

## **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**

Di Surabaya pada tahun 2017, Incidence penyakit diare sebesar 76,602 kasus yang sebelumnya sebanyak 77,617 suspek kasus (98,69%). Kota Surabaya memiliki 63 Puskesmas dan dari tahun 2016 hingga tahun 2018, terdapat 12 Puskesmas yang inciden penyakit diare pada balita meningkat. Penelitian ini bertujuan menganalisis pengaruh persepsi ibu yang mengasuh balita terhadap perilaku gaya hidup bersih dan sehat berdasarkan *Health Belief Model*. Penelitian ini adalah penelitian kuantitatif analitik dengan pendekatan *cross-sectional*. Terdapat 120 ibu yang mengasuh balitanya dari 12 Puskesmas ikut terlibat dalam penelitian ini. Responden mengisi kuesioner tentang karakteristik, *perceived susceptibility*, *perceived severity*, *perceived benefit*, *cues to action* and perilaku gaya hidup sehat. Penelitian ini dilakukan pada bulan Mei tahun 2019. Analisis variabel dilakukan dengan uji analisis bivariat dengan regresi binomial. Karakteristik responden yang terdiri dari (usia, tingkat pendidikan dan tingkat sosio ekonomi) pada penelitian ini berpengaruh terhadap *perceived susceptibility*, *perceived severity* and *perceived benefits*. *Perceived susceptibility* dan *perceived severity* berpengaruh terhadap *perceived barriers*, tingkat pendidikan juga berpengaruh terhadap *perceived benefits*. *Cues to action* berpengaruh terhadap *perceived barriers* dan *perceived barrier* dan *perceived benefits* berpengaruh terhadap perilaku hidup bersih dan sehat.

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

#### **ABSTRACT**

*In Surabaya, the incident 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