

THE KNOWLEDGE LEVEL STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITY OF MATARAM REGARDING CLEAN AND HEALTHY LIVING BEHAVIOR

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ABSTRAK

PHBS merupakan perilaku kesehatan seorang individu yang dilakukan secara sadar yang berfungsi memelihara kesehatan atau berperan dalam kegiatan kesehatan. Setiap orang mempunyai kesempatan yang sama mengenai Kesehatan. PHBS penting untuk membiasakan hidup di lingkungan yang bersih. Kesehatan merupakan salah satu kebutuhan manusia untuk dapat melakukan aktivitas. Kesehatan dapat mendukung pendidikan kemudian pendidikan akan mendukung status kesehatan. Menjaga kesehatan dapat dilakukan dengan menerapkan PHBS (Perilaku Hidup Bersih dan Sehat). Tujuan penelitian untuk mengetahui tingkat pengetahuan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Mataram tentang Perilaku Hidup Bersih dan Sehat. Penelitian ini merupakan penelitian observasional dengan rancangan cross sectional. Lokasi pengambilan sampel dilakukan di Fakultas Ekonomi dan Bisnis Universitas Mataram. Jumlah populasi mahasiswa FEB Unram sebanyak 6790 orang, selanjutnya dilakukan perhitungan sampel minimum dengan rumus slovin dengan selang kepercayaan 10% pada populasi yang diketahui dan diperoleh minimum 100 responden dengan memperoleh 107 responden. Data diolah dengan menggunakan statistik deskriptif, selanjutnya dilakukan uji lanjutan dengan uji statistik yaitu Kruskal-Wallis dan Maan Whitney untuk melihat karakteristik responden. Hasil pengujian menunjukkan bahwa tidak terdapat perbedaan yang signifikan tingkat pengetahuan PHBS mahasiswa FEB berdasarkan jenis kelamin, usia dan program studi ($p=0,317$; $p=0,416$; $p=0,423$). Sebanyak 99,07% responden termasuk dalam kategori tingkat pengetahuan tinggi. Jadi dapat disimpulkan bahwa tingkat pengetahuan mahasiswa Fakultas Ekonomi dan Bisnis terhadap PHBS termasuk dalam kategori tinggi.

Kata kunci : mahasiswa ekonomi dan bisnis, pengetahuan, PHBS

ABSTRACT

PHBS is an individual's health behavior that is carried out consciously which functions to maintain health or play a role in health activities. Everyone has the same opportunity regarding to health. Health is one of the human needs to be able to carry out activities. PHBS is important for getting used to living in a clean environment. Health can support education and then education will support health status. Maintaining health can be done by implementing PHBS (Clean and Healthy Living Behavior). The purpose of the study is to determine the level of knowledge of students of the Faculty of Economics and Business, University of Mataram about Clean and Healthy Living Behavior. This research was an observational study with a crosssectional design. The sampling location was at the Faculty of Economics and Business, University of Mataram. The total population of FEB Unram students were 6790 people, then the minimum sample calculation was carried out by using the Slovin formula with a 10% confidence interval in a known population and obtained a minimum of 100 respondents by obtaining 107 respondents. The data was processed by means of descriptive statistics, then further tests were carried out with statistical tests, namely Kruskal-Wallis and Maan Whitney to see the characteristics of respondents. The test results showed that there was no significant difference in the level of PHBS knowledge of FEB students based on gender, age and study program ($p=0.317$; $p=0.416$; $p=0.423$). A total of 99.07% of respondents fell into the high knowledge level category. So it can be concluded that the level of knowledge of students of the Faculty of Economics and Business towards PHBS is in the high category.

Keywords : students of economics and business, knowledge, PHBS

INTRODUCTION

Health is the right of every person and one of the factors that play an important role in the quality of human resources (Lubis et al., 2013). Health has a close relationship with education. Health will support education and education will improve health status (Saleh & Kunoli, 2018). Clean and healthy living behavior (PHBS) is closely related to the level of health of an individual or group (Natsir, 2019). Health is one of the human needs, where a person can carry out activities if he is healthy. Health is not only influenced by biological conditions but also by the behavior of the individual (Ariani, 2018). PHBS is an individual health behavior that is carried out consciously to maintain health or play a role in health activities. Living things, especially humans, always depend on the environment, so it is necessary to realize that diseases related to the environment can be prevented by implementing clean and healthy living behaviors (Fadhila & Rangkuti, 2021).

