

ABSTRAK

Gilang Dzul Al Warids

HUBUNGAN PENGETAHUAN DAN SIKAP PEDAGANG DENGAN PERILAKU SANITASI DI PASAR TRADISIONAL SURABAYA TIMUR

xv + 72 Halaman + 17 Tabel + 7 Lampiran

Sanitasi pasar tradisional yang buruk meningkatkan risiko penyebaran penyakit di lingkungan masyarakat. Permasalahan sampah yang berserakan, saluran drainase tersumbat, kurangnya tempat sampah, dan keberadaan vektor penyakit masih ditemukan di pasar tradisional Surabaya Timur yaitu Pasar Pacar Keling, Pasar Gubeng Masjid, Pasar Rungkut Baru dan Pasar keputih. Pengetahuan dan sikap pedagang berperan penting dalam membentuk perilaku sanitasi yang baik. Penelitian ini bertujuan untuk menganalisis hubungan pengetahuan dan sikap pedagang dengan perilaku sanitasi di pasar tradisional Surabaya Timur.

Penelitian ini menggunakan desain observasional analitik dengan pendekatan cross-sectional. Sampel penelitian adalah pedagang tetap di empat pasar tradisional Surabaya Timur dipilih secara simple random sampling. Data dikumpulkan melalui kuesioner dan observasi, kemudian dianalisis secara bivariat menggunakan uji chi-square.

Hasil penelitian menunjukkan mayoritas pedagang berpengetahuan baik dengan persentase (51,3%), sikap baik (69,2%), dan perilaku sanitasi tidak sehat (61,5%). Uji statistik menunjukkan hubungan yang sangat signifikan antara pengetahuan pedagang dengan perilaku sanitasi ($p=0,000$), dimana yang berpengetahuan baik sebesar (60%) menerapkan perilaku sanitasi dibandingkan yang berpengetahuan baik namun tidak menerapkan perilaku sanitasi (40%). Terdapat hubungan sangat signifikan antara sikap dengan perilaku sanitasi ($p=0,011$), dengan sikap baik sebesar (51,9%) tidak menerapkan perilaku sanitasi, dibandingkan pedagang yang memiliki sikap baik dengan menerapkan perilaku sanitasi (48,1%).

Kesimpulan penelitian ini adalah pengetahuan dan sikap berperan penting dalam membentuk perilaku sanitasi pedagang pasar. Diperlukan program sosialisasi atau penyuluhan secara berkala kepada pedagang mengenai sanitasi, penyediaan sarana prasarana seperti tempat sampah terpilah, saluran drainase yang baik, fasilitas cuci tangan dan pengendalian vektor secara berkala untuk meningkatkan perilaku sanitasi sehat kepada pedagang pasar.

Kata kunci : pengetahuan pedagang, sikap pedagang, perilaku sanitasi, pasar tradisional

Daftar bacaan : 6 buku (2019-2024)

ABSTRACT

Gilang Dzul Al Warids

THE RELATIONSHIP BETWEEN TRADER'S KNOWLEDGE AND ATTITUDES WITH SANITATION BEHAVIOR IN TRADITIONAL MARKETS OF EAST SURABAYA

xv + 75 Pages + 17 Tables + 7 Appendices

Poor sanitation in traditional markets increases the risk of disease transmission in community environments. Problems such as scattered waste, clogged drainage systems, inadequate waste bins, and the presence of disease vectors were still found in traditional markets in East Surabaya, namely Pacar Keling Market, Gubeng Masjid Market, Rungkut Baru Market, and Keputih Market. Traders' knowledge and attitudes play important roles in shaping good sanitation behavior. This study aimed to analyze the relationship between traders' knowledge and attitudes with sanitation behavior in traditional markets in East Surabaya.

This study used an observational analytic design with a cross-sectional approach. The research sample consisted of permanent traders in four traditional markets in East Surabaya who were selected through simple random sampling. Data were collected through questionnaires and observations, then analyzed bivariately using the chi-square test.

The results showed that the majority of traders had good knowledge with a percentage of (51.3%), good attitudes (69.2%), and unhealthy sanitation behavior (61.5%). Statistical tests showed a highly significant relationship between traders' knowledge and sanitation behavior ($p=0.000$), where those with good knowledge (60%) implemented sanitation behavior compared to those with good knowledge but did not implement sanitation behavior (40%). There was a highly significant relationship between attitudes and sanitation behavior ($p=0.011$), with good attitudes (51.9%) not implementing sanitation behavior, compared to traders who had good attitudes with implementing sanitation behavior (48.1%).

The conclusion of this study is that knowledge and attitudes play important roles in shaping market traders' sanitation behavior. Socialization or counseling programs are needed regularly for traders regarding sanitation, provision of infrastructure such as segregated waste bins, good drainage systems, hand washing facilities, and regular vector control to improve healthy sanitation behavior among market traders.

Keywords : trader knowledge, trader attitudes, sanitation behavior, traditional markets

References : 6 books (2019-2024)