

Attitude, Subjective Norma, and Control of Women of Childbearing Age Behavior to the Detection of Early Services Ceremony Detection in Puskesmas Alun-Alun Gresik District

Emuliana Sulpat¹, M. Bagus Qomaruddin², Windhu Purnomo³

¹Master candidate in Public Health Sciences, ²Department of Health Promotion & Behavioral Sciences, and ³Department of Biostatistics and Population, Faculty of Public Health, Airlangga University, Surabaya, Indonesia. Email: emuliana.sulpat@yahoo.com

Abstract

Introduction: Cervical cancer is the second largest cancer case in women worldwide. Every year more than 270,000 women die from cervical cancer, and more than 85% occur in developing countries. Meanwhile, in Indonesia is estimated to be found 40,000 new cases of cervical cancer each year. The coverage of IVA examination in Gresik Regency in 2015 amounted to 49% not in accordance with the target target (80%).

Objective: To analyze the influence of attitude, subjective norm, and control of women of childbearing age behavior on the intention of early detection of cervical cancer at Puskesmas Alun-Alun of Gresik Regency

Methods: Analytical observational studies using case-control design. The population in this study were all women of childbearing age in Puskesmas Alun-alun Kabupaten Gresik. Technique of sampling by consecutive sampling with amount of sample equal to 84 people.

Results: The results of the analysis showed that the attitude of women of childbearing age had an effect on the intention of early detection of cervical cancer, because $p = 0,002$ ($p < 0,05$). The subjective norm of women of childbearing age affects the intention of early detection of cervical cancer, because $p = 0,019$ ($p < 0,05$). Behavior control affects the intention of early detection of cervical cancer, because $p = 0,040$ ($p < 0,05$).

Conclusion: Attitudes, Subjective Norms, and Control Behaviors of women of childbearing age are increasingly positive will affect the intention of early detection of cervical cancer.

Keywords: Intention, Attitude, Subjective Norm, Behavior Control, Women Of Childbearing Age, Cervical Cancer

I. PRELIMINARY

Women are an important element in a family and society⁸. So women's health, especially reproductive health becomes one of the important health problems. One of the female reproductive organs susceptible to cancer is cervix and is called cervical cancer³. Currently worldwide estimated at more than 1 million women suffering from cervical cancer and 3-7 million women have high-grade pre-cancer lesions / high grade dysplasia⁷. The death rate of women in Indonesia is still relatively high⁹. The high number of female deaths in Indonesia is caused by cervical cancer. Cervical cancer is the second largest cancer case in women around the world⁶. Every year more than 270,000 women die from cervical cancer, and more than 85% occur in developing countries. Gresik District Health Office in 2013 cervical cancer there are 12 cases and pre-cancerous lesions 489 cases, in 2014 there are cervical cancer as many as 5 cases and pre-cancerous lesions as much as 538 cases, in 2015 there are 14 cervical cancer cases and pre- as many as 1170 cases. The purpose of this study was to analyze the effect of women of childbearing age characteristics, attitudes, subjective norms, behavior control on the intention of early detection of cervical cancer.

II. METHOD

This study was an observational analytic study using case-control design conducted in March - April 2017. Data collection techniques were conducted by filling out a questionnaire to obtain primary data and data obtained from the Health Office of Gresik Regency as secondary data source . The

population in this study are all women of childbearing age who intend and do not intend in early detection of cervical cancer at Puskesmas Alun-Alun Kabupaten Gresik. Meanwhile, the sample of mothers who meet the inclusion criteria of 42 case samples and 42 control samples.

III. RESULTS

The result of the analysis showed that the attitude of women of childbearing age had an effect on the intention of early detection of cervical cancer, because $p = 0,002$ ($p < 0,05$). The value of OR obtained is positive 5.443 which means the more positive attitude women of childbearing age the higher is also the intention of early detection of cervical cancer. The subjective norm of women of childbearing age affects the intention of early detection of cervical cancer, because $p = 0,019$ ($p < 0,05$). The value of OR obtained is positive 3.502 which means the more positive subjective norm women of childbearing age then the higher is also the intention of early detection of cervical cancer. Behavior control affects the intention of early detection of cervical cancer, because $p = 0,040$ ($p < 0,05$). The value of OR obtained is positive 3,023 which means the more positive control of women of childbearing age behavior, the higher is also the intention of early detection of cervical cancer.

