

## QUALITY OF SERVICE FOR INFANT MASSAGE STIMULATION IN EFFORTS TO PREVENT STUNTING AT THE REGIONAL TECHNICAL IMPLEMENTATION UNIT OF THE LERE COMMUNITY HEALTH CENTER

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### Abstract

The aim of this research is to describe the quality of Baduta Massage Stimulation Services in Efforts to Prevent Stunting in the Regional Technical Implementation Unit of the Lere Public Health Center. Usefulness of research in theoretical and practical aspects. By using the Qualitative Descriptive method and on a qualitative basis. With five informants. Quality of Baduta Massage Stimulation Services in Efforts to Prevent Stunting in the Regional Technical Implementation Unit of the Lere Community Health Center using the theory of Parasuraman, Zeithaml, and Berry (2013), in the form of five aspects, namely, Empathy, Reliability, Responsiveness), Tangibles (Physical Evidence), Assurance (Guarantee). The results of the research show that the quality of Baduta Massage Stimulation Services in Efforts to Prevent Stunting in the Regional Technical Implementation Unit of the Lere Community Health Center can be said to be optimal. This is shown from the Reliability aspect, that the services provided by health workers are timely; Daya considers that the Baduta Massage Stimulation service in Efforts to Prevent Stunting has been carried out quickly; Empathy, it is hoped that by applying empathy in public services, service officers can build better relationships with the public, increase their trust and satisfaction with the services provided; Physical Evidence, such as room facilities, complete equipment, adding and updating massage equipment that is more modern and in line with children's stimulation needs; Guarantees: Strong guarantees in public services are one of the key factors in building public trust in the government or public institutions.

**Keywords:** Baduta Massage Stimulation, Quality, Service.

### A. INTRODUCTION

Traditional health services are regulated by law, specifically Law Number 36 of 2009 concerning Health. This law stipulates that treatments and/or care using methods and medicines based on empirical experience and ancestral skills, which can be accountable and applied according to prevailing social norms, are permissible. In Indonesia, reducing prevalence is set as a priority program in the Medium-Term Development Plan for 2020–2024, aiming to improve the level of public health and nutrition with a target stunting prevalence of 14% by 2024 (Suryati, 2023). Although nationally, the reduction in stunting prevalence has not progressed well, with a prevalence rate of 30.8% in 2018 and 27.67% in 2019 (Kemenkes RI, 2019).

In Indonesia, almost every region has a tradition of massaging their babies from birth through childhood (Yuni et al., 2021). The plasticity of a child's brain during the first 1,000 days of life is very high; this period is a critical phase of growth and development when the brain is highly sensitive to external influences, whether supportive or hindering (Dahliansyah, 2022). This period offers a unique opportunity for health and developmental nurturing in specific areas and also provides a chance to correct disorders and compensate for previous damages (Anurogo, 2023). During this period, children need serious attention, including not only balanced nutrition but also early stimulation and affection to help them enhance their potential by gaining age-appropriate experiences. This period is thus referred to as a critical period for optimizing a child's future potential. Massage stimulation provides sensory input that affects the nervous system, immunity, and hormones. Massage stimulation is one of the most effective manual techniques for providing comfort and alleviating or redirecting pain. Massage stimulation can offer comfort, reduce depression, anxiety, and stress, and improve immune responses (Sagita & Rahmawati, 2023). Light pressure massage can stimulate improved gastrointestinal movement, insulin release, and growth hormone levels, leading to better food absorption and increased weight gain (Kemenkes RI, 2015).

Healthy toddlers are monitored through their growth and development, which involves an increase in cell size and number, as well as intercellular tissue (Kusuma, 2019). This means an increase in physical size and body structure, which can be measured in terms of length and weight. Development refers to the increase in the complexity of body structures and functions, including gross and fine motor skills, speech and language, socialization, and independence (Wirabrata, 2021).

