, The influence of service quality on the satisfaction of mothers of toddlers is becoming increasingly important to research.

The satisfaction of mothers of toddlers with the Health Center is not only reflected in their discipline in following the immunization schedule, but also in their trust and satisfaction with the services provided (Jayanto et al., 2024) . This satisfaction also reflects the success of the Health Center in maintaining long-term relationships with the community. A study Which deep about influence quality service immunization base towards satisfaction mothers of toddlers will provide a clear picture of the factors that influence the mother's decision to continue using health center services and entrusting them health child they to power medical Which There is (Sofyandi, 2024) In addition, maternal satisfaction with the services received will be the main indicator in assessing the overall quality of health services.

This satisfaction is closely related to the mother's perception of the expertise of health workers, the speed of service, and also emotional factors such as feeling appreciated and cared for by the officers. The influence of the quality of basic immunization services and how the relationship the influence level satisfaction Mother toddler in health center rawang market IV

Kisaran. Rawang Pasar IV Health Center is located in a fairly densely populated area. is Wrong One center service health Which give immunization basis for toddlers in the area. Rawang panca arga is a sub-district located in Asahan Regency, Meranti District, Kisaran City, North Sumatra, Indonesia with an area of 67.37 km, And own 7 Ward with consider context social, economy and existing culture. This study seeks to provide insight into how the quality of immunization services can improve the satisfaction of mothers of toddlers which ultimately contributes to satisfaction with health services at the health center.

In the context of health services, the concept of quality is not only related to the effectiveness of services in terms of medical techniques, but also to aspects of the recipient's experience which include social and psychological interactions between officers (Sitepu & Kosasih, 2024). This study will discuss various dimensions of service quality, including aspects responsiveness, empathy, skill power medical, comfort facility And efficiency service time. By understanding the relationship between the quality of basic immunization services and the satisfaction of mothers of toddlers, it is hoped that the results of this study can provide useful recommendations. for health center rawang market IV range in increase quality health services, especially in basic immunization programs, as well as strengthening relations with the community.

According to the research results of Parasuraman et al. (1985), the dimensions of service quality (tangible, reliability, responsiveness, assurance, empathy) have a significant influence on user satisfaction. service health. Results study other said the satisfaction of mothers of toddlers by Chang et al. (2013) revealed that the satisfaction of health service users is influenced by the quality of service and trust in health workers. In addition, research on community satisfaction Sari's study (2020) showed that community satisfaction with immunization services was positively correlated with the sustainability of health service use. Another study at the Mungkid Health Center, Magelang, also showed that part big Mother toddler feel satisfied with quality service basic immunization, but there is no significant relationship between satisfaction in carrying out immunization. However, improving the

quality of immunization services remains a priority to ensure optimal immunization coverage. Therefore, it is important to further examine the effect of the quality of basic immunization services on the satisfaction of mothers of toddlers at the Rawang Pasar IV health center, in order to increase the effectiveness of the immunization program in the community.

Methods

Design Study

This study uses a quantitative method with a cross-sectional approach. Namely to find the influence between independent variables and dependent variables. With the independent variable, namely the quality of basic immunization services measured by indicators such as physical evidence, service reliability, responsiveness, service assurance and empathy, and the dependent variable, namely the satisfaction of mothers of toddlers with immunization services measured through satisfaction with the quality of immunization services provided.

Location And Research Time

The location of the research in this study was conducted at the Rawang Pasar IV Kisan Health Center. The time of the study was conducted from January to February. Data collected through questionnaires, obtained from the Rawang Pasar IV Kisan Health Center.

Population And Sample

Population in study This that is all over Mother toddler Which come For get service immunization base in health center rawang market IV during period study, as much as

80. And the sample taken was 67 mothers of toddlers who came for basic immunization, willing to be respondents to provide (informed consent). Using purposive sampling technique). The sample size taken was determined using the Slovin formula or based on practical criteria according to the existing population.

Method Collection Data Types

Type Data Which used in study This is type data primary. Data The primary data used in this study were data from direct observation of the immunization service process at the Health Center. Through interviews using questionnaires to respondents after receiving immunization services.

