

Relationship Between Counseling Quality and Client Satisfaction in Family Planning at Ika Khairunisa IMP, 2025

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Abstract

Introduction: The Family Planning (FP) program is a strategic initiative to control population growth and improve women's reproductive health. The quality of midwife counseling plays a crucial role in enhancing client satisfaction, which may influence contraceptive adherence and overall program success at the Independent Midwifery Practice (IMP) level. **Objective:** This study aimed to determine the relationship between the quality of midwife counseling and client satisfaction in family planning services at Ika Khairunisa IMP. **Method:** A quantitative cross-sectional design was employed. The population consisted of active family planning acceptors at Ika Khairunisa IMP, with 80 respondents selected through purposive sampling. Data were collected using a structured questionnaire and analyzed using univariate and Chi-square tests ($\alpha = 0.05$). **Results and Discussion:** Most respondents (70%) rated counseling quality as good, and 75% reported being very satisfied. Statistical analysis showed a significant relationship between counseling quality and client satisfaction. **Conclusion:** Improved counseling quality significantly enhances client satisfaction; therefore, continuous competency development is recommended.

Introduction

The Family Planning (FP) Program is a critical initiative in Indonesia aimed at enhancing the health of women and families and managing population growth (Mahdani, 2024); (Tawalujan, 2024); (Purnawati & Malik, 2024). The program's success hinges not only on the availability of contraceptive methods but also on the quality of services, particularly counseling, provided to clients (Shaliha & Puspitasari, 2022). Counseling is integral to reproductive health services, as it provides comprehensive information and supports clients in making informed decisions regarding the contraceptive method best suited to their individual needs and circumstances (Wiwik, Hafizurrachman, & Rindu, 2025); (Maftuha, Purnamasari, & Hariani, 2022); (Mahardany & Supriadi, 2023)

Despite ongoing efforts, the prevalence of modern contraceptive use in Indonesia has not yet reached the levels necessary to meet family planning program objectives. Approximately 59% of married women of reproductive age use modern contraceptive methods, while an estimated 12–18% who wish to delay or prevent pregnancy have an unmet need for contraception. This indicates a substantial proportion of couples of reproductive age remain unprotected by effective contraceptive methods, highlighting disparities in family planning utilization and a persistent need for expanded services (Utami & Chadaryanti, 2023).

Midwives play a vital role in the health sector, particularly in the provision of contraceptive services. They are responsible for delivering effective communication, information, and education to clients participating in family planning programs. High-quality counseling extends beyond the provision of data, requiring strong interpersonal communication skills to fully understand clients' needs and concerns (Gudino, Stefania, & Tanu, 2024); (Sinaga & Nurmiyati, 2025)

Communication barriers between midwives and clients can arise due to differences in education, culture, language, and perceptions regarding health and contraceptive use. These factors can impede midwives' ability to effectively convey information and clients' ability to comprehend the messages. Addressing these challenges is crucial in the context of family planning services, as they can hinder informed decision-making and negatively impact clients' continued contraceptive use (Mursida, 2024).

At Ika Khairunisa IMP, an independent midwifery practice offering family planning services, client satisfaction with service delivery varies. This may be influenced by the quality of counseling provided by midwives, including the clarity of information, communication skills, and the overall approach employed during the counseling process. Therefore, this study is important to determine the relationship between the quality of midwife counseling and family planning client satisfaction at Ika Khairunisa IMP.

Based on the above background, this study was designed to determine the correlation between midwife counseling on the level of patient satisfaction in family planning services at Ika Khairunisa IMP.

Method

This study employed a quantitative, cross-sectional analytical design. The target population comprised all active family planning clients at Ika Khairunisa Independent Midwife Practice (IMP) during the study period. A sample of 80 respondents was selected via purposive sampling. Data were collected using a questionnaire that assessed variables including the quality of midwife counseling (information clarity, empathy, counseling duration, and informed choice) and client satisfaction (measured using a Likert scale).

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Univariate (frequency distribution) and bivariate (Chi-square test) analyses were conducted using SPSS software, with a significance level of $\alpha = 0.05$.

Results and Discussion

1. Result

Table 1
Respondent Characteristics based on the Quality of Midwife Counseling

Counseling Quality	Total	Presentation
Good	56	70.0
Enough	18	22.5
Not enough	6	7.5

Based on the table above, the quality of midwife counseling, the majority of respondents answered that it was good, namely around 56 people (70%), and the minority answered that it was poor, namely around 6 people (7.5%), this research was conducted at Ika Khairunisa IMP in September-November 2025.

