

INTISARI

Keberadaan universitas sebagai suatu organisasi dapat berdampak dalam pembentukan kehidupan masyarakat luas termasuk dalam bidang kesehatan. Universitas yang sehat merupakan strategi kunci dalam pendekatan promosi kesehatan. *Health promoting university* (HPU) diartikan sebagai institusi pendidikan yang memiliki program-program yang dapat mendukung peningkatan taraf kesehatan. Penelitian ini bertujuan untuk mengetahui hubungan persepsi dan karakteristik sosiodemografi mahasiswa klaster non kesehatan di Daerah Istimewa Yogyakarta dengan intensi dukungan terhadap HPU.

Penelitian ini dilakukan menggunakan metode *cross sectional* dengan pengumpulan data melalui penyebaran kuesioner secara *online*. Kuesioner terdiri dari empat bagian, yaitu identitas responden, persepsi manfaat, persepsi hambatan, dan intensi dukungan terhadap HPU. Responden dipilih menggunakan teknik *convenience sampling*. Persepsi dan intensi dukungan mahasiswa terhadap HPU dianalisis secara deskriptif. Sedangkan hubungan karakteristik sosiodemografi dan persepsi mahasiswa terhadap intensi mendukung HPU dianalisis menggunakan metode *cross tabulation* dengan analisis statistik *chi square* pada taraf kepercayaan 95% ($P < 0,05$).

Hasil penelitian dari 154 responden menunjukkan bahwa 51,79% ($\bar{x} = 71,57$; SD 6,51) responden memiliki persepsi rendah tentang manfaat HPU. Sejumlah 51,95% responden memiliki persepsi rendah tentang hambatan HPU ($\bar{x} = 16,82$; SD 3,31). Sejumlah 59,74% ($\bar{x} = 43,07$; SD 4,70) responden memiliki intensi rendah mendukung HPU. Karakteristik sosiodemografi yang berhubungan dengan intensi mendukung HPU adalah usia, jenis kelamin, universitas, dan tempat tinggal. Persepsi tentang manfaat dan hambatan HPU serta karakteristik sosiodemografi mahasiswa pada penelitian ini secara jelas memengaruhi intensi mahasiswa mendukung HPU. Hasil yang didapatkan menunjukkan perlunya implementasi nyata dari mahasiswa dan universitas dalam pengembangan HPU.

Kata Kunci: *health promoting university*, intensi, persepsi manfaat, persepsi hambatan

ABSTRACT

The existence of the university as an organization can have an impact in shaping the lives of the wider community, including in the health sector. A healthy university is a key strategy in a health promotion approach. Health promoting university (HPU) is defined as an educational institution that has programs that can support improving health levels. This study aims to determine the relationship between perceptions and sociodemographic characteristics of non-health cluster students in the Special Region of Yogyakarta with the intention to support HPU.

This research was conducted using a cross sectional method with data collection through the distribution of online questionnaires. The questionnaire consists of four parts, namely the identity of the respondent, perceived benefits, perceived barriers, and the intention to support HPU. Respondents were selected using a convenience sampling technique. Students' perceptions and intentions of support for HPU were analyzed descriptively. While the relationship between sociodemographic characteristics and student perceptions of the intention to support HPU was analyzed using the cross tabulation method with chi square statistical analysis at the 95% confidence level ($P < 0.05$).

The results of the study from 154 respondents showed that 51.79% ($\bar{x} = 71.57$; $SD 6.51$) of respondents had a low perception of the benefits of HPU. A total of 51.95% of respondents have a low perception of HPU barriers ($\bar{x} = 16.82$; $SD 3.31$). A total of 59.74% ($\bar{x} = 43.07$; $SD 4.70$) of respondents had a low intention to support HPU. Sociodemographic characteristics related to the intention to support HPU were age, gender, university, and place of residence. Perceptions about the benefits and barriers of HPU as well as the sociodemographic characteristics of students in this study clearly influenced students' intentions to support HPU. The results obtained indicate the need for real implementation from students and universities in the development of HPU.

Keywords: *health promoting university, intention, perceived benefits, perceived barriers*