

Abstrak

ANALISIS FAKTOR-FAKTOR YANG MEMENGARUHI PEMANFAATAN PELAYANAN SKRINING PENYAKIT TIDAK MENULAR PROGRAM GASING PUTAR DI WILAYAH KERJA PURWOKERTO BARAT PADA TAHUN 2024

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Latar belakang: Penyakit Tidak Menular (PTM) menjadi penyebab utama morbiditas dan mortalitas global, termasuk di Indonesia. Data dari Kementerian Kesehatan menunjukkan bahwa 73% kematian di Indonesia disebabkan oleh PTM. Rendahnya kesadaran deteksi dini dan keterlambatan diagnosis menjadi kendala utama pengendalian PTM. Puskesmas Purwokerto Barat mengembangkan program inovatif bernama Program Gasing Putar untuk meningkatkan skrining PTM pada usia produktif. Penelitian ini bertujuan mengidentifikasi tantangan masyarakat terkait pemanfaatan layanan kesehatan di wilayah tersebut.

Metodologi: Penelitian kuantitatif dengan desain *cross-sectional* dilakukan di Wilayah Kerja Puskesmas Purwokerto Barat. Pemanfaatan Gasing Putar sebagai variabel dependen dianalisis terhadap pendidikan, pekerjaan, pengetahuan, aksesibilitas, persepsi tenaga kesehatan, dan kemudahan informasi sebagai variabel bebas. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan uji normalitas, univariat, bivariat, dan multivariat.

Hasil Penelitian: Terdapat hubungan signifikan antara pekerjaan, pengetahuan, kemudahan informasi, dan aksesibilitas terhadap pemanfaatan Program Gasing Putar. Variabel kemudahan informasi memiliki pengaruh terbesar terhadap pemanfaatan layanan, dengan nilai *odds ratio* sebesar 45,364, menunjukkan bahwa masyarakat yang dapat mengakses informasi dengan mudah cenderung untuk memanfaatkan program dibanding masyarakat dengan akses informasi sulit. Variabel pekerjaan memengaruhi pemanfaatan program dengan OR sebesar 0,178, masyarakat yang tidak bekerja cenderung untuk memanfaatkan program dibanding yang tidak.

Kesimpulan: Kemudahan informasi (OR=45.364) dan pekerjaan (OR=0,178) memengaruhi pemanfaatan Program Gasing Putar di Wilayah Kerja Puskesmas Purwokerto Barat. Program perlu ditingkatkan dengan memperbanyak akses informasi melalui media digital dan penyesuaian kembali jam layanan agar lebih banyak masyarakat ikut serta dalam skrining PTM.

Kata Kunci: Pemanfaatan, PTM, Program Gasing Putar.

Abstract

ANALYSIS OF FACTORS INFLUENCING THE UTILIZATION OF NON-COMMUNICABLE DISEASE SCREENING SERVICES IN THE GASING PUTAR PROGRAM AT PURWOKERTO BARAT WORK AREA IN 2024

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Background: Non-Communicable Diseases (NCDs) are the leading cause of global morbidity and mortality, including in Indonesia, where 73% of deaths are attributed to NCDs according to the Ministry of Health. Low awareness of early detection and delays in diagnosis remain major obstacles to NCD control. The Purwokerto Barat Community Health Center developed an innovative program called *Gasing Putar* to enhance NCD screening among the productive age group. This study aims to identify community challenges related to the utilization of health services in the area.

Methodology: A quantitative study with a cross-sectional design was conducted in the Purwokerto Barat Community Health Center work area. The utilization of *Gasing Putar* as the dependent variable was analyzed against independent variables including education, occupation, knowledge, accessibility, perceptions of healthcare workers, and ease of information access. Data were collected through questionnaires and analyzed using normality tests, univariate, bivariate, and multivariate analyses.

Results: There is a significant relationship between occupation, knowledge, ease of information access, and accessibility with the utilization of the *Gasing Putar* program. Ease of information access had the most substantial influence, with an odds ratio (OR) of 45.364, indicating that individuals with easy access to information were more likely to utilize the program compared to those with limited access. Occupation also influenced utilization, with an OR of 0.178, showing that unemployed individuals were more likely to participate in the program compared to employed individuals.

Conclusion: Ease of information access (OR=45.364) and occupation (OR=0.178) significantly influenced the utilization of the *Gasing Putar* program in the Purwokerto Barat Community Health Center work area. The program should be enhanced by increasing information dissemination through digital media and adjusting service hours to encourage more community participation in NCD screening.

Keywords: Utilization, NCDs, *Gasing Putar* Program.