Abstract: Introduction. Service quality mirrors the relationship between customers, providers, and care processes, and measures two things that people value: the way people are treated by the health system and the physical and social environment in which they are treated. This study aimed to assess quality of maternity care from the perspective of pregnant women.

Materials & Methods. A cross-sectional study was conducted using a sample of 185 pregnant women at the 9th month of pregnancy from 40 health posts and urban health centres in Tabriz, Iran. Service Quality (SQ) was calculated using: SQ = 10 – (Importance × Performance) based on importance and performance of maternity care from the customer’s perspective. Data analyzed with SPSS; and one way analysis of variance and General Linear Modelling were used to estimate effect size and 95% Confidence Intervals.

Results. The majority of participants (65%) aged between 21-30, nearly half of them completed high school and almost all received maternity care from the 3rd month of pregnancy. From the customers' perspective the average service quality score was 7.59 of 10. Service quality aspects of “continuity of care”, “availability” and “confidentiality” achieved scores at the level of good quality (≥9); and “support group” (3.48), “safety” (6.79), and “dignity” (7.14) reached low service quality scores. There was no statistically significant relationship between service quality score and demographic factors.

Discussion & Conclusions. Findings revealed a significant room for quality improvement in most aspects of provided care, particularly support group and safety from the perception of people who received maternity care.

Service quality, patients’ perspective, maternity care

Presentation: Poster