

ABSTRAK

Faktor yang Berhubungan dengan Kepatuhan Penerima Program Keluarga Harapan Komponen Kesehatan Berdasarkan *Theory of Planned Behavior*

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Latar Belakang: Pelaksanaan PKH dalam mencapai tujuannya masih mengalami kendala terutama dari sisi penerima yang belum melaksanakan kewajibannya dengan baik. Faktor yang mempengaruhi penerima PKH dalam mematuhi kewajibannya sebagian besar berasal dari sisi perilaku internal penerima. Oleh karena itu, untuk mengkaji permasalahan tersebut maka dapat digunakan pendekatan *Theory of Planned Behavior*. Teori ini diharapkan mampu menjelaskan perilaku kepatuhan yang terbentuk pada penerima PKH. **Tujuan:** Mengetahui faktor yang berhubungan dengan kepatuhan penerima PKH komponen kesehatan dalam memenuhi kewajibannya berdasarkan *Theory of Planned Behavior*. **Metode:** Penelitian analitik dengan rancangan *cross-sectional*. Subjek penelitian adalah 91 wali penerima PKH komponen kesehatan PKH balita di Kecamatan Seyegan dan Mlati. Teknik analisis menggunakan uji *Chi-square* dan regresi logistik. **Hasil:** Sebagian besar responden memiliki pengetahuan PKH baik, sikap positif, norma subjektif yang rendah, persepsi kontrol perilaku lemah, dan tidak patuh terhadap kewajiban PKH. Faktor umur, jumlah bansos yang diterima, pengetahuan PKH, sikap, norma subjektif, dan persepsi kontrol perilaku secara simultan berhubungan signifikan dengan kepatuhan PKH ($p=0.044$). Hubungan yang positif secara parsial terlihat pada jumlah bansos yang diterima ($p=0.038$) dan pengetahuan PKH ($p=0.009$). Sementara, umur, sikap, norma subjektif, dan persepsi kontrol perilaku tidak mempunyai hubungan yang signifikan secara parsial. **Simpulan:** Penerima PKH dengan pengetahuan PKH yang baik dan mendapat bansos tambahan cenderung lebih patuh terhadap kewajiban PKH. Peran pendamping PKH dalam memberikan informasi dan motivasi perlu dioptimalkan untuk meningkatkan pengetahuan dan kepatuhan penerima PKH.

Kata Kunci: Program Keluarga Harapan, kepatuhan, pengetahuan, sikap, norma subjektif, persepsi kontrol perilaku, *Theory of Planned Behavior*.

ABSTRACT

Factors Associated with Family Hope Program (PKH) Beneficiaries' Compliance Based On The Theory of Planned Behavior

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Background: The implementation of PKH in achieving its goals still experiences obstacles, especially from the side of beneficiaries who haven't carried out their obligations properly. Factors that influence PKH beneficiaries' compliance mostly come from the beneficiaries' internal behavior. the Theory of Planned Behavior can be used to examine these problems. This theory is expected to be able to explain the compliance behavior in PKH beneficiaries. **Objective:** To determine the factors associated with the compliance of PKH beneficiaries with the health component in fulfilling their obligations based on the Theory of Planned Behavior. **Methods:** This is an analytic study with a cross-sectional design. The subjects is 91 guardians of PKH health component beneficiaries under five in Seyegan and Mlati sub-districts. The analysis techniques used were Chi-square test and logistic regression. **Results:** Most respondents had good PKH knowledge, positive attitudes, low subjective norms, weak perceived behavioral control, and were not compliant with PKH obligations. Age, amount of social assistance received, PKH knowledge, attitudes, subjective norms, and perceived behavioral control simultaneously had a significant relationship with PKH compliance ($p=0.044$). Individually, positive influences were found in the amount of social assistance received ($p=0.038$) and PKH knowledge ($p=0.009$). Meanwhile, age, attitude, subjective norms, and perceived behavioral control individually have no significant influences. **Conclusion:** PKH beneficiaries with good PKH knowledge and receive additional social assistance tend to be more compliant with PKH obligations. The role of PKH facilitators in providing information and motivation needs to be optimized to increase knowledge and compliance in PKH beneficiaries.

Keywords: Family Hope Program, compliance, knowledge, attitude, subjective norms, perceived behavioral control, Theory of Planned Behavior