

ABSTRAK

ANALISIS FAKTOR YANG MEMENGARUHI MINAT TERHADAP PENGUNAAN MENSTRUAL CUP PADA MAHASISWI KEPERAWATAN UNIVERSITAS JENDERAL SOEDIRMAN

Tika Difa Safitri, Nina Setiawati, Lutfatul Latifah

Latar Belakang: *Menstrual cup* merupakan alternatif produk menstruasi berkelanjutan yang memiliki keunggulan dalam aspek kesehatan, ekonomi, dan lingkungan. Namun, prevalensi di Indonesia masih sangat rendah. Pemahaman mengenai faktor-faktor yang memengaruhi minat penggunaan *menstrual cup* penting diketahui guna merancang intervensi kesehatan reproduksi yang efektif.

Metodologi: Penelitian ini menggunakan desain *cross-sectional* secara kuantitatif. Sampel penelitian sebanyak 224 mahasiswi keperawatan yang dipilih menggunakan teknik *stratified random sampling*. Pengumpulan data menggunakan kuesioner *online* melalui *Google Form* yang mencakup kuesioner pengetahuan, persepsi keperawatan, persepsi kegunaan, persepsi nilai, sikap terhadap lingkungan, dukungan keluarga, pengaruh teman, pengaruh *influencer*, orientasi belanja, dan kesukarelaan. Analisis data menggunakan uji *Chi-Square* untuk analisis bivariat dan regresi logistik biner untuk analisis multivariat.

Hasil Penelitian: Usia partisipan didapatkan nilai median yaitu 20 tahun, dengan prevalensi penggunaan *menstrual cup* sangat rendah (0,4%). Sebagian besar partisipan memiliki minat rendah terhadap penggunaan *menstrual cup* (52,7%). Analisis bivariat menunjukkan delapan variabel memiliki hubungan signifikan ($p < 0,05$) dengan minat penggunaan *menstrual cup*: pengetahuan, persepsi keperawatan, dukungan keluarga, orientasi belanja, persepsi kegunaan, sikap terhadap lingkungan, persepsi nilai, dan kesukarelaan. Analisis multivariat mengidentifikasi persepsi nilai sebagai faktor paling dominan (OR=7,827; CI: 3,840-15,693), diikuti orientasi belanja (OR=3,145), kesukarelaan (OR=2,484), dan sikap terhadap lingkungan (OR=2,319).

Kesimpulan: Persepsi nilai merupakan faktor dominan yang memengaruhi minat penggunaan *menstrual cup*. Semakin tinggi persepsi nilai, semakin tinggi pula minat terhadap penggunaan *menstrual cup* pada mahasiswi. Diperlukan intervensi edukasi berbasis evidens untuk meningkatkan persepsi nilai *menstrual cup*.

Kata Kunci: Kesehatan_reproduksi, Mahasiswi_keperawatan, *Menstrual_cup*, Minat

ABSTRACT

ANALYSIS OF FACTORS AFFECTING INTEREST IN THE USE OF MENSTRUAL CUPS AMONG NURSING STUDENTS AT JENDERAL SOEDIRMAN UNIVERSITY

Tika Difa Safitri, Nina Setiawati, Lutfatul Latifah

Background: Menstrual cups are a sustainable alternative to other menstrual products that offer advantages in terms of health, economy, and the environment. However, their prevalence in Indonesia is still very low. Understanding the factors that influence interest in using menstrual cups is important for designing effective reproductive health interventions.

Methodology: This study used a quantitative cross-sectional design. The research sample consisted of 224 female nursing students selected using stratified random sampling. Data collection was conducted using an online questionnaire via Google Form, which included questions on knowledge, perceptions of virginity, perceptions of usefulness, perceptions of value, attitudes towards the environment, family support, peer influence, influencer influence, shopping orientation, and volunteerism. Data analysis was performed using the Chi-Square test for bivariate analysis and binary logistic regression for multivariate analysis.

Research Results: The median age of participants was 20 years, with a very low prevalence of menstrual cup use (0.4%). Most participants had low interest in using menstrual cups (52.7%). Bivariate analysis showed that eight variables had a significant relationship ($p < 0.05$) with interest in menstrual cup use: knowledge, perception of virginity, family support, shopping orientation, perception of usefulness, attitude towards the environment, perception of value, and willingness. Multivariate analysis identified perceived value as the most dominant factor ($OR = 7.827$; $CI: 3.840-15.693$), followed by shopping orientation ($OR = 3.145$), willingness ($OR = 2.484$), and attitude towards the environment ($OR = 2.319$).

Conclusion: Perceived value is a dominant factor influencing interest in using menstrual cups. The higher the perceived value, the higher the interest in using menstrual cups among female students. Evidence-based educational interventions are needed to increase the perceived value of menstrual cups.

Keywords: Interest, Menstrual_cup, Nursing_students, Reproductive_health