PHBS is a collection of behaviors based on learning obtained by a person or group of people to be able to take care of themselves in the field of health or play a role in public health (Zukmadini et al., 2020). PHBS can be used as an action to prevent the onset of a disease or health problem, in improving health status (Julianti et al., 2018). Factors that influence PHBS are educational settings, workplaces, health settings and public place settings (Raharjo & Indarjo, 2014). Behavior is factor that difficult to be changed among the four factors that affect individual health. These four factors include environmental factor, hereditary factor, behavioral factor and health service factor (Ariani, 2018). Su It is difficult to implement PHBS without self-awareness (Karuniawati & Putrianti, 2020).

PHBS is a real form of learning experience so that a conducive condition is created in a person to form or maintain and improve health (Syahputra & Suryani, 2021). The purpose of PHBS is to help a person implement health activities and recognize various health problems (Rusdi et al., 2021). The purpose of PHBS is for everyone to be able to live in a clean environment (Patilaiya & Rahman, 2018). Knowledge is information that is known after hearing, seeing, feeling, touching and sensing. Knowledge will affect the quality of a person's clean and healthy living behavior (Widodo & Susilo, 2020).

Clean and healthy living behavior are closely related to a person's behavior. One of the factors that influence the formation of a person's behavior is the level of education. The education level of the individual will affect PHBS actions. Individuals who have a high level of education will receive or absorb information easily (Adliyani et al., 2017). Based on this, the research was conducted at the Faculty of Economics and Business Study Program with the aim of knowing the level of knowledge of Faculty of Economics and Business students on clean and healthy living behaviors.

METHOD

This research was an observational study with a cross-sectional design. The sampling location was at the Faculty of Economics and Business, University of Mataram. This study has obtained ethical permission by the ethics commission of the Faculty of Medicine, University of Mataram with ethics code letter number No.211/UN18.F7/ETIK/2022. he instrument used is a closed questionnaire type, namely a questionnaire that has fixed answers with a total of 23 question items adapted from research by Hasan's research (Hasan & Rosmia, 2020) and Fitri (Fitri, 2014). The research stages were divided into three stages. The first stage was a preliminary study, by validating the questionnaire. The questionnaire we used was tested for content validity with the help of 6 experts and the resulting I-CVI value was 0.98. With an I-CVI value of 0.98, the questionnaire was said to be valid. The I-CVI value which was getting closer to the value of 1.0 indicates its validity was getting higher. After that, a reliability test

was also conducted on 30 respondents who were separated from the object of research but had similar characteristics to the research respondents. IBM SPSS Statistic 25 was used in the reliability test, resulting in a Cronbach alpha value of 0.59.

The data that has been obtained was then analyzed using descriptive statistics. After the questionnaire was stated as valid and reliable, the questionnaire was distributed online to students of the Faculty of Economics and Business, University of Mataram. The second stage was the data collecting stage which was carried out on December 22, 2022 to January 30, 2023. The total population of students at FEB Unram were 6790 people, then the minimum sample calculation was carried out using the Slovin formula with a 10% confidence interval in the known population and a minimum of 100 respondents was obtained with 107 respondents. Data collecting by means of distributing questionnaires online. The third stage was the data analysis stage, there were 107 respondents who were then processed using descriptive statistics to see the characteristics of the respondents.

RESULT

Based on the research that conducted, the respondents' data were analyzed based on the characteristics of the respondents, the categories of respondent's knowledge, the percentage of correct answers to questions related to student's knowledge of PHBS and the characteristics of the respondent's knowledge level.

Table 1. Characteristics of Research Respondents

Characteristics of the Respondent	Frequency (n=107)	Percentage (%)
Gender		
Male	26	24,3
Female	81	75,7
Age (Years old)		
18	18	16,8
19	34	31,8
20	34	31,8
21	15	14,0
22	4	3,7
23	2	1,9
Program of Study		1,9
D3 Accountancy	6	0,9
D3 Tourist	2	5,6
D3 Taxation	1	15,9
S1 Accountancy	17	40,2
S1 Economic Development	43	34,6
S1 Management	37	0,9
S2 Ekonomik	1	

Based on the table 1, respondents were categorized based on gender, age and study program. Based on gender, respondents were dominated by women, as many as 75.7%. Based on age with a range of 18-23, respondents aged 19 and 20 years dominate.