Instrument Study

Instrument Which used in study This is questionnaire Which covers service quality measured using a Likert scale with indicators based on SERVQUAL dimensions (tangible, reliability, responsiveness, assurance, and empathy). And satisfaction is measured based on respondents' perceptions of immunization service quality indicators.

Technique Analysis

This data analysis technique uses Spss to process data and analyze data on the computer. This data analysis uses data that is analyzed descriptively to describe the characteristics of respondents and research variables. By including statistical tests. Conducted with Univariate Tests, Bivariate Tests and chi-square.

Result and Discussion

Characteristics Respondents

Table 1. Distribution Frequency Age Mother Toddler in Health Center The Raw Market IV Range

Age Mother	F	%
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< 20 years	4	6.0
20-35 Year	63	94.0
Total	67	100.0

Based on results testing Which has done with use application SPSS, it is known that part big respondents in the study This is at on range age 20–35 years old, which is 63 people or 94% of the total 67 respondents. Meanwhile, only 4 people or 6% are under 20 years old. This data shows that the majority of respondents are mothers of productive age who are generally mature in raising children.

Table 2. Distribution Frequency Education Mother Toddler in Health Center Rawang Market IV

Education	F	%
Sd	3	4.5
Senior high school	13	19.4
Junior high school	33	49.3
S1	18	26.9
Total	67	100.0

Based on results testing Which has done with use application SPSS, it is known that the respondents' education level varies, with the majority being high school graduates, namely 33 people or 49.3%. Respondents who have completed their education up to college are 18 people (26.9%). Meanwhile, respondents with junior high school education amount to 13 person (19.4%) And Which only finish SD as much as 3 person (4.5%). This distribution shows that most respondents have a secondary or higher education level.

Table 3. Distribution Frequency Mother's Job Toddler in Health Center The Raw Market IV Range

Work	F	%
Mother House Ladder	36	53.7
Trader	15	22.4
Farmer	5	7.5
civil servant	11	16,4
Total	67	100.0

Based on results testing Which has done with use application SPSS, it is known that as many as 36 respondents (53.7%) work as housewives, which is the dominant category work. Trader occupy position second with amount 15 people (22.4%), followed by civil servants as many as 11 people (16.4%) and farmers as many as 5 people (7.5%). Results This show that part big Respondent No Work in sector formal and concentrate more at home.

Table 4. Distribution Frequency Age Toddler in Health Center The Raw Market IV Range

Age Toddler	F	%
0-3 Month	12	17.9
3-12 Month	55	82.1
Total	67	100.0

Based on results testing Which has done with use application SPSS, it is known that the age of the toddlers who were the subjects in this study was quite even, with ages 4 months, 6 months, and 8 months each totaling 10 people (14.9%). Other significant toddler ages were 5 months and 7 months each totaling 9 people (13.4%). Age 3 month represented by 8 person (11.9%),

whereas age 2 month And 9 month 5 people (7.5%) and 3 people (4.5%) respectively. These data reflect a balanced distribution in terms of the age of the toddlers studied.

Univariate Analysis

Table 5. Distribution Frequency Respondents Based on proof physique in Health Center Rawang Market IV Kisaran

Proof Physique	F	%
Very No agree	1	1.5
No Agree	2	3.0
Neutral	32	47.8
Agree	32	47.8
Very Agree	0	0.0

Based on the results of the tests carried out using the SPSS application, it was found that in the physical evidence dimension, 32 respondents (47.8%) stated that they agreed. that facility physique in place service adequate, 32 Respondent (47.8%) declare neutral temporary 2 Respondent (3.0%) declare no agree. As many as 1 Respondent (1.5%) chose very No agree. Data This show that majority Respondent feel that the physical evidence is good and adequate.

