

FACTORS ASSOCIATED WITH ENTREPRENEURIAL INNOVATION IN INDEPENDENT PRACTICE SERVICES MIDWIVES IN SOUTHEAST ACEH DISTRICT IN 2024

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ABSTRACT

This study aims to analyse the factors associated with entrepreneurial innovation in the service of Independent Midwife Practice (PMB) in Southeast Aceh District in 2024. Innovation in midwifery practice is crucial in improving service quality and competitiveness, especially in the context of public health services. This study used an observational method with a cross-sectional design. Data were collected through questionnaires distributed to 53 midwife leaders in Southeast Aceh District.

The results showed that the training history variable had a significant relationship with entrepreneurial innovation (p-value = 0.008), while education, age, length of service, and knowledge factors did not show a significant relationship. The majority of respondents had a high level of education (100%), were over 35 years old (98%), had more than one year of work experience (100%), and had attended more than one training related to innovation and entrepreneurship (100%). However, only 42% of the respondents demonstrated innovation in their services.

The conclusion of this study is that training history is the most influential factor on entrepreneurial innovation in PMBs in Southeast Aceh District. It is recommended that more intensive and sustainable training be held to increase the capacity of midwives' innovation in midwifery services.

Keywords: Entrepreneurial Innovation, Independent Midwife Practice, Training History, Southeast Aceh Regency.

INTRODUCTION

Innovation is a key element in entrepreneurship that enables businesses to survive and thrive in the midst of increasingly fierce competition. In the context of health services, innovation is also an important factor, especially for midwives who run independent practices. Along with the times, midwives are required to not only provide quality midwifery care, but also have an entrepreneurial spirit (entrepreneurship) to improve the quality of services and competitiveness of their practice.

The COVID-19 pandemic that has occurred since the beginning of 2020 has brought great challenges to various sectors, including the health and economic sectors. The impact of the pandemic has caused uncertainty in the business world, including in the independent practice of midwives. Therefore, innovation in service provision is needed in order to remain relevant and provide optimal service to the community. Some of the innovations that have been implemented in midwives' independent practices include baby spa services, baby gymnastics, pregnant mother classes, parenting, waterbirth, and complementary therapies. In addition, midwives can also develop businesses in other fields such as catering, boutiques, and health products that support their services.

Southeast Aceh Regency has 23 independent midwife practices that play an important role in improving maternal and child health services. However, there are still

obstacles in implementing entrepreneurial innovation in this field. Factors such as education level, age, length of service, training experience, and knowledge of innovations can influence the extent to which midwives are able to adopt and implement innovations in their services.

Based on this background, this study aims to analyse the factors associated with entrepreneurial innovation in midwives' independent practice services in Southeast Aceh District. By understanding the factors that influence innovation in midwifery services, it is hoped that the results of this study can provide recommendations for midwives, educational institutions, and the government in supporting the development of entrepreneurial innovation in the health sector.

MATERIALS AND METHODS

This study used an observational method with an analytical descriptive approach and cross-sectional design. Data were collected through questionnaires distributed to respondents without intervening in the research subject. The population in this study were all leaders of Independent Midwife Practices (PMB) in Southeast Aceh Regency in 2024, with a total of 53 people. The sample determination was carried out using the Slovin formula, which resulted in a sample size of 53 respondents. The data collected consisted of primary and secondary data. Primary data was obtained directly from respondents through a questionnaire regarding the characteristics of PMB leaders, including education, age, length of service, training history, and knowledge related to entrepreneurial innovation. Meanwhile, secondary data was obtained from related documents and literature, such as official reports, journals, and relevant publications. Data processing was conducted through editing, coding, entry, and cleaning stages to ensure data quality. Data analysis used univariate analysis to describe the characteristics of respondents and research variables, and bivariate analysis with the chi-square test to determine the relationship between the independent variable and the dependent variable. This study paid attention to the ethical aspects of research by obtaining written consent from each respondent through an informed consent sheet before data collection was carried out.

