

ABSTRACT
**ANALYSIS OF FACTORS AFFECTING THE LEVEL OF KNOWLEDGE
OF UNDERGRADUATE STUDENTS AT UNIVERSITAS JENDERAL
SOEDIRMAN REGARDING FIRST AID FOR TRAFFIC ACCIDENTS**

Cindra Asri Ramadhani, Ridlwan Kamaluddin, Galih Noor Alivian

Background: First aid for traffic accidents is an essential emergency action to prevent death and disability before medical help arrives. This study aims to analyze the level of knowledge of Universitas Jenderal Soedirman students regarding first aid for traffic accidents and the factors influencing it. Preliminary results showed that most students had a moderate level of knowledge, with education, information exposure, experience, and age identified as influencing factors. The findings are expected to serve as a basis for developing university programs to enhance students' preparedness as first responders in emergencies.

Methodology: This study is a quantitative study with a descriptive-analytical approach and a cross-sectional design. The population of this study is undergraduates students of Universitas Jenderal Soedirman, semesters 1 – 5. The sampling technique used was multistage which obtained a total of 437 samples. Data analysis using *multinomial logistic regression* test.

Result: The results of univariate analysis showed that the majority of respondents were in the median age of 20 years, female (59.5%), and in semester 5 (42.8%). The level of knowledge of students about first aid in traffic accidents was mostly in the moderates with 256 respondents (58.6%), followed by the high category with 129 respondents (29.5%), and the low category with 50 respondents (11.9%). Bivariate analysis showed that there was a significant relationship between the level of knowledge and the factors of education, information and mass media, socio-culture and economy, environment, experience, and age ($p < 0.05$). The results of multivariate analysis using multinomial logistic regression showed that information and mass media were the most dominant factors influencing students' knowledge level, with an odds ratio (OR) value of 7.629 , after controlling for education, socio-cultural and economic variables, environment, experience, and age.

Conclusions: Information and mass media are most strongly associated with the level of knowledge of students at Universitas Jenderal Soedirman regarding first aid for traffic accidents.

Keywords: Factors influencing knowledge, First Aid, Knowledge, Traffic Accidents