Table 6. Distribution Frequency Respondents Based on reliability in Rawang Market IV Community Health Center, Kisaran

Reliability	F	%
Very No agree	1	1.5
No Agree	5	7.5
Neutral	24	35.8
Agree	35	52.2
Very Agree	2	3.0
Total	67	100.0
Based on results testing	Which has done	with use application

SPSS, it is known that in the reliability dimension, 35 respondents (52.2%) stated that they agreed that service done appropriate time And in accordance standard, temporary 24 Respondent (35.8%) stated neutral. As many as 5 respondents (7.5%) stated disagree, 2 respondents (3.0%) stated strongly agree, and 1 respondent (1.5%) stated strongly disagree. This shows that the majority of mothers of toddlers consider the services received to be quite reliable and meet their expectations.

Table 7. Distribution Frequency Respondents Based on Power responsive in Rawang Market IV Community Health Center, Kisaran

Responsiveness	F	%
Very No agree	1	1.5
No Agree	4	6.0
Neutral	20	29.9
Agree	40	59.7
Very Agree	2	3.0
Total	67	100.0

Based on the test results that have been carried out using the SPSS application, known that on dimensions Power responsive, 40 Respondent (59.7%) state agree that officers are responsive in providing services, and 20 respondents (29.9%) stated neutral. As many as 4 respondents (6.0%) disagreed, 2 respondents (3.0%) strongly agreed, while 1 respondent (1.5%) stated

strongly disagreed. This data show that majority Respondent feel officer Enough responsive in serve their needs.

Table 8. Distribution Frequency Respondents Based on guarantee Service in Rawang Market IV Community Health Center, Kisaran

Guarantee Service	F	%
Very No agree	1	1.5
No Agree	6	9.0
Neutral	23	34.3
Agree	33	49.3
Very Agree	4	6.0
Total	67	100.0

Based on the test results that have been conducted using the SPSS application, it is known that the service assurance dimension shows that 33 respondents (49.3%) stated that they agree that the service provides a sense of security and trustworthiness, and 23 respondents (34.3%) stated that they are neutral. Meanwhile, 6 respondents (9.0%) stated that they disagree, 4 respondents (6.0%) stated that they strongly agree, and 1 respondent (1.5%) stated that they strongly disagree. These results reflect that most mothers of toddlers have a high level of trust in the services provided.

Table 9. Distribution Frequency Respondents Based on empathy in Health Center Rawang Market IV Kisaran

Empathy	F	%
Very No agree	3	4.5
No Agree	5	7.5
Neutral	20	29.9
Agree	37	55.2
Very Agree	2	3.0
Total	67	100.0
Based on results testing	Which has done	with use application

SPSS, known that on dimensions empathy, 37 Respondent (55.2%) state agree that officers provide personal attention and understand the needs of mothers of toddlers, and 20 respondents (29.9%) stated neutral. As many as 5 respondents (7.5%) stated disagree, 3 respondents (4.5%) stated strongly disagree and 2 respondents (3.0%) stated very agree. This describe that connection between officer health and the toddler's mother is quite warm and caring.

Table 10. Distribution Frequency Respondents Based on satisfaction in Health Center Rawang Market IV Kisaran

Satisfaction	F	%
Not satisfied	20	29.9
Satisfied	47	70.1
Total	67	100.0

Based on the results of the tests carried out using the SPSS application, it is known that the overall level of satisfaction of mothers of toddlers is quite high, with 47 respondents (70.1%) express satisfaction, And 20 respondents (29.9%) stated that they were dissatisfied with the services they received. This shows that health services Which accepted by mother toddler Already in accordance with expectation majority respondents.

Univariate Analysis

Table 11. Analysis proof physique quality service immunization with satisfaction mother of a toddler at the Rawang Pasar IV Health Center, Kisaran

Satisfaction Toddler							P- Value
Proof Physically	Satisfied		Non Satisfied		Total		
	F	%	F	%	F	%	
Very No Agree	0	0.0	1	1.5	1	1.5	0.026
No Agree	0	0.0	2	3.0	2	3.0	
Neutral	21	31.3	11	16.4	32	47.8	
Agree	26	38.8	6	9.0	32	47.8	
Very Agree	0	0.0	0	0.0	0	0.0	
Total	47	70.1	20	29.9	67	100	