Stunting is a chronic nutritional issue in toddlers characterized by a height that is shorter compared to children of the same age (Setiawan, 2017). Some children with stunting experience difficulties in achieving optimal physical and cognitive development, such as delayed speech or walking, and often suffer from illnesses. Although not an infectious disease, stunting remains a national health problem.

Stunting can begin while the fetus is still in the womb and may only become apparent when the child is two years old (Kemenkes RI, 2018). According to several studies, the occurrence of stunting in children is a cumulative process that starts from pregnancy, through childhood, and throughout the life cycle. Baby massage is a form of care that involves touch as therapy for babies, using specific techniques aimed at providing relaxation.

According to (Simbolon, 2021) baby massage provides a relaxing effect and is also a way to stimulate the development and growth of the baby, as well as increase weight. Baby massage can enhance blood circulation and improve cognitive function.

One type of complementary therapy is manual healing through massage. Massage can be performed at all ages, including toddlers. Baby massage is a form of stimulation involving touch that includes elements of affection, attention, voice or speech, eye contact, and movement, which can increase appetite and support the baby's growth (Masykuroh et al., 2022).

However, based on research conducted on toddlers, there is still limited information about baby massage available to the public, including health professionals. There is a lack of understanding about the benefits and proper techniques for baby massage. Many are interested in practicing it, but there is no specific guidance provided by the Palu City Health Department in Central Sulawesi Province, nor is there a dedicated budget for orientation activities. Additionally, there is a shortage of health human resources for disseminating information about baby massage in the community. Based on this background, the researcher

is conducting a study on the Quality of Baby Massage Stimulation Services in Efforts to Prevent Stunting at the Lere Community Health Center Technical Implementation Unit.

Based on the identified issues, the objective of this research is to determine the extent of the Quality of Baby Massage Stimulation Services in Efforts to Prevent Stunting at the Lere Community Health Center Technical Implementation Unit.

## **B. LITERATURE REVIEW**

Previous research serves as a reference or source of information for authors to provide input when conducting their own research. Therefore, previous studies are outlined as follows:

(Cuciati et al., 2024), “Efforts to Prevent Stunting in Toddlers Through Baby Massage Training in Bandung Village, Tegal City.” The participants showed enthusiasm in asking questions and practicing baby massage techniques. There was an increase in knowledge about stunting and baby massage among 30 participants. Before the education was provided, most of the 30 respondents had good knowledge (43.3%), while 40% had adequate knowledge and 16.6% had poor knowledge. After the education, the results showed that most respondents had good knowledge (96.6%) and adequate knowledge (3.3%). Education can enhance knowledge, and direct practice can increase participants' enthusiasm for the activities.

### **Public Service Quality**

Quality can also be understood as the result of the perception of the comparison between expectations and the actual performance received. (Nurkholiq et al., 2019) state that: “Quality is conformance to specifications, where quality is viewed as a degree of excellence that one aims to achieve, with continuous control to achieve that excellence in order to meet needs.”

According to (Handayani, 2022), quality is defined as: “The level of goodness or badness of something, the degree of skill or competence, and so on.”

(Parasuraman in Lamidjan, 2015), developed the SERVQUAL model, which measures service quality through five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. This model is used to identify gaps between customer expectations and their perceptions of service performance.

(Gronroos in Jayadiah et al., 2024) Introduced the Service Quality Model, which includes two main dimensions: technical quality (outcome) and functional quality (process). He also emphasized the importance of company image in influencing perceptions of service quality.

(Grönroos, 1990) further developed the concept of service quality in his work “Service Management and Marketing” by introducing a three-dimensional model: technical quality (the outcome of the service), functional quality (the process of the service), and company image.

(Lehtinen and Lehtinen in Wibowo, 2015) introduced three dimensions of service quality: physical quality (tangible), interactive quality (interactions between customers and service personnel), and corporate quality (corporate image).

(Johnston, 1995) emphasized the importance of distinguishing between aspects of service that satisfy customer needs (satisfiers) and aspects that cause dissatisfaction (dissatisfiers). He also highlighted that service quality should be measured from the customer's perspective.

