The Relationship Between Attitude on Behavior Management in Early Detection of Cervical Cancer Using Visual Inspection Acetic Acid (IVA)

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ABSTRACT *: Cervical cancer is the second cause of cancer that attacks women in the world and the first for women in developing countries. The purposes of this research are determine the management factors related to the behavior management of productive age women in early detection of cervical cancer using in the working area of Kretek Healthcare Bantul Yogyakarta Indonesia. This research used quantitative the study designed of Cross sectional with the samples of 94 productive age women. The data were collected by using structured questionnaires with data analysis used univariate and bivariate used chi-square test The results showed that 72 respondents (76.6 percent) did not get Visual Inspection Acetic Acid (IVA) check up. The related factors of productive age women in early detection of cervical cancer using visual inspection using acetic acid (IVA) was the attitude. Customer satisfaction is the most important parameter for judging the quality of service. Positive feedback from the customer leads to the goodwill of service providers in the market, which indirectly expands their business.*

KEYWORD : *Early detection of cervical ancer, quality and healthcare services, attitude, behavior management*

I. INTRODUCTION

Cervical cancer ranks second that attacks women in the world and the first order for women in developing countries. From World Health Organization (WHO) data, it is known there are 493,243 people per year of new cervical cancer patients in the world with a death rate because of this cancer as many as 273,505 people per year (Emilia, 2010). In Indonesia an estimated 15,000 new cases of cervical cancer occur each year, while the death rate is estimated at 7,500 cases per year (Emilia, 2010). According to the data from Yayasan Kanker Indonesia (YKI), this disease has claimed more than 250,000 women in the world and there are more than 15,000 new cases of cervical cancer, which more than 8000 deaths every year in Indonesia (Diannanda, 2009). According to Wiknjosastro (2010) cervical cancer can be cured if detected and addressed early on. In fact this cervical cancer can be prevented. According to obgyn experts from New York University Medical Center Goldstein, the key is early detection. In developing countries, including Indonesia is using acetid acid (IVA) method, because it is easy , simple, low cost, high sensitivity, fast and accurate to find abnormalities at the stage of cell abnormalities (dysplasia). It is recommended that IVA Tests for all women have done sexual intercourse (Ministry of Health, 2007). The Kretek Health Center is located in Bantul district of Yogyakarta with IVA service facility Based on preliminary study conducted by the researcher the number of productive age women in the area of the Kretek Health Center amounted to 1440 productive age women and who conducted the examination to perform early detection of cervical cancer by IVA method only 30 productive age women.
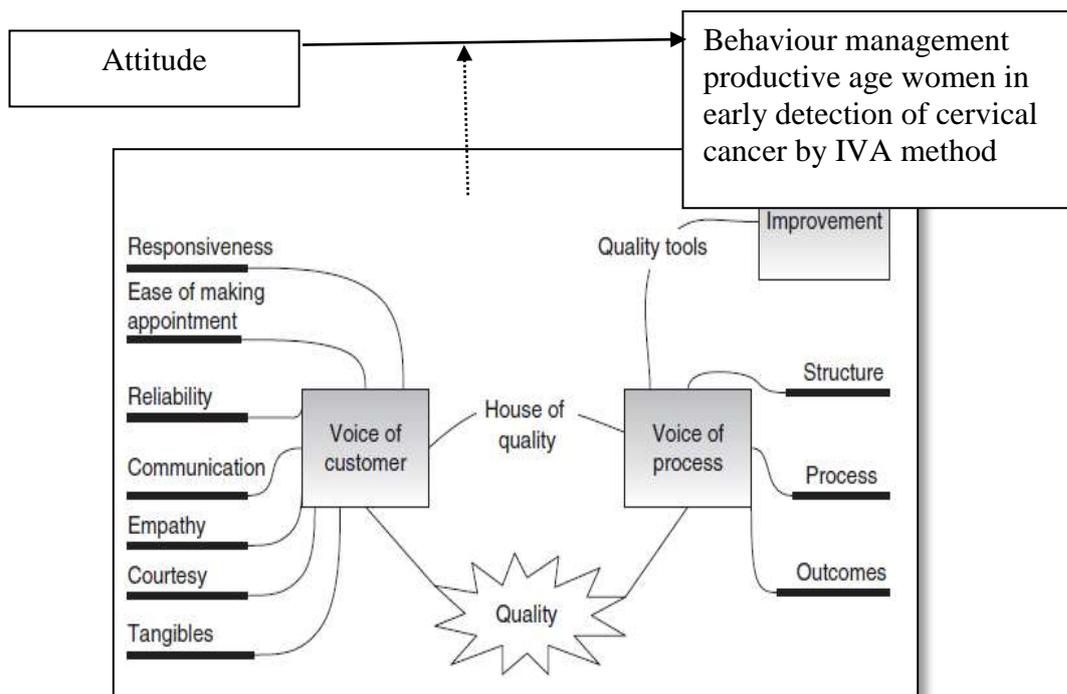
Conceptual Framework

Figure 1. Conceptual framework the relationship between attitude on behavior management in early detection of cervical cancer

Behavior is an individual response to a stimulus or an action that can be observed and has a specific frequency, duration and purpose both consciously and unconsciously. Behavior is a collection of various factors that interact with each other. It is often not realized that the interaction is so complex that sometimes we do not have time to think about why someone applies certain behaviors, because it is very important to be able to examine the reasons behind individual behavior, before she is able to change the behavior.Factors that influence the attitudes of productive age women such as the environment, socio-cultural and economic conditions so that they can determine that if they have an attitude of disagreement about the importance of early detection of cervical cancer then their attitude is not good.

