

ABSTRAK

HUBUNGAN ANTARA SIKAP DAN NORMA SUBJEKTIF DENGAN NIAT LANSIA DALAM MENGIKUTI POSYANDU LANSIA DI ERA NEW NORMAL PANDEMI COVID-19

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Latar Belakang: Perubahan pada niat lansia untuk mengikuti kegiatan posyandu lansia mungkin terjadi setelah beberapa waktu kegiatan ini ditunda karena situasi pandemi. Berdasarkan Teori Perilaku Beralasan niat melakukan sebuah perilaku dipengaruhi oleh sikap dan norma subjektif. Penelitian ini bertujuan untuk mengetahui apakah terdapat hubungan antara sikap dan norma subjektif dengan niat lansia dalam mengikuti posyandu lansia di era *new normal* pandemi Covid-19.

Metode: Penelitian ini merupakan penelitian kuantitatif dengan desain *cross sectional*. Sebanyak 120 lansia di Desa Sinarsari Kecamatan Dramaga Kabupaten Bogor diambil menjadi responden menggunakan teknik *simple random sampling*. Niat, sikap dan norma subyektif penelitian diukur menggunakan kuesioner yang diadaptasi dari penelitian sebelumnya. Data dianalisis menggunakan uji Somers'd.

Hasil: Hasil penelitian menunjukkan bahwa responden yang diteliti mayoritas memiliki sikap yang sangat baik (56,7%), norma subjektif yang sangat baik (60,8%), dan niat yang tinggi (54,2%). Hasil penelitian juga menunjukkan terdapat hubungan yang signifikan antara sikap dengan niat mengikuti posyandu lansia ($p=0,013$) dan norma subjektif dengan niat mengikuti posyandu lansia ($p=0,0001$).

Kesimpulan: Sikap dan norma subjektif berpengaruh terhadap niat lansia dalam mengikuti posyandu lansia di era *new normal* pandemi Covid-19.

Kata Kunci: Covid-19, lansia, *new normal*, posyandu lansia, teori perilaku beralasan.

ABSTRACT

RELATIONSHIP BETWEEN SUBJECTIVE ATTITUDE AND SUBJECTIVE NORMS WITH THE INTENTION OF THE ELDERLY IN FOLLOWING THE ELDERLY INTEGRATED HEALTH POST IN THE NEW NORMAL ERA OF THE COVID-19 PANDEMIC

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Background: Changes in the elderly's intention to participate in the elderly integrated health activities occur after some time this activity may be postponed due to the pandemic situation. Based on the Theory Reasoned Action, the intention to perform a behavior is influenced by attitude and subjective norms. This study aims to determine whether there is a relationship between attitude and subjective norms with the intention of the elderly in following the elderly integrated health in the new normal era of the Covid-19 pandemic.

Methods: This research is a quantitative study with a cross sectional design. A total of 120 elderly people in Sinarsari Village were taken as respondents using a simple random sampling technique. Intention, attitude and subjective norms were measured using a questionnaire which was adapted from previous research. Data analysis using somers'd test.

Results: The results showed that the respondents who were asked had very good attitude (56.7%), very good subjective norms (60.8%), and high intentions (54.2%). The results also showed that there was a significant relationship between attitude and intention to following the elderly posyandu ($p = 0.013$) and subjective norms with the intention to following the elderly posyandu ($p = 0.0001$).

Conclusion: Attitude and subjective norms affect the intention of the elderly in following the elderly integrated health in the new normal era of the Covid-19 pandemic.

Keywords: Covid-19, elderly, new normal, elderly integrated health, theory reasoned action.