(Bateson and Hoffman in Beri, 2001) discussed the basics of service marketing in “Managing Services Marketing,” examining various aspects of service marketing, including how to ensure service quality through customer-focused service design and staff training.

(Fitzsimmons and Fitzsimmons in Agnihotri, 2002) “Service Management: Operations, Strategy, and Information Technology” combined operational and strategic aspects of service

management to enhance service quality by leveraging information technology and effective operational strategies.

These concepts reflect various approaches and perspectives in understanding and improving public service quality. Each expert provides valuable insights into how service quality can be measured, managed, and enhanced to meet customer expectations and needs.

### **Definition of Stunting**

(John C. Waterlow in Solomons, 2019) and his colleagues define stunting as a low height-for-age, which is an indicator of chronic malnutrition. They classify child malnutrition into three categories: underweight, wasting, and stunting, with stunting indicating long-term nutritional deficiency.

(Kramer in Ginting et al., 2024) his research identified several risk factors for stunting, including prenatal factors such as maternal nutrition during pregnancy, maternal health, and environmental factors. He emphasized the importance of early intervention to prevent stunting.

(UNICEF in Sulaiman, 2021) introduced a framework for the causes of malnutrition which includes immediate causes (inadequate food intake and disease), underlying causes (household food security, child care practices, health services, and environment), and basic causes (economic, social, and political resources).

(Shrimpton in Beribe et al., 2024) Emphasize that the critical period for preventing stunting is the first thousand days of life, from pregnancy to age two. Nutritional interventions during this period are crucial for preventing stunting.

(Victora et al., 2021) published research showing that stunting has long-term impacts on health, cognitive ability, and economic productivity. They stressed the need for early nutritional and health interventions to prevent stunting.

On child malnutrition, Black and his colleagues showed that stunting results from the interaction between nutritional deficiencies and infectious diseases. They emphasized the importance of a multidisciplinary approach to address stunting (Pardosi et al., 2024).

(De Onis in Haris & Amri, 2024) from WHO reviewed global trends in stunting and factors contributing to its reduction. They showed that improvements in maternal and child nutrition and increased access to healthcare services are key to reducing stunting prevalence.

### **C. RESEARCH METHODOLOGY**

This study uses a qualitative approach to understand social phenomena from the participants' perspectives, by collecting data in the form of words and images from interviews. A qualitative descriptive method, grounded in post positivist philosophy, is employed to provide an in-depth description of the research object without making generalizations. The research object is the quality of Baduta massage service in the effort to prevent stunting at the Technical Implementation Unit of the Lere Community Health Center, with the research subjects including unit heads, staff, and the community beneficiaries of Baduta massage.

Data collection techniques involve semi-structured interviews to obtain in-depth information, free observation to record and analyze field events, and documentation from various related sources. Data analysis is conducted through three steps: data reduction to simplify and summarize important information, data presentation in narrative and graphical form, and drawing conclusions based on the collected and verified data. This method aims to provide a clear and comprehensive picture of the quality of the services under study.

### **D. RESULTS AND DISCUSSIONS**

The results of this study reveal several important findings related to the effectiveness of the baby massage stimulation program in preventing stunting (Nugraha, 2023). This study aims to evaluate the quality of massage services provided to toddlers and their impact on child growth and development. Through comprehensive data analysis, this research offers deep insights into the relationship between massage interventions and the reduction of stunting prevalence among toddlers. Therefore, the following is a description of the research results and discussion regarding the quality of baby massage stimulation services in preventing stunting at the Technical Implementation Unit of the Lere Community Health Center:

### **Tangibles**

Good quality of physical evidence contributes to increased trust and comfort in using the service. In the context of baby massage stimulation services for stunting prevention at the Technical Implementation Unit of the Lere Community Health Center, the question is: Are the room facilities and the completeness of the equipment used in the baby massage service adequate?

