

ABSTRAK

Latar Belakang: Kesehatan masyarakat tidak bisa dilepaskan dari kultur atau budaya. Pada kenyataannya semua komunitas mempunyai konsep sendiri tentang sehat, sebagai bagian penting dari budaya. **Tujuan** dari penelitian ini adalah membuat model faktor dari sintesa teori IBM dan teori budaya dalam kebiasaan mengkonsumsi sirih pinang di Kabupaten Kupang dan implikasinya terhadap pH Saliva, Saliva Flow rate, dan DMF-T. **Metode:** Jenis penelitian observasional analitik, dengan disain *cross sectional*, dan menggunakan analisis jalur. Instrumen yang digunakan : kuesioner Analisis data :deskriptive dengan *Chi Square* dan analisis Jalur menggunakan PLS. **Hasil:** *Attitude* berpengaruh terhadap *Behavior intention* sebesar 0,278 ($p < 0,05$). *Percieved Norm* berpengaruh terhadap Behavior Intention sebesar -0,191 ($p < 0,05$). *Personal Agency* berpengaruh sebesar 0,417 ($p < 0,05$) terhadap behavior intention. *Behavior Intention* berpengaruh terhadap Perilaku mengkonsumsi sirih pinang sebesar 0,429 ($p < 0,05$). Habit mempengaruhi perilaku mengkonsumsi sirih pinang sebesar 0,323 (p value 0,018). Budaya Oko Mama berpengaruh terhadap Attitude sebesar 0,897 ($p < 0,05$), berpengaruh terhadap *Percieved Norm* sebesar 0,931 ($p < 0,05$), berpengaruh terhadap *Personal Agency* sebesar 0,944 ($p < 0,05$) Budaya Oko mama berpengaruh terhadap persepsi tentang kesehatan gigi dan mulut sebesar -0,185, berpengaruh terhadap persepsi tentang penyakit akibat mengkonsumsi sirih pinang sebesar -0,111. Budaya Oko mama berpengaruh terhadap niat mengkonsumsi sirih pinang sebesar 0,454 ($p < 0,05$). Budaya Oko mama berpengaruh terhadap perilaku mengkonsumsi sirih pinang sebesar 0,316 ($p < 0,05$). Perilaku mengkonsumsi sirih pinang mempengaruhi *pH saliva* sebesar -0,167 ($p < 0,05$). Perilaku mengkonsumsi sirih pinang mempengaruhi *Saliva Flow rate* sebesar -0,210 ($p < 0,05$) dan Perilaku mengkonsumsi sirih pinang tidak mempengaruhi angka karies /DMF-T ($p > 0,05$). **Kesimpulan: Temuan baru (Novelty)** Budaya Oko Mama mempengaruhi sikap, norma-norma, kepercayaan, niat dan perilaku mengkonsumsi sirih pinang. Budaya Oko Mama mempengaruhi persepsi tentang kesehatan gigi dan mulut, persepsi tentang penyakit akibat mengkonsumsi sirih pinang. Perilaku mengkonsumsi sirih pinang mempengaruhi pH saliva dan saliva flow rate namun tidak mempengaruhi angka karies (DMF-T). Budaya Oko mama sebagai alat komunikasi dan pergaulan yang dianggap baik maka dipandang menjunjung tinggi martabat keluarga sehingga diajarkan oleh orang tua dari generasi ke generasi sehingga bertahan sampai sekarang.

Kata Kunci : Model Faktor, Budaya Oko Mama, Implikasi

ABSTRACT

Background: Public health cannot be separated from culture. In reality all communities have their own concepts of health, as an important part of culture. According to WHO, 2014 that betel nut raises health problems both dental health and general health. **The purpose** of this study is to make a factor model of the synthesis of IBM theory and cultural theory in the habit of consuming betel nut in Kupang Regency and its implications for Saliva pH, Saliva Flow rate, and DMF-T. **Research Method:** This type of observational analytic study, with cross sectional design, and using path analysis . Instrument behavior used: questionnaire Data analysis: described by Chi Square and Path analysis using PLS. **Based on the results** of the hypothesis indicated that Attitude significantly influence the Behavior intention of 0.278 (p value 0.000). Percieved Norms / significantly influence Intention of - 0.191 (p value 0.012). Personal agency had a significant effect of 0.417 on Intention (p value 0,000). The intention had a significant effect on Behavior consuming betel nut at 0.429 (p value 0.000). Habit significantly affected the Behavior of consuming betel nut at 0.323 (p value 0.018). The Oko Mama culture significantly influenced Attitude by 0,897 (p < 0.005), significantly affected the personal Agency at 0,944 (p < 0,005). Oko mama's culture significantly influenced the Percieved Norm by 0.931 (p value 0,000). Oko mama's culture had a negative effect on dental and oral health knowledge of -0,185, negatively influencing knowledge due to consuming betel nut amounting to - 0,111. Oko mama's culture significantly affected the intention to consume betel nut at 0.454 (p value 0.000). The Oko mama culture significantly affected the Behavior of consuming betel nut by 0,316 (p value 0,000). The Behavior of consuming betel nut significantly affected the salivary pH of -0.167 (p Value 0,000). The behavior of consuming betel nut significantly affected the Saliva Flow rate of -0.210 (p value 0.000) and Behavior of consuming betel nut did not affect caries / DMF-T numbers (p value 0.507). **Conclusion and new finding (Novelty):** The behavioral factor model of consuming betel nut in Kupang Regency is influenced by Habit, Oko Mama culture and Intention, while intention is influenced by Oko Mama's culture, Attitude, Percieved Norm, Personal Agency. Attitude, Percieved Norm and Personal Agency influenced by Oko Mama Culture. Oko Mama's culture influences people's perceptions of dental and oral health. Oko Mama's culture influences people's perceptions about the consequences of consuming betel nut. The behavior of betel nut consumption affects the Saliva pH, Saliva Flow Rate but does not affect the caries rate (DMF-T).
 . Oko mama's culture as a means of communication and good relations was seen as upholding the dignity of the family so that it was taught by parents from generations to generations to survive until now.

Key Words : Oko Mama Culture's, Model Factors, Implications