Attitude Factor in Increasing Intention to Come to The Integrated Service Post

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Abstract
Integrated Healthcare Center (integrated service post) is the government’s effort to make it easier for the Indonesian people to obtain maternal and child health services. The main problem of this research is the low number of visits by toddlers to Integrated Healthcare Center service posts. This study analyses the relationship between attitudes about the Integrated Healthcare Center and intention to come to the Integrated Healthcare Center. The researcher wants to apply the theory of planned behaviour that intentions influence behaviour while attitudes towards an object, subjective norms and behavioural control influence intentions. Rangacanga correlation research, with a cross-sectional approach. The population of mothers under five is 135 people, and the sample size is 101 people. The sampling technique used is simple random sampling. The data collection instrument was in the form of attitude and intention questionnaires. The independent variable is attitude, and the dependent variable is the intention to visit the Integrated Healthcare Center. In statistical analysis with the Pearson product-moment statistical test, the error rate is set at 0.05. The results showed that 51.28% of mothers under five had a positive attitude, and 51.28% had positive intentions. Statistical test results obtained p: 0.00 < \alpha 0.05 concluded that there is a relationship with the correlation coefficient value of 0.670. This study concludes that the mother's positive attitude positively impacts Integrated Healthcare Center visits by mothers of toddlers. So, it is suggested that community leaders or health workers motivate and empower the community to participate in Integrated Healthcare Center activities.

Keywords: Attitude, Intention, Integrated Service Post.

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1. INTRODUCTION

Integrated Service Post is a form of community-based Health Efforts. Services are managed and organised from, by, for and with the community for the implementation of health development. The goal is to empower the community and provide convenience in obtaining basic health services to accelerate the reduction in maternal and infant mortality (Hartono, Indah, & Qariati, 2015). Efforts to develop the quality of human resources that optimise the growth and development potential of children can be carried out evenly if community-based health service systems such as Integrated Healthcare Centers can be carried out effectively and efficiently and can reach all targets who need services (Departemen Kesehatan Republik Indonesia, 2011).

The success of the Integrated Healthcare Center can be seen from the coverage of all toddlers who have an MCH book all children whose weight and weight gain, in particular, can be measured by the proportion of attendance of all targets. High or low D/S is inseparable from the community's participation, especially mothers' role in coming to the Integrated Healthcare Center (Ridzkyanto, 2020). Community participation in the health sector is a situation in which individuals or families and the general public take responsibility for their health, their families, or their environment (Jalpi, & Rizal, 2020). Based on the health profile of Magetan Regency in 2020, the Ngujung Health Center area has the lowest D/S coverage. It is hoped that the attendance of toddlers at Integrated Healthcare Center will be at least 80%. In fact the average achievement in 2020 is only 67.2%. Achievement and increase in D/S coverage of the seven villages in the Ngujung Health Center area, namely Gambiran Village, the lowest average in 2020 was only 73.5% and in 2021 in January 76% (Puskesmas Ngujung, 2021).

D/S coverage is influenced by many factors, one of which is the activity of the mother. According to Ajzen, in the theory of planned behaviour, behaviour is influenced by behavioural intention, while behavioural intention is influenced by three factors, namely attitudes towards behaviour, subjective norms and internalized behavioural controls (Damayanti, Afrika, & Riski, 2022). Low D/S coverage can result in not being able to know the growth and development of these toddlers, because it is to the objectives of the Integrated Healthcare Center program, namely having strategic value for developing human resources from an early age (Noeralim, Laenggeng, & Yusuf, 2018). If the deviation is detected late, the intervention will be more difficult and this will affect the child’s development services (Departemen Kesehatan Republik Indonesia, 2011).

Based on a preliminary study on ten mothers with toddlers, six people were reluctant to take their children to the Integrated Healthcare Center if their children had received complete basic immunization even though they often received counseling about the Integrated Healthcare Center from both cadres and health workers, besides that they had often seen advertisements containing appeals and invite them to come to Integrated Healthcare Center. They think that Integrated Healthcare Center activities are just weighing and are not useful, especially when the harvest season arrives so they are more concerned with their work than taking their children to the Integrated Healthcare Center (Lesli, et al., 2018).

Increasing the scope of D/S can be done by issuing a Circular Letter of the Minister of Home Affairs and Regions no. 140.05/292 of 2011 concerning guidelines for forming operational working groups for villages and villages as a whole for central level active alert (Departemen Kesehatan Republik Indonesia, 2011). One other alternative that can be done is to increase the mother's intention to come to the Integrated Healthcare Center. The determinants of intention or intention are attitudes towards behaviour, subjective norms and internalized behavioural control which in turn will determine whether the behaviour in question will be carried out or not (Rosadi, Sulaeman, & Prasetya, 2019). Ajzen hypothesized that intention indicates the degree of planning that a person plans for future behaviour and describes how
hard a person wants to try and how much effort they expect to expend in performing the behavior (Damayanti, Afrika, & Riski, 2022).

