

ABSTRAK

**PENGEMBANGAN MODEL PERILAKU DETEKSI DINI
KANKER SERVIKS PADA PEREMPUAN
DI KABUPATEN JEMBER**

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Pendahuluan : Kanker serviks merupakan masalah kesehatan global dan salah satu pencegahannya adalah deteksi dini kanker serviks. Tujuan penelitian adalah mengembangkan model perilaku deteksi dini kanker serviks. **Metode** : Penelitian dilaksanakan dua tahap. Desain penelitian tahap satu *cross sectional*. Besar sampel 200 perempuan yang direkrut dengan teknik *cluster sampling* dan *simple random sampling*. Variabel penelitian adalah nilai, usia, etnik, agama, pendapatan, pengetahuan, pengalaman, paparan media, sikap, norma subyektif, persepsi kontrol perilaku, persepsi kerentanan, persepsi keparahan, persepsi penghargaan, intensi dan perilaku. Data dikumpulkan dengan kuesioner dan dianalisis dengan SEM-PLS sehingga diperoleh isu strategis sebagai acuan FGD. FGD menghasilkan *prototype* model yang siap untuk diujicoba. Desain penelitian tahap dua yaitu *quasy eksperiment*. Besar sampel 16 perlakuan dan 16 kontrol direkrut dengan teknik *simple random sampling*. Variabel independen adalah model perilaku deteksi dini kanker serviks dan variabel dependen adalah sikap, norma subyektif, persepsi kontrol perilaku, persepsi kerentanan, persepsi keparahan, persepsi penghargaan, intensi dan perilaku. Data dikumpulkan dengan kuesioner dan observasi serta dianalisis dengan uji *wilcoxon sign rank test* dan uji *mann whitney*. **Hasil**: *Background factor* (nilai, pendapatan, pengetahuan, pengalaman) berpengaruh terhadap faktor penentu intensi dan penilaian ancaman dengan nilai $T=1.96$. Penilaian ancaman berpengaruh paling besar terhadap intensi ($T=4.492$) dan intensi berpengaruh paling besar terhadap perilaku ($T=7.378$). Terdapat perbedaan signifikan seluruh variabel pada kelompok perlakuan dengan nilai $p < 0.05$. Terdapat perbedaan signifikan seluruh variabel pada kedua kelompok dengan nilai $p < 0.05$, kecuali pada variabel persepsi kerentanan. **Kesimpulan** : Model perilaku deteksi dini kanker serviks dapat meningkatkan perilaku deteksi dini kanker serviks melalui peningkatan intensi untuk berperilaku

Kata kunci : perilaku, deteksi dini, kanker serviks, perempuan

ABSTRACT

DEVELOPMENT OF CERVICAL CANCER EARLY DETECTION BEHAVIOR MODEL IN WOMEN AT JEMBER REGENCY

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Introduction: Cervical cancer is a global health problem and one of its prevention is early detection of cervical cancer. The aim of research was to develop cervical cancer early detection behavioral model. **Method:** This research was conducted in two stages. The design of first stage research was cross sectional. The sample was 200 womens were recruited by cluster sampling and simple random sampling technique. Variable research were value, age, ethnicity, religion, income, knowledge, experience, media exposure, attitudes, subjective norms, perceived behavioral control, perceived vulnerability, perceived severity, perceived reward, intention and behaviors. Data was collected with questionnaires and analysed SEM-PLS to be acquired strategic issues as a reference FGD. FGD produced prototype models that are ready to be tested. Second stage research design was quasy experiment. The samples was 16 treatments and 16 controls were recruited with simple random sampling technique. Independent variable was cervical cancer early detection behavioral model and dependent variables were attitudes, subjective norms, perceived behavioral control, perceived vulnerability, perceived severity, perceived reward, intention and behaviors. Data was collected with questionnaires and observations and analyzed with wilcoxon sign rank test and mann whitney test. **Result:** Background factor (value, income, knowledge and experience) influenced on determing factor of intention and threat appraisal with T value $\bar{1.96}$. The threat aappraisal has the greatest influence on intention (T = 4.492) and the intention has the most influenced on behavior (T = 7.378). There were significant differences of all variables in the treatment group with p value $\bar{0.05}$. There were significant differences of all variables in both groups with p value $\bar{0.05}$, except for perceived vulnerability. **Conclusion:** cervical cancer early detection behavioral model can increase the behavior of early detection of cervical cancer through intention to behave.

Keywords: behavior, early detection, cervical cancer, women