Based on the cross tabulation between the dimensions of Physical Evidence and Toddler Mother Satisfaction, it is known that of the 32 respondents who stated "Neutral", 21 people (31.3%) were satisfied and 11 people (16.4%) were dissatisfied. In the "Agree" category, there were also 32 respondents, with 26 people (38.8%) being satisfied and 6 people (9.0%) being dissatisfied. Meanwhile, in the "Disagree" category, there were 2 respondents who were all (3.0%) dissatisfied, and 1 Respondent (1.5%) from category "Very No Agree" Also No satisfied. Total respondents were 67, with 47 people (70.1%) feeling satisfied and 20 people (29.9%) dissatisfied. Based on the results of the bivariate test that has been carried out using the Chi-Square test, a p-value of 0.026 (<0.05) was obtained, which indicates that there is a significant relationship between the dimensions of physical evidence and the satisfaction of mothers of toddlers. The basis for decision making in the Chi-Square test is if the p-value <0.05 , then H_0 is rejected and H_1 is accepted. It means, quality facility physique Which adequate, like cleanliness, comfort, and completeness tool, in a way significant relate with level satisfaction Mother toddler regarding the service received.

Table 12. Analysis reliability quality service immunization with satisfaction mother of a toddler at the Rawang Pasar IV Health Center, Kisaran

Satisfaction Toddler							P- Value
Reliability	Satisfied		Non Satisfied		Total		
	F	%	F	%	F	%	
Very No Agree	1	1.5	0	0.0	1	1.5	0.059
No Agree	2	3.0	3	4.5	5	7.5	
Neutral	13	19.4	11	16.4	24	35.8	
Agree	29	43.3	6	9.0	35	52.2	
Very Agree	2	3.0	0	0.0	2	3.0	
Amount	47	70.1	20	29.9	67	100	

In the Reliability dimension, of the 35 respondents who stated "Agree", 29 people (43.3%) were satisfied and 6 people (9.0%) were dissatisfied. In the "Neutral" category, there were 24 respondents, 13 people (19.4%) were satisfied and 11 people (16.4%) were dissatisfied. Interestingly, in the "Disagree" category, there were 5 respondents, only 2 people (3.0%) were satisfied and 3 people (4.5%) were dissatisfied. The "Strongly Agree" category recorded 2 respondents, all of whom were satisfied (3.0%), while 1 respondent in the "Strongly Disagree" category was also satisfied (1.5%). This pattern shows that the higher the trust of mothers of toddlers in the reliability of services, the more tall level satisfaction Which felt. From results test bivariate use test Chi-Square, obtained a p-value of 0.059 (> 0.05), which means there is

no significant relationship. significant between reliability service with satisfaction Mother toddler. Base decision making is $p\text{-value} > 0.05$ accept H_0 . This shows that the timeliness of service, accuracy in providing services, and the ability to solve problems do not affect the satisfaction of mothers of toddlers.

Table 13. Analysis Power responsive quality service immunization with satisfaction mother of a toddler at the Rawang Pasar IV Health Center, Kisaran

Satisfaction Toddler							
Responsiveness Satisfied	Satisfied		Non Satisfied		Total		P- Value
	F	%	F	%	F	%	
Very No Agree	1	1.5	0	0.0	1	1.5	
No Agree	0	0.0	4	6.0	4	6.0	
Neutral	9	13.4	11	16.4	20	29.9	0.000
Agree	35	52.2	5	7.5	40	59.7	
Very Agree	2	3.0	0	0.0	2	3.0	
Amount	47	70.1	20	29.9	67	100	

The cross-tabulation results show that out of 40 respondents who "Agree" with the responsiveness of the service, 35 people (52.2%) were satisfied and 5 people (7.5%) were dissatisfied. In the "Neutral" category of 20 respondents, only 9 people (13.4%) were satisfied and 11 people (13.4%) were dissatisfied. (16.4%) No satisfied. On category "No Agree", there is 4 Respondent Which all were dissatisfied (6.0%), and in the "Strongly Agree" category, 2 respondents were all satisfied (3.0%). Total 67 Respondent show trend that evaluation positive to Power responsiveness is closely related to a high level of satisfaction. The results of the bivariate test with the Chi-Square test showed a $p\text{-value}$ of 0.000 (< 0.05), so there is a significant relationship between dimensions Power responsive with satisfaction Mother toddler. Base taking decision still $p\text{-value} < 0.05$ rejects H_0 . This means that the speed of officers in providing assistance And respond need Mother toddler in a way significant influence level satisfaction felt by mothers of toddlers.