Based on the background of the problems above, the author tries to conduct research on the attitudes and intentions of the community in participating in integrated service post activities. The aim of this research is to determine the relationship between attitudes and mothers’ intentions to come to the Integrated Healthcare Center.

2. RESEARCH METHOD

This type of research is survey research. The research design used was cross-sectional (Pangestuti, Dewi, & Sulaeman, 2020). The research was conducted in Gambiran village, Ngujung Health Center, Maospati District, Magetan Regency, East Java Province, Indonesia in 2021.

The population of this study were all mothers who had toddlers in Gambiran village in January 2021 (n=135) spread across five Integrated Healthcare Center posts. The sample size is determined based on the sample size calculation formula according to Slovin. From the results of calculating the minimum sample size, 101 results were obtained spread across five Integrated Healthcare Centers. Sampling technique with proportional simple random sampling (Sugiyono. 2010). The proportion of sample sizes from the five Integrated Healthcare Centers (Integrated Healthcare Center 1=27, Integrated Healthcare Center 2=16, Integrated Healthcare Center 3=17, Integrated Healthcare Center 4=23 and Integrated Healthcare Center 5=18).

There are two variables in this study, namely the independent variable in this study is the attitude towards the Integrated Healthcare Center, and the dependent variable in this study is the intention to come to the Integrated Healthcare Center.

Research data collection was carried out after obtaining ethical approval from the Health Polytechnic of the Surabaya Ministry of Health. The steps for collecting data include: 1) Data collection was carried out at five Integrated Healthcare Centers during the Integrated Healthcare, Center's schedule on the same day as the other Integrated Healthcare Centers, 2) Give questionnaires to respondents, 3) Researchers explain how to fill out the questionnaire. 4) Submit a statement of willingness to become a respondent (informed consent), 5) Fill in the questionnaire by respondents, and 6) Questionnaires that have been filled out by respondents are returned to researchers.

The data collection instrument in this study was a questionnaire. Likert scale (Azwar, 2011), both attitude variable and intention variable. The attitude measurement tool is a closed questionnaire in the form of a statement with five answer choices which is a modification of the Likert scale (Azwar, 2011). In a favourable statement, a score of 0 is given to a strongly disagree answer, a score of 1 is given to a disagree answer, a score of 2 is given to a neutral answer, a score of 3 is given to an agreed answer and a score of 4 is given to a very agree answer. For unfavourable statements a score of 0 is given to the answer that strongly agrees, a score of 1 is given to the answer that agrees, a score of 2 is given to a neutral answer, a score of 3 is given to the answer that does not agree and a score of 4 is given to the answer that strongly disagrees. The measurement results obtained are on an interval scale with the highest score of 44 and the lowest score of 0.

The instrument for measuring intention is a closed questionnaire in the form of a statement with five answer choices which is a modification of the Likert scale (Azwar, 2011). In a favourable statement, a score of 0 is given to a strongly disagree answer, a score of 1 is given to a disagree answer, a score of 2 is given to a neutral answer, a score of 3 is given to an agree answer and a score of 4 is given to a very agree answer. For unfavourable statements a score of 0 is given to the answer that strongly agrees, a score of 1 is given to the answer that agrees, a score of 2 is given to a neutral answer, a score of 3 is given to the answer that does
not agree and a score of 4 is given to the answer that strongly disagrees. The measurement results obtained are on an interval scale with the highest score of 60 and the lowest score of 0.

Data analysis used in this study used a descriptive analysis of concentration (mean, median, mode) and distribution (variance, standard deviation, range) then continued with bivariable analysis with a product-moment correlation test (Soekidjo, 2010). Product moment correlation is a correlation technique used to find relationships and prove the hypothesis that there are two variables if the data from the two variables are in the form of intervals or ratios, and the data sources of the two or more variables are the same (Sugiyono. 2010). The error rate set is $\alpha < 0.05$.

This research has been declared to have passed Health Research Ethics, Health Polytechnic of the Ministry of Health Surabaya, number: No.EA/658/KEPK-Poltekkes_Sby/V/2021.

3. RESULTS AND DISCUSSION

The results of the research on mothers' attitudes towards toddlers' at Integrated Healthcare Center are shown in Figure 1, as follows;

![Figure 1. Attitudes towards Integrated Healthcare Center in Gambiran Village](image)

Figure 1. The results of the research centered data in this study were mean = 33.08, median = 34 and mode 34, while the data distribution included variance = 24.734, standard deviation = 4.93, range = 26, minimum = 18 and maximum score = 44. The mode is in a positive area, so the attitude towards Integrated Healthcare Center in this study is positive.

