

INTISARI

Obesitas merupakan faktor risiko dari berbagai penyakit dan prevalensinya terus meningkat. Untuk mengatasi hal tersebut, diperlukan program pengaturan berat badan, namun program yang ada belum memberikan hasil yang memuaskan. Hal ini disebabkan karena kurangnya motivasi, sehingga diperlukan program pengaturan berat badan yang disesuaikan dengan preferensi wanita obesitas. Penelitian ini bertujuan untuk mengidentifikasi preferensi wanita obesitas terhadap program pengaturan berat badan dan mengetahui hubungan antara sosiodemografi responden dan atribut program terhadap pemilihan program pengaturan berat badan.

Penelitian ini menggunakan metode *Discrete Choice Experiment*. Responden adalah wanita obesitas berumur 18 tahun – 60 tahun. Teknik pengambilan sampel berupa teknik *accidental sampling*. Penelitian dilakukan dari bulan Desember 2018 hingga April 2019. Instrumen yang digunakan berupa kuesioner yang divalidasi dengan metode *face validity* dan *content validity*. Atribut program pengaturan berat badan dalam penelitian berupa fokus program, komponen program, durasi, biaya, keterlibatan tenaga ahli dan tingkat kenyamanan. Analisis data dengan regresi logistik menggunakan perangkat lunak SPSS.

Sebanyak 52,58% responden dari total 97 responden memilih program pengaturan berat badan inovasi, sedangkan selebihnya memilih program yang sudah ada. Karakteristik sosiodemografi yang mempunyai pengaruh signifikan terhadap pemilihan program adalah pendapatan perbulan ($p=0,046$, OR=2,357 (1,015 - 5,474)). Atribut program berupa komponen program ($p=0,016$, OR=3,151 (1,202 - 8,256)) dan keterlibatan tenaga ahli ($p=0,036$, OR=2,381 (1,047-5,416)) memberikan pengaruh signifikan pada analisis bivariat, namun tidak berpengaruh signifikan pada analisis multivariat.

Kata kunci : obesitas, wanita, program pengaturan berat badan, *discrete choice experiment*

ABSTRACT

Obesity is a risk factor for various disease and its prevalence continues to increase, including in women. To deal with this problem, a weight management program is needed, but the existing weight management program has a dissapointing result. This is due to a lack of motivation, so an appropriate weight management program based on the preferences of obese women is needed. This study aimed to identify obese women's preferences for weight management programs and find out the relationship between respondents' sociodemographics and program attributes to the selection of weight management programs.

This study used Discrete Choice Experiment method. Respondents were obese women aged 18 years - 60 years. The sampling technique was an accidental sampling technique. The study was conducted from December 2018 to April 2019. The instruments used were questionnaires validated by face validity and content validity. The attributes of the weight management program in the study were program focus, program components, duration, costs, the involvement of experts and comfort level. The data analysis was using logistic regression.

As many as 52.58% of respondents out of a total 97 respondents chose an innovation weight management program, while the rest chose existing programs. Sociodemographic characteristics that has a significant influence on program selection was monthly income ($p = 0.046$, $OR = 2.357$ (1,015 - 5,474)). The attributes of the weight management program in the form of program components ($p = 0.016$, $OR = 3.151$ (1.202 - 8.256)) and the involvement of experts ($p = 0.036$, $OR = 2.338$ (1.047-5.416)) had a significant influence on bivariate analysis, but did not has a significant influence on multivariate analysis.

Keyword : obesity, women, weight management program, discrete choice experiment