Table 2
Respondent Characteristics based on the Quality of Midwife Counseling

FP Acceptor Satisfaction	Total	Presentation
Very satisfied	60	75.0
Quite Satisfied	14	17.5
Less satisfied	6	7.5

Based on the table above, the satisfaction level of FP acceptors is very satisfied, namely 60 people (75%), quite satisfied 14 people (17.5%) and less satisfied 6 people (7.5%).

Table 3
The Relationship between Midwife Counseling Quality and Patient Satisfaction

Quality of Midwife Counseling	FP Acceptor Satisfaction			Total	P-Value	Conclusion
	Very satisfied	Quite Satisfied	Less satisfied			
Good	48 (85.7%)	6 (10.7%)	2 (3.6%)	56	<0.001	Sig
Enough	10 (55.6%)	6 (33.3%)	2 (11.1%)	18		
Not enough	2 (33.3%)	2 (33.3%)	2 (33.3%)	6		
Total	60 (75.0%)	14(17.5%)	6 (7.5%)	80		

Based on a study of 80 respondents, 75% (60) of participants reported being very satisfied, 17.5% (14) were quite satisfied, and 7.5% (6) were less satisfied. A Chi-Square test indicated a statistically significant relationship between the quality of family planning counseling and participant satisfaction ($p = 0.001$).

2. Discussion

The research findings indicate that 70% of respondents rated the quality of midwife counseling at Ika Khairunisa Independent Midwifery Practice (IMP) as "good," with clarity of information regarding contraceptive methods, benefits, side effects, and midwife empathy as the primary contributing factors. Patient satisfaction levels were notably high, with 75% of respondents reporting being "very satisfied," 17.5% "quite satisfied," and only 7.5% "less satisfied." This suggests that the counseling service model

within independent midwifery practices, characterized by timely and personalized interaction between midwives and patients, is effective in addressing patient needs and expectations. Bivariate analysis revealed a statistically significant relationship between counseling quality and patient satisfaction ($p < 0.001$), indicating that high-quality counseling, encompassing both evidence-based information and an empathetic approach, directly influences patient perceptions of satisfaction.

These results align with similar studies conducted in Indonesia that have explored the relationship between midwife counseling and family planning client satisfaction in primary health facilities. Research by Silitonga et al. (2024) in Ujung Labuhan Village demonstrated a significant association between the quality of family planning counseling and client satisfaction, with a majority of respondents opting for short-term methods such as injections (61.9%) and pills (13.5%). In that study, good quality counseling increased satisfaction to 70-80%, which is consistent with our findings (75% satisfied).

Several internal and external factors appear to influence this relationship. Internally, the quality of counseling is influenced by the midwife's competence, often enhanced by training programs offered by BKKBN (National Population and Family Planning Board) and the Ministry of Health. Midwives in IMPs, such as Ika Khairunisa, frequently hold certifications in balanced counseling (informed choice). Patient characteristics, such as age (50% of respondents were 30-39 years old) and education level (60% had a high school diploma or equivalent), also contribute to satisfaction. Patients with higher levels of education tend to report greater satisfaction, likely due to their enhanced comprehension of the information provided. Externally, local cultural values, such as an emphasis on familial cooperation, can foster greater openness among patients when midwives involve husbands or family members in the counseling process.

Reasons for dissatisfaction among 25% of respondents included insufficient counseling time during peak prenatal care hours, the absence of visual aids such as family planning leaflets, or preconceived negative perceptions of side effects, such as weight gain associated with injectable contraceptives. This finding is consistent with research by Girsang et al. (2021), which examined the relationship between acceptor knowledge and side effects of injectable contraceptives.

Theoretically, these results contribute to the existing midwifery literature in Indonesia by reinforcing the importance of counseling as a key component of the national family planning program in achieving Sustainable Development Goals (SDGs) 3 (health) and 5 (gender equality). Practically, for Ika Khairunisa IMP, enhanced counseling services have the potential to reduce unmet needs for family planning and increase the rate of return visits. From a policy perspective, the National Population and Family Planning Board (BKKBN) could integrate culturally sensitive counseling training into independent midwifery practice to improve patient satisfaction nationwide.

Conclusion

The research findings indicated a positive correlation between the quality of midwife counseling and family planning patient satisfaction at the Ika Khairunisa Independent Midwifery Practice. This underscores the importance of a holistic approach to reproductive health services. In alignment with similar studies, this research advocates for the enhancement of family planning programs to foster a healthier and more self-sufficient community.

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