

ABSTRAK

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PENGARUH PERSEPSI DAN KECEMASAN TERHADAP KEBERHASILAN
PEMBERIAN ASI EKSKLUSIF DI WILAYAH KERJA PUSKESMAS
PANAKAN KABUPATEN MAGETAN

xvi + 126 Halaman + 12 Tabel + 11 Lampiran

Masalah keberhasilan menyusui diakibatkan oleh persepsi keliru dan kecemasan yang tidak tertangani. Dampak angka kematian tertinggi pada wilayah Puskesmas Panekan Kabupaten Magetan akibat infeksi dan diare pada balita. Capaian ASI eksklusif di puskesmas tersebut mengalami fluktuasi pada tahun 2024 98,8% dan menurun di tahun 2025 menjadi 47,9%. Penelitian ini bertujuan menganalisis pengaruh persepsi dan kecemasan terhadap keberhasilan ASI eksklusif.

Metode penelitian menggunakan desain kuantitatif analitik dengan pendekatan *cross-sectional*. Populasi penelitian mencakup 241 ibu menyusui yang memiliki bayi usia 6–11 bulan di 17 desa wilayah Puskesmas Panekan. Dilaksanakan pada bulan Maret-April 2026. Besar sampel 152 ibu menyusui dipilih menggunakan *proporsional simple random sampling*. Instrumen kuesioner yang sudah terstandarisasi meliputi, persepsi menggunakan HBM 24 item dengan 4 *skala likert*, kecemasan menggunakan HARS berisi 14 item dengan 5 *skala likert*, dan kuesioner riwayat keberhasilan ASI eksklusif 5 item. Analisis data menggunakan deskriptif dan analitik regresi logistik ordinal dengan *probability* 0,05.

Hasil penelitian karakteristik ibu sebagian besar berusia sehat (86,2%), berpendidikan menengah (62,5%), berstatus ibu rumah tangga (83,6%), dan memiliki satu anak (51,3%). Sebanyak 114 responden berhasil memberikan ASI eksklusif selama 6 bulan. Persepsi berpengaruh signifikan terhadap keberhasilan pemberian ASI eksklusif dengan hasil $p\text{-value} = <0,001$ ($p < 0,05$), sedangkan kecemasan tidak berpengaruh signifikan terhadap keberhasilan pemberian ASI eksklusif dengan hasil $p\text{-value} = 0,258$ ($p > 0,05$). Persepsi ditetapkan sebagai variabel dominan dalam model akhir.

Kesimpulan penelitian ini, persepsi ibu menyusui sangat berpengaruh keberhasilan pemberian ASI eksklusif. Disarankan agar program konseling laktasi dapat menguatkan persepsi ibu menyusui untuk mengoptimalkan sejak masa kehamilan hingga nifas dengan melibatkan kader posyandu terlatih sebagai ujung tombak edukasi masyarakat, guna meningkatkan cakupan ASI eksklusif secara berkelanjutan.

Kata Kunci: ASI eksklusif, persepsi, kecemasan, ibu menyusui

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ABSTRACT

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THE INFLUENCE OF PERCEPTION AND ANXIETY ON THE SUCCESS OF EXCLUSIVE BREASTFEEDING IN THE WORKING AREA OF THE PANEKAN COMMUNITY HEALTH CENTER, MAGETAN REGENCY

xvi + 126 Pages + 12 Tables + 11 Appendice

solved anxiety. Within the service area of the Panekan Community Health Center (Magetan Regency), the leading causes of mortality among children under five are infections and diarrhea. While the rate of exclusive breastfeeding at this center is projected to reach 98.8% in 2024, it is predicted to drop to 47.9% in 2025. This study aims to assess the impact of perceptions and anxiety on the success of exclusive breastfeeding.

This study employed a quantitative analytical design with a cross-sectional approach. The study population consisted of 241 breastfeeding mothers with infants aged 6 to 11 months from 17 villages within the Panekan Community Health Center's service area. The research was conducted in March and April 2026. A sample of 152 breastfeeding mothers was selected using proportional simple random sampling. The instruments used included the Health Belief Model (HBM) scale (24 items, 4-point Likert scale) to assess perceptions, the Hamilton Anxiety Rating Scale (HARS) (14 items, 5-point Likert scale) to assess anxiety, and a 5-item questionnaire regarding exclusive breastfeeding success. Data analysis was performed using descriptive statistics and ordinal logistic regression, with the significance level set at 0.05.

The study shows that most mothers are in their reproductive age (86.2%), have good education (62.5%), are housewives (83.6%), and have one child (51.3%). Overall, 114 respondents were able to exclusively breastfeed their children for six months. Perception has a significant effect on the success of exclusive breastfeeding ($p < 0.001$), while anxiety does not ($p = 0.258$). Perception was identified as the most dominant variable in the final model.

This study concludes that the attitude of breastfeeding mothers has a significant impact on the success of exclusive breastfeeding. It is recommended that the breastfeeding counseling program should strengthen this attitude—so that the process is optimized from the time of pregnancy through the postpartum period—by involving trained Posyandu staff as community education promoters to increase the continuous rate of exclusive breastfeeding.

Keywords: exclusive breastfeeding, perception, anxiety, breastfeeding mothers

Reference: 13 book and 47 journal (2022-2025)