Table 14. Analysis guarantee quality service immunization with satisfaction Mother toddlers at the Rawang Pasar IV Community Health Center, Kisaran

Satisfaction Toddler							
Guarantee Service	Satisfied		Non Satisfied		Total		P- Value
	F	%	F	%	F	%	
Very No Agree	0	0.0	1	1.5	1	1.5	
No Agree	2	3.0	4	6.0	6	9.0	
Neutral	12	17.9	11	16.4	23	34.3	0.002
Agree	29	43.3	4	6.0	33	49.3	
Very Agree	4	6.0	0	0.0	4	6.0	
Amount	47	70.1	20	29.9	67	100	

For the Service Assurance dimension, of the 33 respondents who "Agree", 29 people (43.3%) were satisfied and 4 people (6.0%) were dissatisfied. In the "Neutral" category, there were 23 respondents, with 12 person (17.9%) satisfied And 11 people (16.4%) No satisfied. While from 6 respondents who "Disagree", only 2 people (3.0%) are satisfied and 4 people (6.0%) are dissatisfied. In the "Strongly Agree" category, there are 4 respondents, all of whom are satisfied (6.0%). This pattern shows that good service assurance is positively correlated with the level of satisfaction of mothers of toddlers. Based on the results of the bivariate test with the Chi-Square test, a $p\text{-value}$ of 0.002 was obtained (< 0.05), Which show connection significant between guarantee service with satisfaction of mothers of toddlers. The basis for decision

making is if the p-value <0.05 then H0 is rejected. This indicates that factor trust And flavor safe Which given by officer health has a significant impact on the level of satisfaction of mothers of toddlers.

Table 15. Analysis empathy quality service immunization with satisfaction Mother toddler at the Rawang Market IV Community Health Center, Kisaran

Satisfaction Toddler							
Guarantee Service	Satisfied		Non Satisfied		Total		P- Value
	F	%	F	%	F	%	
Very No Agree	0	0.0	3	4.5	3	4.5	
No Agree	0	0.0	5	7.5	5	7.5	
Neutral	10	14.9	10	14.9	20	29.9	0.000
Agree	35	52.2	2	3.0	37	55.2	
Very Agree	2	3.0	0	0.0	0	0.0	
Amount	47	70.1	20	29.9	67	100	

In the Empathy dimension, of the 37 respondents who "Agree", 35 people (52.2%) felt satisfied And only 2 person (3.0%) No satisfied. From 20 Respondent Which "Neutral", 10 people (14.9%) were satisfied and 10 people (14.9%) were dissatisfied. Interestingly, in the "Disagree" category, 5 respondents were all dissatisfied (7.5%), and in the "Strongly Disagree" category, 10 respondents were dissatisfied. 3 Respondent Also everything No satisfied (4.5%). Temporary 2 Respondent Which "Strongly Agree" all are satisfied (3.0%). This shows that high empathy from officers plays a major role in increasing the satisfaction of mothers of toddlers. The results of the bivariate test conducted showed a p-value of 0.000 (<0.05), which means that there is a significant relationship between the empathy dimension and the satisfaction of mothers of toddlers. The basis for decision making, namely p-value <0.05 rejects H0, indicating that personal attention, friendly attitude, and understanding of the individual needs of mothers of toddlers significantly contribute to their satisfaction with the service.

Physical Evidence Analysis of Immunization Service Quality with Toddler Mother Satisfaction at Rawang Pasar IV Health Center, Kisaran

Aspects of physical evidence including the availability of adequate facilities, such as a comfortable and clean waiting room, greatly influence the mother's perception of the quality of service. Inadequate facilities can reduce maternal satisfaction with immunization services (SE Ginting et al., 2024) . A service is said to be good by patient, determined by the reality of whether the services provided can meet the needs of patients, using patient perceptions of the services received (satisfactory or disappointing, including the length of service time). Satisfaction starts from the reception of patients from the first time they come, until the patient leaves the Health Center (Wahida & Makassar, 2024) . Satisfaction is form feeling somebody obtained from the products or services they receive, in the health sector of the customer sector is patient, And perception they considered indicator main moment evaluate service quality (Sondakh et al., 2019) .

