



**FACTORS INFLUENCING MOTHER'S INTENTION AND  
BEHAVIOR TO PREVENT STUNTING: AN APPLICATION OF  
THEORY OF PLANNED BEHAVIOR**

**THESIS**

**Submitted as one of the requirement to obtain  
Magister Manajemen**

**By**

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**FACULTY OF BUSINESS  
MASTER OF TECHNOLOGY MANAGEMENT STUDY  
PROGRAM  
CIKARANG  
JUNE, 2023**

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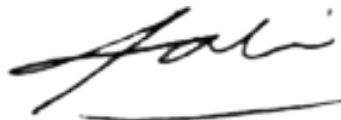
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## ACKNOWLEDGEMENT

Foremost, I would like to express my sincere gratitude to my master's final project advisor Mr. Adi Saptari, M. Sc., Ph.D. for the continuous support of my master's final project work, for his patience, motivation, enthusiasm, and immense knowledge. Also I would like to thank Dr.Ir. BMAS Anaconda Bangkara. MT. MSM and Ir. Budi Rahardjo, Msc., Ph.D who provide me with guidance for initiating the research study topic.

Besides my advisors, I would like to thank the rest of my master's final project defense committee; Prof. Dr. Jony Oktavian Haryanto and Mr.Adhi Setyo, ST.,MBA., for their encouragement, insightful comments and questions. And all the MMT Lectures for the invaluable knowledge and support.

Last but not the least, I would like to thank family, especially my dearest husband Ifan Ismail and son Damar Ismail for giving me continuous support and opportunity to pursue my study.

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## ABSTRACT

Stunting refers to a condition in children where their growth and development are hindered due to prolonged inadequate nutrition, recurring infections, and insufficient stimulation. It remains a significant public health concern worldwide, including in Indonesia, where the prevalence of stunting was reported at 21.6% in 2022, with a targeted reduction to 14% by 2024. While several studies have explored various factors contributing to stunting, its causes, and consequences, there is a research gap regarding behavioral changes necessary for preventing stunting in Indonesia. This study aims to bridge that gap by investigating the factors influencing mothers' intentions and behaviors in stunting prevention, particularly during the critical 1000-day period of a child's life. Using a quantitative research approach, the study adopted the Theory of Planned Behavior and distributed an online questionnaire to 315 mothers aged 22 to 52 years, attending prenatal yoga classes in the country's five largest cities. The collected data underwent analysis using AMOS 24 software and Structural Equation Modeling. The study's findings underscore the significant role of Perceived Behavioral Control (PBC) in influencing mothers' intentions and behaviors to prevent stunting. However, it is worth noting that the Theory of Planned Behavior (TPB) may not be the most suitable framework for this research, suggesting the consideration of alternative theories like the Health Belief Model or the Push-Pull Theory for future studies. It is recommended that stunting prevention programs focus not only on increasing awareness but also on improving comprehension of stunting causes and prevention methods. Moreover, these programs should allocate adequate resources and address barriers to effectively promote stunting prevention behavior.

*Keywords:* Behavior; Intention; Perceived Behavior Control; Stunting; Theory of Planned Behavior.

## ABSTRAK

Stunting mengacu pada kondisi di mana pertumbuhan dan perkembangan anak-anak mereka terhambat karena kekurangan nutrisi yang berkepanjangan, infeksi berulang, dan kurangnya stimulasi. Hal ini menjadi masalah kesehatan masyarakat yang signifikan di seluruh dunia, termasuk di Indonesia, di mana prevalensi stunting dilaporkan sebesar 21,6% pada tahun 2022. Penurunan angka stunting Indonesia ditargetkan menjadi 14% pada tahun 2024. Beberapa penelitian telah mengeksplorasi berbagai faktor yang berkontribusi terhadap stunting, penyebab, dan konsekuensinya, namun belum banyak meneliti tentang perubahan perilaku yang diperlukan untuk mencegah stunting di Indonesia. Penelitian ini bertujuan untuk memberikan kontribusi pada kondisi tersebut dengan menyelidiki faktor-faktor yang mempengaruhi niat dan perilaku ibu dalam pencegahan stunting, khususnya pada masa kritis 1000 hari kehidupan anak. Menggunakan pendekatan penelitian kuantitatif, penelitian ini mengadopsi *Theory of Planned Behavior* atau Teori Perilaku Terencana. Kuesioner dibagikan secara online kepada 315 ibu berusia 22 hingga 52 tahun, yang mengikuti kelas yoga prenatal di lima kota terbesar di Indonesia. Data yang terkumpul dianalisis dengan menggunakan software AMOS 24 dan Structural Equation Modeling. Temuan penelitian menggaris bawahi peran signifikan *Perceived Behavioral Control* (PBC) atau Kontrol Perilaku dalam mempengaruhi niat dan perilaku ibu untuk mencegah stunting. Namun, perlu dicatat bahwa Teori Perilaku Terencana mungkin bukan teori yang paling cocok untuk penelitian ini, peneliti menyarankan pertimbangan teori alternatif lain seperti *Health Belief Model* atau *Push-Pull Theory* untuk penelitian di masa mendatang. Disarankan agar program pencegahan stunting tidak hanya fokus pada peningkatan kesadaran tetapi juga pada peningkatan pemahaman tentang penyebab stunting dan cara pencegahannya. Selain itu, program ini harus mengalokasikan sumber daya yang memadai dan mengatasi hambatan untuk mempromosikan perilaku pencegahan stunting secara efektif.

Kata kunci: Perilaku (*Behavior*); Sikap (*Attitude*); Kontrol Perilaku (*Perceived Behavior Control*); Stunting; Teori Perilaku Terencana (*Theory of Planned Behavior*).