Variable	Intention		OR	Information
	B	p		
Attitude				
- Positive	1,694	0,002	5,443	signifacant
- Negative	Comparison			
Subjective Norm				
- Positive	1,253	0,019	3,502	significant
- Negative	Comparison			
Behavior Control				
- High	1,106			significant
- Low	Comparison			

IV. DISCUSSION

The results of this study have a significant and positive influence between the attitudes of WOMEN OF CHILDBEARING AGE on intentions in early detection of cervical cancer. The results of this study also supported by research conducted Ardi Ningsih, Ninik (2011) that there is a meaningful relationship women of childbearing age attitudes toward the intention of early detection of cervical cancer⁴. It can be concluded that the higher the value of women of childbearing age attitudes will be the stronger the intention of women of childbearing age in early detection of cervical cancer, so the lower the women of childbearing age attitudes then the lower the intention of women of childbearing age in early detection of cervical cancer.

Attitude is a certain order in terms of feeling (affection), thinking (cognition), and the prediction of action (conation). Someone to an aspect in the neighborhood (Azwar, 2007)⁵. A person is not born with his attitude and vision but the attitude is formed throughout his development. Where in social interaction, individuals react to form a certain pattern of attitudes toward various psychological objects that it faces (Azwar, 2007)⁵. Factors influencing attitudes are personal experience, culture, other important people, mass media, educational institutions and religious institutions, and emotional factors in individuals (Notoatmodjo, 2010)¹⁰. Various forms of mass media such as television, radio, newspapers, and others have a great influence in the formation of opinions and beliefs of people. The mass media gives a suggestive message that directs one's opinion. The existence of new information about something provides a new cognitive foundation for the formation of attitudes toward it. If enough powerful suggestive messages will provide an affective basis for judging something so that a certain attitude is formed.

The results of the study there is a significant effect of subjective norms on intent in early detection of cervical cancer. This proves that subjective norms have a significant effect on women of childbearing age intention in early detection of cervical cancer. Still believes women of childbearing age with the support of the family because there are still moral values in each family member who became the motto of every family member's life.

The subjective norm is a person's perception of social pressure to show or not to display behavior. According to Ajzen (1991) also defines subjective norms as beliefs of individuals or groups of individuals agreeing to display certain behaviors^{1,2}. To do something important is usually someone to consider what the expectations of others (people closest, community) to himself. Some are very powerful and some tend to be ignored. The normative form of belief is the subjective norm of the extent to which women of childbearing age has the motivation to follow people's views of intentions for early detection of cervical cancer.

The results of this study indicate that behavioral control has a significant effect on women of childbearing age intention in early detection of cervical cancer. It can be concluded that the higher the perception belief in the ability to control the decision, the better the perceived intention of the person. Conversely, if the person feels unsure and not able then the perceived personality will be ugly.

Behavioral control is defined as the perception or function of one's belief about the supporting factors and / or inhibitors for performing a behavior. Behavior control is determined by a combination of a person's beliefs about the supporting factors and / or inhibiting factors for doing something. With the power of his feelings for each supporting factor and / or inhibiting factor. Multiple regression tests influence attitude, subjective norm, and behavior control simultaneously influence with intention or intention of women of childbearing age in intention of early detection of cervical cancer. This means that attitudes, subjective norms, and behavior control can be simultaneously used as a predictor of intentions or intentions in early detection of cervical cancer.

V. CONCLUSION

Attitudes, Subjective Norms, and women of childbearing age behavioral controls have a significant effect on women of childbearing age intention in early detection of cervical cancer. The more positive attitude, subjective norms, and control of women of childbearing age behavior, the higher the intention of early detection of cervical cancer

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