ABSTRACT

Analysis Of Factors Influencing Latrine Utilization
Based On Technology Acceptance Model
In Krian Sub-District

Public Health Center (*Puskesmas*) is a health care that provide primary public health services and personal health services, with prioritize promotive and preventive, to reach the highest health degree in their work area. *Puskesmas* in Krian Sub-District, in early 2015 have not reach Open Defecation Free (ODF) yet, besides the target of Health Ministry is in 2015 there will be no people who defecated in random places. This *Puskesmas* is the Technical Unit of District Health Office Sidoarjo. Sidoarjo is the smallest District in East Java.

The objectives of this research is to analyze latrine utilization factor that still low in Puskesmas Krian's work area based on Technology Acceptancy Model. Populations of this research are 400 households in Puskesmas Krian's work area. This research use cluster random sampling.

The result of this research showed that behavior to use latrine influenced by intention to utilize latrine. Intention to use latrine / Intention to use technology (IU) influenced by attitude, perceived benefits, water resources and policies applied. The attitude of latrines user / Attitude towards Adoption (ATA) is influenced by perceived benefits, water resources, and policies applied. Perceived usefulness (PU) / perceived benefits of the user of latrines are affected by the ease of use, and belief of latrines user. Perceived Ease of use / ease of use is influenced By the belief of latrines user and water resource.   .

Keywords: Technology Acceptance Model, Community Led Total Sanitation (CLTS), Social Marketing.