H1 : There is a correlation between attitude and behavior management of productive age women in performing early detection of cervical cancer by visual inspection methods with acetic acid (IVA))

II.   METHODOLOGY
This research was conducted with cross sectional design and using discriptive analysis to knowing the estimated proportion of the population according to characteristics, place and time) and non eksperiment method between the dependent variable (The behavior of productive age women in early detection of cervical cancer by visual inspection methods with acetic acid (IVA)) with independent variables (attitude) located in Bantul Yogyakarta Indonesia. Data collection techniques using questionare. The sampling technique used is proportional random sampling method with 94 respondents productive age women, this number of sampling get from slovin formula with error rate 10 %. In this research, data which collected in the form of primary data. Each study subject was observed only once, and measurements were made on the character or subject status of the examiner. The measuring tool in this research uses a structured questionnaire with univariate data analysis to know frequency distribution from dependent variable (The behavior of productive age women in early detection of cervical cancer by visual inspection methods with acetic acid (IVA)) and independent variable (attitude). bivariate analysis with Chi-Square to knwo correlation independent variable with dependent variable.

III.   RESULT
The result showed that 22 respondent (23.4%) want to do IVA testing because of high education, husband support by providing support information, assessment, instrumental and emotional, and also positive attitude about IVA testing. There are still many productive age women who do not conduct IVA testing that is 72 respondent (76,6%) productive age women in the working area of the Health Center of

Kretek Bantul which do not do IVA testing. Various reasons disclosed by productive age women who did not IVA testing because they feel busy with their work and no time to IVA testing. In addition, there is a view in the community that as long as he is healthy they do not want to self-examination to health workers because it will only throw away time.

Univariate Analysis
Attitude : The attitude of productive age women in early detection of cervical cancer with visual inspection method with acetic acid (IVA) mostly negative category 59 people (62.8%), while positive category is 35 people (37.2%).

Behaviour : Productive age women more did not check visual inspection with acetic acid (IVA), that is 72 people (76.6%) and who inspected visual inspection with acetic acid (IVA) amounted to 22 people (23.4%).

Bivariate Analysis : Based on the results of chi square continuity correction test obtained p-value of 0.000 Because p-value = 0,000 <α (0.05), it can be concluded that there is a significant correlations between attitude with behavior management of productive age women in early detection of cervical cancer.

IV.   DISCUSSION
The most dominant factor associated with poductive age women with early detection of cervical cancer by visual inspection methods with acetic acid (IVA) in the working area of Puskesmas Kretek Bantul Yogyakarta is attitude factor. This study is in line with the results of research according to Artiningsih (2011), that the attitude is very influential on the behavior of women of childbearing age in early detection of cervical cancer. Women refuse to do pap smears because of shame. Experience gained, a person greatly affect his attitude and individuals tend to have a conformist attitude or direction with the attitude of people who are important. Want to be motivated to care about the importance of early detection of cervical cancer.

Attitude is expected to spur someone to do a good thing too, although sometimes not necessarily as desired, such as changing one's view of a thing, but because the habit is often done so that people still do things that according to him and others are not good. The factors that determine a person's attitude toward the importance of early detection of cervical cancer is to determine his attitude as well as direct experience factors toward the attitude object that is related to quality management services (Sunaryo, 2006). The intricacy of outlining healthcare service quality has been addressed by a number of researchers. In relation to attitudes also, there are many different concepts and definitions of what would constitute an attitude. An attitude to one person may be a value to another person depending on the context and situation, especially in healthcare. The organisation would need to address any issues as these attitudes would relate to the performance and eventual development/progression of the healthcare system. Nowadays, patients are aware of their rights in terms of health care services and the quality of health care services being delivered to them mportance of Quality in Health Care Sector (Khusboo *et* al , 2006).

V.   CONCLUSION
The experience gained, a person greatly affect his attitude and individuals tend to have a conformist attitude or direction with the attitude of people who are important. Want to be motivated to care about the importance of early detection of cervical cancer. The attitude is expected to spur someone to do good things too, although sometimes not necessarily according to desire, such as changing one's view of a thing, but because the habit is often done so that people still do things that according to him and others are not good. Customer satisfaction is the most important parameter for judging the quality of service being provided by a service provider to the customer. Positive feedback from the customer leads to the goodwill of service providers in the market, which indirectly expands their business, whereas negative feedback makes it shrink.

So in this research There is a there is a significant correlation between education, husband support and attitude with behavior productive age women in early detection of cervical cancer and here is not significant correlation between education work with behavior productive age women in early detection of cervical cancer. The most dominant factor associated with behavior of productive age women in early detection of cervical cancer. This research has only small sample that is as much as 94 respondent and scope of the research only in Yogyakarta city specially in Bantul district with cross sectional, in this research have known the most influential factor is the attitude which in attitude there is a very important factor also need to be in more deeply about quality management of health care services so that patients also have an attitude satisfied with the health services

provided. so it is expected to improve knowledge and insight about research methodology so as to produce better and detailed research.

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