Based on the histogram, the curve is still considered normal even though it is slightly left-sided or in terms of plety kurtic. The skewness value of -0.99 means that it is still close to the standard value, which is zero, while the kurtosis value is 0.764 below the standard value, which is three. If the value is positive, it will tend to be high or leptokurtic.

The results of the study illustrate that the mean is in the positive area, indicating that the attitude towards Integrated Healthcare Center is positive. A positive attitude is a good assessment of the Integrated Healthcare Center. Having a positive attitude means agreeing or supporting the Integrated Healthcare Center program. Mothers of toddlers are happy with the
Integrated Healthcare Center program so the presence of Integrated Healthcare Center is important for both mothers and toddlers.

With a positive attitude, it is likely that toddler mothers will have high intentions. This is reinforced by the theory of planned behavior that attitude is the first antecedent of intention. Intention depends on the results of attitude measurement. If the measurement results are positive, it indicates that the intention is high (Noeralim, Laenggeng, & Yusuf, 2018).

The positive attitude of mothers with toddlers about Integrated Healthcare Center is based on beliefs or ideas and concepts towards Integrated Healthcare Center, emotional life or evaluation of Integrated Healthcare Center and the tendency to come to Integrated Healthcare Center. This can be shown by agreeing answers to Integrated Healthcare Center items not just weighing activities so they have to come every month even though they have received complete basic immunization, toddlers’ weight always increases, but Integrated Healthcare Center activities are activities to monitor toddler growth and development, sources of information, feel a loss if did not come to Integrated Healthcare Center. This is probably because the mother has received health information, especially from the Integrated Healthcare Center, which is delivered by the local midwife or Integrated Healthcare Center cadres at every opportunity, for example, arisan, yasinan and so on (Satriani, Yusuf, & Rusman, 2019).

Increasing a positive attitude can be done with counseling. Because counseling can increase information about the Integrated Healthcare Center. Apart from that, it also adds to the mother’s knowledge about the Integrated Healthcare Center. This is supported by the theory that knowledge influences the formation of attitudes (Atik & Susanti, 2020).

In addition, community leaders (village heads), Integrated Healthcare Center cadres and health workers should motivate mothers with toddlers in the hope that they will have a positive attitude. The theory reinforces that a positive attitude is formed due to the influence of other people considered important. In general, individuals tend to have attitudes that confirm or are in line with the attitudes of people who are considered important. This tendency is partly motivated by the desire to avoid conflict with people who are considered important (Satriani, Yusuf, & Rusman, 2019).

In addition to counseling, another way is by having advertisements on TV or the mass media that can influence attitudes. The theory reinforces that attitudes are formed because of the mass media. As a means of communication, various forms of mass media such as television, radio, newspapers, magazines and others have a major influence in shaping people’s opinions and beliefs. In conveying information as its main task, the mass media also carries messages containing suggestions that can direct one’s opinion. The existence of new information about something provides a new cognitive foundation for the formation of attitudes towards it. Suggestive messages carried by this information, if it is strong enough, will provide an affective basis for judging something so that a certain attitude is formed (Amirah, Nasution, & Tambunan, 2022).
Figure 2. Mother's intention to come to Integrated Healthcare Center in Gambiran Village

The results of the research in Figure 2, are the concentration data in the study including mean = 43.20, median = 43 and mode 45, while the distribution data includes variance = 49.380 standard deviation = 7.027, range = 32, minimum = 28, and maximum score 60. The mode is in a positive area, so the intention regarding Integrated Healthcare Center in this study is positive.

Based on figure 2 histogram, the data is still considered normal with a skewness value of 0.194, meaning that it is still close to the standard value, which is zero and the kurtosis value of -0.327 is still considered normal because it is below the standard value, which is three.

The results of the study illustrate that the intention regarding Integrated Healthcare Center is positive. Having a positive intention means that the mother has the intention to take action, namely coming to the Integrated Healthcare Center. Because having the intention means that the mother has a business to try to come to the Integrated Healthcare Center and there is an effort to plan to come to the Integrated Healthcare Center.

Mothers under five who have positive intentions about Integrated Healthcare Center will tend to manifest behaviour to come to Integrated Healthcare Center. This is in accordance with the Theory of Planned Behavior that intention is the closest antecedent of a behaviour (Seran, Wilopo, & Sudargo, 2014). It is believed that the stronger a person's intention to display a particular behaviour, the more successful he is expected to be. So a positive intention will have a tendency that it will be easier to display in behaviour (Fuady, Prasanti, & Indriani, 2020).