RESULTS

Demographics of the Research Site

Health Services, especially Midwife Independent Practice in Southeast Aceh Regency in 2024. Has a 2021-2026 Strategic Plan in the Health Services Sector The Health Services Sector is a line element in the Service led by the Head of the Sector, which is under and responsible to the Head of the Service through the Secretary. The main task is to carry out some of the duties of the Service within the scope of Health Services. The Health Services Division carries out functions. In carrying out its duties and functions, the Health Services Division supervises 3 (three) Sections including the Primary Health Services Section, the Referral Health Services Section and the Traditional Health Services Section. Midwife Independent Practice is a Primary Service for the community that must run in accordance with the Vision and Mission of the Southeast Aceh District Health Office.

Univariate Analysis

Table 4.1 Frequency Distribution of Entrepreneur Innovation in Midwife Independent Practice Services in Southeast Aceh Regency in 2024 Based on Education

No.	Category	Frequency	Percentage
1	Basic	0	0
2	Medium	0	0
3	High	50	50
	Total	50	100

Based on the results of the analysis of table 4.1 above, 50 PMB leaders with higher education (100%)

Table 4.2 Frequency Distribution of Entrepreneur Innovation in Midwife Independent Practice Services in Southeast Aceh Regency in 2024 Based on Age

No.	Category	Frequency	Percentage
1	>35 Years	49	2,0
2	<35 Years	1	98,0
	Total	50	100

Based on the results of the analysis of table 4.2 above, the majority of PMB Leaders > 35 years as many as 49 people (98%) and the minority age < 35 years as many as 1 person (2%).

Table 4.3 Frequency Distribution of Entrepreneurial Innovation in Midwife Independent Practice Services in Southeast Aceh Regency in 2024 Based on Length of Work

No.	Category	Frequency	Percentage
1	≥ 1 year	50	100,0
2	≤ 1 year	0	0,0
	Total	50	100

Based on the results of the analysis of table 4.3 above, the majority of PMB leaders work > 1 year as many as 50 people (100%)

Table 4.4 Frequency Distribution of Entrepreneurial Innovation in Midwife Independent Practice Services in Southeast Aceh Regency in 2024 Based on Training History

No.	Category	Frequency	Percentage
1	> 1 time	50	100,0
2	≤ 1 time	0	0,0
	Total	50	100

Based on the results of the analysis of table 4.4 above, the majority of PMB leaders attended innovation and entrepreneurship training > 1 time as many as 50 people (100%).

Table 4.5 Frequency Distribution of Entrepreneur Innovation in Services Independent Practice of Midwives in Southeast Aceh Regency in 2024 Based on Knowledge

No.	Category	Frequency	Percentage
1	Good	28	56,0
2	Simply	19	38,0
3	Less	3	6,0
	Total	50	100

Based on the analysis of table 4.5 above, the majority of PMB leaders with good knowledge were 28 people (56%) and the minority of less knowledge were 3 people (6%).

Table 4.6 Frequency Distribution of Entrepreneurial Innovation in Midwife Independent Practice Services in Southeast Aceh Regency 2024

No.	Category	Frequency	Percentage
1	Innovation	21	42,0
2	No Innovation	29	48,0
	Total	50	100

Based on the results of the analysis of table 4.6 above, the majority of PMB leaders did not innovate as many as 29 people (48%) and the minority innovated as many as 21 people (42%).