Results study show from 65 person Respondent from 5 Mother Which own Neutral perception of physical evidence of service, all (100%) felt very dissatisfied, 1 person (11.1%) felt dissatisfied, 1 person (5.6%) felt quite satisfied, and no one felt satisfied. or very satisfied. From 8 person Which agree that proof physique Good, No There is Which feel very dissatisfied. 8(88.9%) mothers feel dissatisfied, 6(33.3%) mothers are quite satisfied, 4(23.5%) mothers are satisfied, and 1(6.2%) mother is very satisfied. from Physical Evidence Strongly Agree No one feels very dissatisfied or dissatisfied. 11(61.1%) mothers feel quite satisfied, 13(76.5%) mothers feel satisfied, and 15(93.8%) feel very satisfied.

From the p -value = 0.000 ($p < 0.05$), it can be concluded that the quality of service in physical evidence (tangible) significantly influences the level of satisfaction of mothers of toddlers at the Rawang Pasar IV Kisaran Health Center. Satisfaction with health services is influenced by a number of factors, element, including Power responsive, empathy, proof physique, certainty, And dependency. Findings study This in line with study Yuanita et al (2024) on test Chi- square produce mark $\rho = 0.001$, in where is $\rho < \alpha$ ($\alpha = 0.05$), Which show existence connection between proof physique And satisfaction to service immunization Integrated Health Service Post.

Analysis of the Reliability of Immunization Service Quality with the Satisfaction of Toddler Mothers at the Rawang Pasar IV Kisaran Health Center

In the dimension of reliability, it is closely related to the ability of health workers to provide services consistently and accurately, which is very important. The punctuality and skills of officers in serving immunization needs contribute greatly to maternal satisfaction (Yuliana & Marchamah, 2024) . Health services are said to be of high quality if they can satisfy all users, in accordance with the level of community satisfaction, and are carried out in accordance with professional standards and ethical principles. In general, the quality of health services is the level of perfection of health services that meet professional standards and service standards by utilizing the potential of resources available in hospitals or health centers in a reasonable, efficient manner, and are carried out safely and satisfactorily in accordance with norms, ethics, law, and socio-culture while still paying attention to the limitations and capabilities of the government and the user community. From the p -value = 0.000 ($p < 0.05$) it can be concluded that the quality of service in reliability (reliability) in a way significant influential to level satisfaction Mother toddler at the Rawang Pasar IV Community Health Center, Kisaran.

The results of this study are in line with research conducted by Yanti (2019) which showed that the highest patient satisfaction (67.7%) was in the satisfied category, while the reliability of service quality was in the good category (70.8%), responsiveness was in the good category (74.0%), assurance was in the good category (75.0%), empathy was in the good category (72.9%), and physical evidence was in the good category (65.6%). Based on the results of the study, mothers of toddlers were satisfied with the quality of immunization services at the Kisaran Health Center because the services were in accordance with professional standards and codes of ethics. For example, midwives give vaccine injections to children immediately and do not take long to complete.

Analysis of the Responsiveness of Immunization Service Quality with the Satisfaction of Toddler Mothers at the Rawang Pasar IV Kisaran Health Center

In the responsiveness dimension, namely the alertness of officers in responding to questions. And concern Mother related immunization show commitment to good service. Fast and appropriate response can increase maternal trust and satisfaction (Dinengsih et al., 2024).

From mark p -value = 0,000 ($p < 0.05$) can concluded that quality service in responsiveness significantly influences the level of satisfaction of mothers of toddlers at the Rawang Pasar IV Kisaran Health Center. Lack of knowledge of mothers due to mothers not receiving adequate explanation or information (counseling) regarding the importance of toddler immunization, which causes many mothers to have the wrong belief that receiving vaccination will result in fever, scarring, and swelling, so that they decide not to vaccinate their children. This is different from mothers who already understand how to give all recommended vaccinations to their babies. Immunization will be a challenge for mothers who lack knowledge and do not own access to information. Matter This due to by lack of knowledge Mother

about understanding, objective, benefit, time, frequency, distance, form, And technique administration of vaccines, consequences if not given, service locations, and side effects of immunization.

