

THE INFLUENCE OF THE HEALTH BELIEF MODEL THEORY ON IRON TABLET SUPPLEMENT CONSUMPTION BEHAVIOR IN PREGNANT WOMEN WITH ANEMIA IN THE SRAGEN AREA

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Anemia in pregnant women is a public health issue in Indonesia and contributes to an increased risk of pregnancy complications as well as maternal and infant mortality, including in Sragen Regency. One effort to address anemia is the provision of iron supplement tablets (Fe) to pregnant women; however, the adherence level to Fe supplement consumption has not been fully optimized, which can negatively impact pregnancy outcomes. This study aims to analyze the role of variables within the Health Belief Model (HBM) theory in explaining the behavior of iron supplement tablet (Fe) consumption among pregnant women in Sragen Regency. The study used a quantitative approach with a cross-sectional design, involving 200 pregnant women respondents selected from various community health centers (puskesmas) spread across Sragen. Data were collected using a structured questionnaire measuring components of the HBM. The results showed that perceived susceptibility and perceived severity factors influence changes in Fe supplement consumption behavior among pregnant women, with a significance value of $p < 0.05$. Pregnant women with poor perceived susceptibility were 9 times more at risk of anemia, and those with poor perceived severity were 8 times more at risk compared to women with good perceptions. This study indicates that the Health Belief Model, particularly perceived susceptibility and severity, plays a significant role in influencing iron supplement tablet consumption behavior. Pregnant women who have poor perceptions of susceptibility and severity related to Fe consumption are at higher risk of anemia. Therefore, health promotion interventions are needed to raise awareness among pregnant women about the risks and serious impacts of anemia to prevent complications during pregnancy.

Keywords : Anemia; Pregnant Women; Health Belief Model; Iron Supplement