Bivariate Analysis

Table 4.7 Factors associated with entrepreneurial innovation in midwife independent practice services in Southeast Aceh Regency 2024

No.	Training	Innovation				Total		p-value
		There is		None		f	%	
		f	%	f	%			
1	> 1 time	21	42	29	48	50	100	0,008
2	≤ 1 time	0	0	0	0	0	0	
	Total	21	42	29	48	50	100	

Based on table 4.7 above shows that 1. The training history variable affects the respondent's steadiness in innovating, this is indicated by the significant value which is below 0.05. The factors of Education Level, Age, Length of Work and Knowledge do not affect the innovation factor, this can be seen from the validity and reliability tests which do not show any correlation or relationship, and the significance in the multinomial logistic regression does not show any relationship in each logit. The education history variable shows a positive correlation marked by a positive coefficient value (B) so that the higher the frequency of training history, the higher the potential for innovation. where the *p-value* is 0.008 ($p < 0.05$).

DISCUSSION

The results showed that there was a significant relationship between training history and entrepreneurial innovation in the service of Independent Midwife Practice (PMB) in Southeast Aceh Regency in 2024. This is evidenced by the *p-value* of 0.008

($p < 0.05$), which indicates that the more often midwives attend training related to innovation and entrepreneurship, the more likely they are to implement innovations in midwifery services. Training is an important factor in improving the insights and skills of midwives, especially in facing challenges and opportunities in an increasingly competitive era. These results are in line with Herdiani's research (2020) which states that participation in training has a significant effect on innovation in midwifery services.

However, this study also found that the factors of education, age, length of service, and knowledge did not have a significant relationship with entrepreneurial innovation. These results indicate that high levels of education do not always guarantee the ability of midwives to innovate. This is in line with Lukman's research in Sari (2010) which states that work factors and information media have a greater influence on knowledge and innovation capabilities than formal education levels. In addition, age and length of work also do not directly affect innovation. Although more mature age and long work experience are often associated with adaptability and service development, in this study, these two factors did not have a significant influence on the application of innovation in midwives.

Midwives' knowledge of innovations in midwifery services was also not shown to be associated with the application of innovations in this study. This could be due to the lack of utilisation of this knowledge in daily practice or a mismatch between theoretical knowledge and real needs in the field. According to Notoatmodjo (2003), knowledge is a prerequisite for action, but does not automatically result in innovative behaviour if it is not supported by other factors such as motivation, environmental support, and availability of resources.

In the context of midwifery services, innovation includes not only the development of more effective care methods, but also the introduction of additional services such as baby spas, baby gymnastics, educational classes for pregnant women, and modern technology-based delivery services. These innovations are important for improving patient satisfaction and expanding the reach of maternal and child health services in the community. Therefore, although education, age, length of service, and knowledge did not show a significant relationship in this study, it is important for stakeholders to still encourage capacity building of midwives through continuous training programmes.

The findings provide practical implications for educational institutions and health agencies in Aceh Tenggara district to increase the frequency and quality of entrepreneurship training among midwives. In addition, it is recommended to develop mentoring and assistance programmes to encourage the implementation of innovations based on field needs. Thus, it is expected that midwives in Southeast Aceh Regency can continue to improve the quality of services and contribute to the achievement of health development targets in the region.

CONCLUSION

1. Based on the results of the analysis of table 4.1 above, there are 50 PMB leaders with higher education (100%).
2. Based on the results of the analysis of table 4.2 above, the majority of PMB Leaders > 35 years as many as 49 people (98%) and the minority age < 35 years as many as 1 person (2%).
3. Based on the results of the analysis of table 4.3 above, the majority of PMB Leaders work > 1 year as many as 50 people (100%).

4. Based on the results of the analysis of table 4.4 above, the majority of PMB leaders participated in innovation and entrepreneurship training > 1 time as many as 50 people (100%).
5. Based on the results of the analysis of table 4.5 above, the majority of PMB leaders with good knowledge are 28 people (56%) and the minority of less knowledge are 3 people (6%).
6. Based on the results of the analysis of table 4.6 above, the majority of PMB leaders did not innovate as many as 29 people (48%) and the minority innovated as many as 21 people (42%).
7. Based on table 4.7 above shows that 1. The training history variable affects the respondent's steadiness in innovating this is characterised by a significant value that is below 0.05

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