In line with research on government apparatus with all its institutional apparatus is party Which give service in government. Quality targets service is to provide service Which the best to community. This can be seen from the correlation between the results of the researcher's questionnaire on the Y variable "Service Quality" which was designed to determine the level of service quality provided by the Rawang Pasar IV Kisaran Health Center.

Based on results study, can it is said that Power responsive satisfaction Mother toddlers on the quality of immunization services at the Health Center The Raw IV Kisaran Market has meet or exceed their expectations. For example, the mother of a toddler is satisfied because the midwife informed her when the vaccine will be given the following month according to the schedule that has been set.

Analysis of Immunization Service Quality Assurance with Toddler Mother Satisfaction at Rawang Pasar IV Health Center, Kisaran

In health service guarantees include: knowledge and competence of health workers in providing a sense of security for mothers. Clear information about immunization procedures and possible side effects helps reduce maternal anxiety (Islamiyati, 2022).

From mark p -value = 0,000 ($p < 0.05$). can concluded that quality service in assurance significantly affects the level of satisfaction of mothers of toddlers at the Rawang Pasar IV Kisaran Health Center. Based on the results of the study, health services are said to be of good quality if they are available, recipients of midwifery services, the achievement of midwifery service objectives, affordable midwifery service costs, and the quality of midwifery services is high enough to satisfy patients.

In line with research conducted by Yanti (2019), the highest patient satisfaction category is satisfied (67.7%), followed by the reliability of service quality which is in the good category (70.8%), responsiveness (74.0%), certainty (75.0%), empathy (72.9%), and physical evidence (65.6%). Hypothesis testing shows that the hypothesis is accepted, which shows that the degree of patient satisfaction is correlated with the reliability of service quality ($p = 0.005$), responsiveness ($p = 0.009$), certainty ($p = 0.007$), empathy ($p = 0.004$), and physical evidence ($p = 0.003$). Suggestion for officer health center about method increase standard services, especially in terms of physical facilities.

Empathy Analysis of Immunization Service Quality with Toddler Mother Satisfaction at Rawang Pasar IV Health Center, Kisaran

Empathy in immunization services includes the attention and understanding of officers towards need And concern Mother create connection Which Good between officer and patients. This empathy is important in building maternal satisfaction and loyalty to immunization services (Gunawan, 2024).

From the p -value = 0.000 ($p < 0.05$) it can be concluded that the quality of service in empathy significantly influences the level of satisfaction of mothers of toddlers at the Rawang Pasar IV Community Health Center. The majority of respondents (41.5%) stated that they were satisfied with quality service health in Health Center The Raw Market IV range on dimensions empathy. The results of this study support the statement of Laela et al. (2022) which states that empathy is the willingness to provide services, listen to complaints, fulfill needs and desires, and pay attention to patients. Therefore, if health services are able to make patients comfortable, handle complaints, and provide direction and support, then this will create satisfaction.

Conclusion

Based on the research that has been conducted, it can be concluded that the research results involve... 65 Respondent show that satisfaction to quality service immunization at the Health Center Rawang Pasar IV Kisaran. The majority of respondents agreed that the quality of service at the Rawang Pasar IV Kisaran Health Center had been implemented well, as evidenced by the following variables: responsiveness of service providers on time, certainty of respondents' answers regarding the timeliness of service provision, affordability of service costs And maintenance, existence officer Which educated And capable serve patient, conclusive evidence room service clean And well maintained, room service comfortable, And equipment medical quite complete, empathy of service providers by being kind, polite and friendly to patients, and providing services without discrimination and being able to take the time to talk to patients patient in frame serve public get bait come back Which very Good From the respondents, the staff's skill in using medical equipment, capacity in serving patients, and punctuality were all mentioned.

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