

**Pengaruh Norma Subyektif, Kontrol Perilaku Terhadap Intensi Program
Punya Anak Dengan Sikap Sebagai Mediasi di RS Nuraida**

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ABSTRAK

Kesehatan reproduksi memegang peran penting dalam mewujudkan generasi yang unggul, sumber daya yang berkualitas dan berdaya saing. Permasalahan reproduksi tingginya angka infertilitas di Indonesia sekitar 10-15% dijawab dengan program punya anak yang menjadi keunggulan RS Nuraida. Penelitian ini menganalisa intensi program punya anak melalui pendekatan *theory planned behavior* (TPB). Desain penelitian ini *cross sectional* dengan pengujian kausalitas pada unit individu 72 pasien KIPPA (klinik ingin program punya anak) selama periode Juli 2022 sampai Juni 2023 di RS Nuraida, dengan metode *probability sampling* melalui survei dengan kuesioner dan analisa data menggunakan analisa jalur. Norma subyektif, kontrol perilaku sebagai variabel independen, sikap sebagai *intervening* dan intensi program punya anak sebagai variabel dependen. Hasil penelitian didapatkan bahwa norma subyektif, kontrol perilaku, sikap secara parsial mempunyai pengaruh positif terhadap intensi program punya anak di RS Nuraida dan kontrol perilaku memberikan pengaruh tertinggi terhadap intensi program punya anak dibandingkan norma subyektif dan sikap. Terjadi mediasi/*intervening* sikap pada norma subyektif terhadap intensi program punya anak, namun tidak terjadi mediasi/*intervening* sikap pada kontrol perilaku terhadap intensi program punya anak. Temuan penelitian mengindikasikan bahwa dorongan yang kuat dari orang terdekat membentuk keyakinan sikap yang positif, didukung dengan kontrol akan diri yang baik maka akan meningkatkan intensi/*niat* program punya anak.

Kata kunci : Norma subyektif, kontrol perilaku, sikap, intensi program punya anak, *theory of planned behavior*, KIPPA, RS Nuraida

The Influence of Subjective Norms, Behavioral Control on Intentions in the Fertility Intentions with Attitudes as Mediator at Nuraida Hospital

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ABSTRACT

Reproductive health plays an important role in creating a superior, quality and competitive generation. The reproductive problem of the high infertility rate in Indonesia of around 10-15% is answered with the childbearing program which is the advantage of Nuraida Hospital. This research analyzes the intention approach to the fertility program based on the Theory of Planned Behavior. The design of this research is cross sectional with causality testing on individual units of 72 KIPPA (Klinik Wants to Have Children Program) patients during the period July 2022 to June 2023 at Nuraida Hospital, with a probability sampling method through surveys with questionnaires and data analysis using path analysis. Subjective norms, behavioral control as independent variables, attitudes as intervening and fertility program intentions as dependent variables. The research results show that subjective norms, behavioral control, attitudes partially have a positive influence on the fertility program intentions at Nuraida Hospital. Behavioral control has the greatest influence on fertility program intentions compared to subjective norms and attitudes. There is subjective norm mediation through attitudes towards the fertility program intentions, but there is no mediation of behavioral control through attitudes towards the fertility program intentions. The research conclusion shows that strong encouragement from those closest to you to form a positive attitude supported by good self-control will increase the fertility program intentions.

Keywords : subjective norms, behavioral control, attitudes, fertility program intentions, KIPPA, Nuraida Hospital