This is because the toddler's mother wants to prove whether the information she has received is correct. In addition, they hope that the Integrated Healthcare Center can learn about toddlers' health, growth and development, get free immunisation, and so on. With all the possible risks they have to bear, they hope to get the same results as the effort they have made (Agustina, & Betan, 2017; Susanto, et al., 2022). Intention is a term related to action and is an important element in a number of actions (Rababa, Al Ali, & Alshaman, 2021). Intention refers to a person's state of mind directed at present action or future action. Here, intention is an element before a person or individual carries out a behavior, such as coming to the Integrated Healthcare Center.
Healthcare Center (Arum, & Mangkunegara, 2010). Intention, of course, has a distinctive role in directing action, namely connecting between deep considerations that are believed and desired by someone in certain actions (Nurhayati, 2013).

To increase the mother's intention to come to the Integrated Healthcare Center, one thing that can be done is for health workers or community leaders (people who are considered important) to motivate mothers to come to the Integrated Healthcare Center. People who are considered important will positively influence mothers of toddlers, which, in the end will act in the direction of those considered important.

In addition, the mother's intention to come to the Integrated Healthcare Center can be increased by health workers improving the quality of services at the Integrated Healthcare Center, for example in the Integrated Healthcare Center they are often given counseling, monitoring the development of toddlers. So the perceptions of mothers of toddlers about Integrated Healthcare Center are only weigh-in, and less useful activities will change.

Table 1. Results of Pearson correlation analysis of attitudes and intentions to come to Integrated Healthcare Center

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitudes- Intention</td>
<td>101</td>
<td>0.670(**)</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Table 1 is the result of the Pearson product-moment correlation test, with a significance value (p) = 0.000. Because p < 0.05, H0 is rejected, it can be concluded that there is a relationship between attitudes and the mother's intention to come to the Integrated Healthcare Center. Based on the correlation coefficient value, a value of 0.670 was obtained, and it was concluded that there was a strong relationship between attitudes and the mother's intention to come to the Integrated Healthcare Center.

The study results concluded a strong relationship between attitude and the mother's intention to come to the Integrated Healthcare Center. The positive attitude of mothers with toddlers about Integrated Healthcare Center indicates a positive intention to come to Integrated Healthcare Center with the hope that they will get many benefits such as knowing about their toddler's health, growth and development, and getting immunizations.

The results of this study illustrate theoretically that attitude affects the intention to display a behaviour depending on the results of attitude measurement. Positive attitude measurement results indicate behavioral intentions (Maryati, & Sinaga, 2023). Attitude is the first antecedent of behavioural intention (Rababa, Al Ali, & Alshaman, 2021; Win, et al., 2020). Attitude is a positive or negative belief to display a certain behaviour (Fuady, Prasanti, & Indriani, 2020).

Because attitudes affect intentions, to increase intentions, you have to change attitudes. Changes in attitude can be made by changing people's perceptions of the Integrated Healthcare Center. In addition, as health workers, they should provide good motivation and also empower the community to participate in Integrated Healthcare Center activities on the basis of research results that the community has a positive attitude and positive intentions (Golsanamloo, et al., 2022; Suryanda, Iryani, & Rustati, 2023).

Improve attitudes can be done with community leaders and health workers to provide motivation to mothers of toddlers (Saputra, Rosita, & Sureni, 2019). Giving motivation can be through counseling and advertising from the mass media with the hope that the community will have a positive attitude so that it will be followed with high intention (Tabelak, & Serlyansie, 2017). It will be easier to manifest into action or behaviour with a high intention. The theory reinforces that a positive attitude will lead to high intentions while a negative attitude will lead to low ones (Batubara, Nasution, & Dalimunthe, 2018). Intention can accurately predict behaviour appropriateness (Fuady, Prasanti, & Indriani, 2020).
The low number of Integrated Healthcare Center visits in Gambiran village was influenced by attitude and other factors. These other factors are subjective norms regarding Integrated Healthcare Center and also behavioural control regarding Integrated Healthcare Center. This is reinforced by the theory that intentions are influenced by attitudes, subjective norms and behavioral control (Azwar, 2011).

4. CONCLUSION

The results of this study conclude that people's attitudes have a strong influence on the intention to participate in the toddler integrated service post. To increase community participation in Integrated Healthcare Center activities, it is recommended to increase education to increase community motivation through counseling and the existence of advertisements from the mass media with the hope that the community will have a positive attitude so that high intentions towards the use of Integrated Healthcare Center will follow it.

REFERENCES