Table 2. Student Knowledge Category

Knowledge Level	Range (%)	Frequency	Percentage (%)
Hight	66,7-100	106	99,07
Suffient	33,4 66,6	1	0,93
Low	0-33,3	0	0
Total		107	100

The categories of knowledge level can be divided into three, namely high, sufficient and less. In accordance with the table of respondent's knowledge categories above, it showed that Economics and Business Faculty students have a high level of knowledge of clean and healthy living behavior

Table 3. Percentage of Correct Answers to Questions Related to Student Knowledge Regarding PHBS

No	Question	Number respondents answered correctly	Percentage of who (%)
1	Which is included in PHBS on campus?	106	99,1
2	What are the health benefits of washing hands?	107	100
3	Why are children now more susceptible to worms?	105	98,1
4	How should we wash our hands?	101	94,4
5	What are the benefits of exercise?	107	100
6	How often should we exercise?	87	81,3
7	What do we prepare when we are going to exercise on campus?	105	98,1
8	What are the impacts if we never exercise?	104	97,2
10	What happens when waste collection on campus is done properly?	105	98,1
11	What do we do if we see trash in our desk drawer?	107	100
12	How do we destroy organic waste?	107	100
13	If cans and bottles are left to puddle, can risky diseases arise?	103	96,3
14	What are the cancer-causing substances in cigarettes?	28	26,2
15	The chemical content in cigarettes can be damaging?	52	48,6
16	What do you do if you see campus residents smoking on campus?	84	78,5
17	Where should we defecate?	106	99,1
18	What are the requirements for a healthy toilet?	102	95,3
19	What should be done after defecating in the toilet?	107	100
20	What diseases can arise if you snack carelessly?	106	99,1
21	What kind of snacks are good to eat?	106	99,1
22	What is 3 M PLUS?	29	27,1
23	Do we regularly measure our weight and height?	104	97,2

In the table 3, 100% of respondents answered questions number 2, 5, 11, 12, and 19. Meanwhile the lowest respondent was answered the question number 14, which was 26.2%.

Based on the table 4, further statistical testing was carried out on the characteristics of respondents by Man Whitney and Kruskal-Wallis. Statistical test results showed that based on gender there is no significant difference in knowledge level between women and men towards PHBS.

Table 4. Characteristics of Respondents' Knowledge Levels

Karakteristik	Frekuensi	Rata-Rata Tingkat Pengetahuan	P
Jenis kelamin			
Laki-laki	26	76,8	0,317*
Perempuan	81	88,6	
Usia (Tahun)			
18	18	87,0	0,416**
19	34	88,4	
20	34	87,3	
21	15	89,9	
22	4	92,4	
23	2	87,0	

Program Studi			
D3 Akutansi	6	85,5	
D3 Pariwisata	2	91,3	
D3 Perpajakan	1	87,0	
S1 Akutansi	17	90,3	0,423**
S1 Ilmu Ekonomi Pembangunan	43	86,9	
S1 Manajemen	37	89,1	
S2 Ilmu Ekonomi	1	82,6	

*) Tesed Using Mann Whitney

**) Tesed Using Kruskal-Wallis

DISCUSSION

The Faculty of Economics and Business (FEB) is a faculty that focuses on the economy and development. Research related to PHBS is conducted at FEB on the grounds that health is one of the factors that can support the quality of human resources. Basically, FEB does not discuss health issues in the study process, but it is necessary to know that health is an individual right to get. To obtain health, of course, an action is needed on one's own awareness in maintaining health or what is called clean and healthy living behavior (PHBS) (Fadhila & Rangkuti, 2021). Knowledge is needed to achieve PHBS, knowledge is the result of knowing obtained by a person after sensing. Sensing can occur through listening, touching, feeling, smelling or seeing (Widodo & Susilo, 2020). PHBS is based on the principle that prevention is better than cure. Preventing a disease is cheaper when compared to the costs that must be incurred to treat the disease. Of course, this is related to the economic and business fields (Antari et al., 2020). Behavior is an individual's response to the stimulus received. Behavior is influenced by factors that facilitate or encourage the occurrence of a behavior, the factors in question are such as knowledge or level of education (Taska, 2023).

