

Abstrak

**UNIVERSITAS MUHAMMADIYAH JEMBER**  
**PROGRAM STUDI ILMU KEPERAWATAN**  
**FAKULTAS ILMU KESEHATAN**

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**HUBUNGAN SIKAP MASYARAKAT DENGAN PEMILIHAN PELAYANAN KESEHATAN DI ERA NEW NORMAL DI DUSUN KALIPUTIH**

XVI + 70 hal + 7 tabel + 1 bagan

Abstrak

Sikap itu masih merupakan reaksi tertutup, bukan reaksi terbuka atau tingkah laku terbuka. Sikap merupakan kesiapan untuk bereaksi terhadap objek di suatu lingkungan. Seseorang akan mencari pengobatan di pelayanan kesehatan maupun non kesehatan, semua akan tergantung dengan beberapa faktor seperti pendidikan, akses kesehatan, tingkat social ekonomi dan lingkungan. Tujuannya untuk mengetahui sikap masyarakat ketika *era new normal* dengan pemilihan pelayanan kesehatan apakah baik atau cukup sehingga masyarakat dapat melakukan pengobatan dengan optimal nantinya. Penelitian menggunakan metode Kuantitatif dengan pendekatan *cross sectional* dimana data dengan sampel 94 responden. Teknik pengambilan sampling menggunakan teknik *purposive sampling* dan menggunakan uji statistic *sperman rho*. Hasil data dari sikap masyarakat terhadap *era new normal* mayoritas baik dengan jumlah 79 responden (84%), dan pemilihan pelayanan kesehatan berjumlah 82 responden (87.2%) Berdasarkan hasil penelitian didapatkan nilai *p value*  $0,000 < \alpha = 0,05$ , dan nilai *r* 0.536 sehingga ada hubungan sikap masyarakat dengan pemilihan pelayanan kesehatan di *era new normal* di dusun Kaliputih. Sehingga semakin baik sikap masyarakat terhadap *era new normal* semakin banyak masyarakat yang memilih pelayanan kesehatan ketika berobat.

Kata kunci: *era new normal*, pemilihan pelayanan kesehatan, sikap.

Abstract

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**THE RELATIONSHIP OF COMMUNITY ATTITUDE WITH THE SELECTION OF HEALTH SERVICES IN THE NEW NORMAL ERA IN KALIPUTIH HAMLET**

*XVI + 70 pages + 7 tables + 1 drawing*

*Abstract*

*Attitude measurement can be done directly or indirectly. Attitude is a closed reaction, not an open reaction or open behavior. Attitude is a readiness to react to objects in an environment. A person will seek treatment in health and non-health services, all will depend on several factors such as education, health access, socio-economic level and environment. The goal is to determine the attitude of the community when the new normal era with the selection of Health Services is good or enough so that people can perform optimal treatment later. This study uses a quantitative method with a cross sectional approach where independent and dependent data were collected during the same period, with a population of 123 and a sample of 94 respondents. Sampling technique using purposive sampling technique and using statistical test sperm rho. The instrument used in this study is a questionnaire. People's attitudes about changing a situation in this new normal era must be really understood, how people can understand what the new normal era has been established, so that people still comply with health protocols. Based on the research results obtained p value  $0.000 < \alpha = 0.05$  so that there is a relationship of public attitudes to the selection of health services in the new normal era in the hamlet of Kaliputih. This is evidenced by the interpretation of the correlation coefficient value of 0.536 and the value is interpreted to have a strong enough relationship which means that the higher the resilience attitude, the better the attitude of the community about the new normal era.*

*Keywords: era new normal, selection of health services, attitude.*