Analisis Pengaruh Persepsi Ibu Terhadap Perilaku Gaya Hidup Bersih dan Sehat Berdasarkan Health Belief Model di Surabaya

Analysis on the Effect of Mother’s Perception towards the Clean and Healthy Life Behavior Based on the ‘Health Belief Model’ in Surabaya

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ABSTRAK

Kata kunci: Diare, Persepsi, Health Belief Models, PHBS

ABSTRACT
In Surabaya, the incidence of diarrhea reached over 76,602 cases from 77,617 suspect cases (98.69%) in 2017. Surabaya owns 63 public health centers (Puskesmas) provided by the government, which 12 of them experiencing an increase in infant diarrhea incident from 2016 until 2018. This research aims to analyze the influence of child-nurturing mother’s perceptions towards a clean and healthy life behavior (CHLB) based on the Health Belief Model. This research is a quantitative analytic research with a cross-sectional design. There are 120 child-nurturing mothers from 12 public health centers in Surabaya selected as the respondents of this research. The respondents fill out questionnaires about their characteristics, perceived susceptibility, perceived severity, perceived benefit, cues to action, and the clean and healthy life behavior. The research was conducted during May 2019. The variable analysis is accomplished through bivariate analysis test with binomial regression. The characteristics of respondents including age, education level and socio-economic level influence their perceptions toward the perceived susceptibility, severity, and benefits. The perceived susceptibility and severity influence the perceived barriers, meanwhile the education level also influences the perceived benefits. Cues to action influences the perceived barriers, and then the perceived barrier and the perceived benefits influences the clean and healthy life behavior. In conclusion, mother education level is very important in understanding and shaping the perceived severity, perceived benefits, and perceived barriers in diarrheal disease.

Keywords: Diarrhea, Perceptions, Mother, Health Belief Model, CHLB