Clean and Healthy Living Behavior is an implementation of the Healthy Paradigm in everyday life, both at the individual, family, and community levels. PHBS focuses on a lifestyle that supports health with the aim of improving, maintaining, and protecting overall health conditions, both physically, mentally, spiritually, and socially (Zahara et al., 2024). PHBS is intended to get everyone used to living in a clean environment (Patilaiya & Rahman, 2018). Clean and healthy living behavior is a series of actions carried out consciously as a result of the learning process, which enables individuals or families to be independent in maintaining their health and actively participate in efforts to improve community health (Sapalas et al., 2022). PHBS is a learned behavior to maintain personal health and contribute to the health of the surrounding environment (Zukmadini et al., 2020).

PHBS aims to support individuals in carrying out health-related activities and understanding the various health problems they may face (Rusdi et al., 2021). Understanding of PHBS has a strong relationship with efforts to prevent various diseases. Increasing knowledge about PHBS must continue to be carried out at all levels of education, not limited to study programs in the health sector (Julianti et al., 2018). Respondents were grouped based on gender, age and education level. Based on gender, 75.7% of the 107 respondents were female and as many as 24.3% were male respondents so that the dominating group was female as many as 81 respondents. Based on age, the age range of respondents was 18-23 years old, dominated by 19 and 20 years old with a percentage of 31.8% each. Based on the level of education, respondents were dominated by S1 Economic Development students as much as 40.2% and S1 Management as much as 34.6%. The higher the age and education, the wider the experience. Experience greatly affects the level of knowledge. The level of knowledge has a close relationship with the ability to absorb the information received. The higher a person's level of education, the higher the ability to absorb information (Adliyani et al., 2017). Based on the table above, respondents were categorized based on gender, age and study program.

Based on gender, respondents were dominated by women, as many as 75.7%. Based on age with a range of 18-23, respondents aged 19 and 20 years dominate.

The categories of knowledge level can be divided into three, namely high, sufficient and less. In accordance with the table of respondent's knowledge categories above, it showed that Economics and Business Faculty students have a high level of knowledge of clean and healthy living behavior. Based on the table 2, 99.07% of respondents were categorized as good and as many as 0.93% of respondents were categorized as having sufficient understanding of PHBS and 0% had a low level of knowledge. In the table 3, 100% of respondents answered questions number 2, 5, 11, 12, and 19. Meanwhile the lowest respondent was answered the question number 14, which was 26.2%. Based on the questions related to student knowledge about PHBS, there were 100%, means all respondents can answer questions correctly about the benefits of washing hands based on health, the benefits of exercising, the attitude taken when seeing garbage in the drawer, how to destroy organic waste, and what to do after defecating in the toilet. From this data, students have an awareness of their own health by washing their hands to avoid germs. The spread of infection can be prevented in several ways and one of them is maintaining hand hygiene. Meanwhile, the lowest knowledge of respondents was in the question about substances that can cause cancer in cigarettes. There were 26.2% who answered this question correctly.

Based on the table above, further statistical testing was carried out on the characteristics of respondents by Man Whitney and Kruskal-Wallis. The statistical test results showed that the p value > 0.05 so that there is no significant difference in the level of knowledge of respondents based on gender, age and study program. Statistical test results showed that based on gender there is no significant difference in knowledge level between women and men towards PHBS. Based on age, it showed that there is no significant difference in the level of knowledge at the age of 18-23 years towards PHBS. Likewise, based on the Study Program, there is no significant difference in the level of knowledge on PHBS. Health is the right of every person and is one of the factors that play an important role in the quality of human resources (Lubis et al., 2013).

With this, different genders and study programs will not affect the level of knowledge of PHBS. The implementation of PHBS applies equally to men and women, because maintaining health is an important need for everyone, regardless of gender (Syahputra & Suryani, 2021). PHBS is all actions taken consciously that are beneficial to maintain their own health and have an active role in activities carried out for public health. This supports that there is no influence between the study program and the level of knowledge of PHBS because PHBS functions primarily to maintain personal health so that there is no influence from the study program (Fadhila & Rangkuti, 2021). This study shows that the study program does not affect the level of student knowledge regarding PHBS (Wandeni & Puspitasari, 2023)

CONCLUSION

Based on the research that has been conducted, the results showed that the level of knowledge of students of the Faculty of Economics and Business towards PHBS is high, namely 99.07% with no significant differences in knowledge levels based on gender, age, study program. So it is expected that with a high level of knowledge, FEB students can implement clean and healthy living behaviors.

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