

**ABSTRACT**

To accelerate the realization of a healthy community, the Ministry of Health established a Villagers Health Development (PKMD) policy, which in 1984 was integrated into various activities in the community into one forum, the Integrated Service Post (Posyandu). Based on data on the number of children under five weighed according to the Surabaya City Health Center in 2017 shows that the Pucang Sewu Primary Health Center has the lowest visitation coverage and has not reached the target of 63.48% from 87%. The purpose of this study was to analyze the influence of maternal attitudes on active behaviors visiting Posyandu, subjective norms about active visiting Posyandu, and control of perceived behavior of mothers to visit Posyandu to active intentions to visit Posyandu.

This research was an analytic observational with quantitative approach and cross sectional design. The total sample of 98 people was taken randomly using random sampling techniques. Analysis to determined the factors that influence in this study using logistic regression tests.

The results showed that the respondent's attitude towards active behavior of visiting Toddler influenced the intention to actively visit Posyandu with a p value of 0.018. Then the subjective norms of respondents about the activity of visiting Posyandu influence the intention to actively visit Posyandu with a p value of 0.030. Otherwise, the behavioral control felt by respondents to actively visit Posyandu also affects the intention to actively visit Posyandu with a p value of 0,000.

The conclusion of this research is all the three factors that become the variables of this study affect the activeness intention of mother to visit Posyandu. It is expected that mothers of children under five will increase their awareness to actively participate in every Posyandu activity and the Primary Health Center is expected to bring back immunization in Posyandu.

Keyword : Integrated Service Post, intention, infant mother

**ABSTRAK**

Dalam rangka percepatan terwujudnya masyarakat sehat, Kementerian Kesehatan menetapkan suatu kebijakan Pembangunan Kesehatan Masyarakat Desa (PKMD) yang selanjutnya tahun 1984 diintegrasikan ke dalam ke dalam satu wadah yaitu Pos Pelayanan Terpadu (Posyandu). Berdasarkan data jumlah balita ditimbang menurut Puskesmas Kota Surabaya tahun 2017 menunjukkan bahwa Puskesmas Pucang Sewu memiliki cakupan penimbangan terendah yaitu sebesar 63,48%. Tujuan dari penelitian ini untuk menganalisis pengaruh sikap ibu terhadap perilaku aktif, norma subyektif, dan kontrol perilaku yang dirasakan ibu untuk mengunjungi Posyandu Balita terhadap niat aktif mengunjungi Posyandu Balita.

Penelitian ini merupakan jenis penelitian observasional analitik dengan pendekatan kuantitatif dan desain *cross sectional*. Besar sampel sebesar 98 orang diambil secara acak menggunakan teknik *random sampling*. Analisis untuk mengetahui faktor yang berpengaruh dalam penelitian ini menggunakan uji regresi logistik. Instrumen yang digunakan dalam penelitian ini menggunakan data primer dan sekunder yang telah lolos kajian uji etik.

Hasil penelitian menunjukkan bahwa sikap responden terhadap perilaku aktif berpengaruh terhadap niat keaktifan mengunjungi Posyandu Balita dengan nilai ( $p= 0,018$ ). Kemudian norma subyektif responden tentang keaktifan berpengaruh terhadap niat keaktifan mengunjungi Posyandu Balita dengan nilai ( $p= 0,030$ ). Begitu pula dengan kontrol perilaku yang dirasakan responden untuk aktif mengunjungi Posyandu Balita juga berpengaruh terhadap niat keaktifan mengunjungi Posyandu Balita dengan nilai ( $p= 0,000$ ).

Kesimpulan penelitian ini yaitu ketiga faktor yang menjadi variabel penelitian ini berpengaruh terhadap niat keaktifan kunjungan Posyandu Balita. Diharapkan para ibu balita semakin meningkatkan kesadarannya untuk berpartisipasi aktif dalam setiap kegiatan Posyandu serta pihak Puskesmas diharapkan membawa kembali imunisasi dalam kegiatan Posyandu.

Kata Kunci : Posyandu, niat keaktifan, ibu balita