Based on the results of interviews with informants, the following discussion can be drawn: Room Facilities: Most informants stated that the room facilities at Puskesmas Lere are adequate, particularly in terms of cleanliness and comfort. The room is considered suitable for supporting massage sessions for toddlers. Equipment Completeness: There are some shortcomings in the completeness of the equipment. Informants mentioned that although the existing equipment is fairly adequate, there is a need to add and update certain tools, such as specialized massage tools, additional mats, sensory balls, educational toys, and more accurate height measuring tools.

To improve the quality of baby massage stimulation services at Puskesmas Lere for stunting prevention, it is recommended to:

Add and update massage equipment to be more modern and suited to the needs of child stimulation. Provide additional aids such as educational toys and guidebooks for parents. Conduct regular assessments of the existing facilities and equipment to ensure that all needs are met and that the equipment is in good condition.

### **Reliability**

High reliability in massage services ensures that toddlers receive appropriate and continuous stimulation, which is crucial for stunting prevention in the baby massage stimulation program at the Technical Implementation Unit of the Lere Community Health Center. The question is: Has the baby massage stimulation service for stunting prevention at Puskesmas Lere been conducted in a timely manner and in accordance with the set standards?

Based on the interviews conducted regarding reliability, it is assessed as good. In terms of timing and equipment use, the service is aligned with the established standards. However, improvements are still needed to enhance the quality of the service. Reliability in public services is a key element in building public trust in the institutions or organizations providing the service, as well as in improving the overall quality of life and community well-being.

### **Responsiveness**

To respond to the needs, demands, or issues faced by the community quickly, effectively, and adequately. This involves various aspects, including responding to inquiries, complaints, or information requests, as well as the ability to adjust policies or services according to changes in needs or conditions in the effort to prevent stunting at the Technical Implementation Unit of the Lere Community Health Center. The question is: How do you respond to patients when they come for treatment or consultation?

Based on the interviews conducted regarding the aspect of responsiveness, it is assessed as good. However, effective responsiveness in public service is crucial for building public trust in the government or public institutions, as well as for enhancing the overall quality of life and satisfaction among the community.

### **Assurance**

Assurance (Jaminan) in the context of public service refers to the efforts made by government agencies or organizations to provide assurance to the community that the services provided are of high quality, safe, and in accordance with established standards. This involves several important aspects, including quality, safety, compliance with regulations, and transparency. The questions are: Have the procedures for providing stimulation massage services for toddlers in the prevention of stunting at the Lere Health Center been conducted according to standard operating procedures (SOPs), and what are the stages involved in the service?

Based on the interviews conducted regarding the aspect of Assurance, it is assessed as fairly good. However, a strong assurance in public service is a key factor in building public trust in the government or public institutions, as well as in improving overall satisfaction and well-being among the community.

### **Empathy**

Empathy in public service is the ability to understand, appreciate, and respond to the feelings, needs, and interests of the community being served. It involves the capacity to view situations from others' perspectives, feel what they feel, and act with care and responsiveness towards the community's needs in the context of toddler massage stimulation in the prevention of stunting at the Lere Health Center. The questions are: When taking action, does the patient also receive supporting examinations, and what forms and benefits do these supporting examinations provide?

Based on the interviews conducted regarding the aspect of Empathy, it is assessed as good. It is hoped that by applying empathy in public service, service providers can build better relationships with the community, enhance their trust and satisfaction with the services provided, and create a more inclusive and empowering environment.

## **E. CONCLUSION**

Based on the research results, discussions, and problem formulation that have been outlined, it can be concluded that the Quality of Toddler Massage Stimulation Services in the Effort to Prevent Stunting at the Lere Health Center is considered to be optimal. This is evidenced by the aspects of Empathy, Reliability, and Responsiveness, which have been well implemented. However, Tangibles (Physical Evidence) and Assurance (Guarantee) are still performed satisfactorily but require improvements to ensure that the services provided by healthcare staff meet patient expectations for toddler massage stimulation.

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