



The Relationship between Subjective Norms and Confidence for Early Detection of Cervical Cancer with Visual Inspection Acetic Acid Technique

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Abstract

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Background: Attitudes that affect the views of an individual will have an impact on the intention to perform a behavior. The more subjective norms support a person's behavior to carry out early detection of cervical cancer with the Visual Inspection Acetic Acid (VIA) technique, the more confident someone is to carry out a VIA examination.

Objective: This considers points to look at the relationship between subjective standards and certainty for early discovery of cervical cancer with the Visual Assessment Acetic Acid technique.

Methods: Correlational descriptive investigation design using a cross-sectional approach with a purposive sampling technique. The study was conducted in Rejosari Health Center Pekanbaru with a sample of 60 respondents. The instrument utilized was a survey that has been tried for legitimacy and reliability. The examination utilized is the univariate and bivariate examination

Results: The results of this study indicate that 38 respondents have high subjective norms with high confidence (63.3%), 2 respondents have low subjective norms with high confidence (3.3%), and 20 respondents have low subjective norms with low confidence (33.3%). Statistical test results obtained $p\text{-value} = 0,000 < \alpha = 0.05$.

Conclusion: There's a relationship between subjective standards and the certainty of early location of cervical cancer utilizing the VIA technique in ladies of childbearing age. This think is prescribed to impact the behavior of moms, in the early discovery of cervical cancer with the VIA technique

Keywords: cervical cancer, confidence, subjective norm, VIA

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Introduction

The prevalence of cervical cancer in the world in 2020 alone is 24.4%/100,000 of the world's population with a mortality

rate of 14.4%/100,000 (WHO, 2020a). With this percentage, cervical cancer has the highest percentage of deaths among other diseases. Based on the data from the



Indonesian Ministry of Health (2019), the number of cervical cancer patients in Indonesia is 98,692 cases.

Riau Province has a fairly high number of cervical cancer in Indonesia. In the city of Pekanbaru alone, there are the highest cervical cancer cases in Riau Province (Riau Health Office, 2019). Of 21 health centers in Pekanbaru city with a women population of 172,986, women aged 30-50 years who did IVA screenings is only 1,070 people, or as much as 0.6%, (Riau Health Office, 2019).

This number is still far from the government target, therefore it is necessary to explore the reason why the achievement of this target is low. The low behavior of early detection of VIA can be caused by some aspects underlying a person's behavior (Anggraeni & Putriningrum (2018), Mustika, et al. (2016), Ogiyanto, (2014).

The *theory of planned behavior* states that there's a strong relationship between someone's intention to their behavior. Three components influence people's behavior, namely: attitude, control, behavior, and subjective norms (Barbera & Ajzen, 2020).

Based on interviews on March 12, 2021, in Rejosari Health Center with 20 respondents, it was found that all respondents had never done a VIA examination. 17 out of 20 respondents had known and had been invited by health workers to do a VIA, all respondents said that none of the family members supported the VIA examination and even tended to forbid doing the VIA. Meanwhile, 19 of 20 respondents stated that no friend motivated them to carry out early detection of cervical cancer with the VIA method.

This ponders aims to examine the correlation between subjective norms and confidence for early detection of cervical cancer with the Visual Inspection Acetic Acid technique

Method

A correlational descriptive investigation

design was employed by adopting a cross-sectional approach with a purposive sampling technique. A questionnaire is utilized as the main data collection technique, with interviews as the supporting instrument. Researchers conducted a test using SPSS where univariate analysis described characteristics such as age, education, occupation, ethnicity, subjective norms, and beliefs for early detection of cervical cancer using the VIA technique. Notoadmodjo (2018) mentioned that bivariate analysis is used to determine the correlation between the independent variable (i.e. subjective norms) and the dependent variable (i.e. the belief in early detection of cervical cancer). The bivariate test in this study used the *chi-square* test with a 3x2 table. The minimum expected value is 3.33. It means that cells whose expected value is less than 5, will be combined, to fulfill the *chi-square* test. For a *chi-square* test to be done with a 2x2 table, the minimum expected value is 7.33. When there is no cell with an expected value of 5, it can be concluded that the value of the results used is the value of the *continuity correction* test. The degree of confidence (alpha) used in this study was 0.05.

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Results and Discussion

Univariate Analysis

The characteristics of 60 respondents based on age resulted in a range of 40-49 years as much as 50%, and in the range of 50-59 years as much as 50%. The majority of respondents' education is high school as much as 55%. Based on ethnicity, the majority are Javanese as much as 30%. Lastly, based on the respondents' occupations, most of them are housewives as much as 83.33%.

Characteristics of Subjective Norms

Table 1

Frequency distribution of subjective norms on respondents around Rejosari Health Center

Norm Subjective	Amount	Percentage (%)
High	38	63.3
Low	22	36.7
Total	60	100

The table above shows the characteristics of subjective norms where the majority of respondents have high subjective norms, as many as 38 people (63.3%).

2. Characteristics of Faith

Table 2

Distribution of confidence frequency for early detection of cervical cancer among respondents around Rejosari Health Center

No.	Confidence VIA	Amount	Percentage (%)
1.	High	40	66.7
2.	Low	20	33.3
	Total	60	100

Table 2 indicates that the majority of respondents have high confidence in the early detection of cervical cancer using the VIA method, as many as 40 people (66.7%).

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Bivariate Analysis

Bivariate analysis is used to determine the correlation between the dependent and independent variables, with the test *Chi-Square* with a significance level value of 5% (0.05). The results of the bivariate analysis are exhibited in the following table:

Table 3

The correlation between subjective norms and the belief in early detection of cervical cancer using the IVA technique in the area of the Rejosari Health Center

Norm Subjective	Confidence early detection VIA				P-value	
	Low		High			
	N	%	N	%		
Low	20	33.3	2	3.3	36.7	0.000
High	0	0	38	63.3	66.3	
Total	20	33.3	40	66.7	100	

Table 3 exhibits that the majority of respondents have high subjective norms with high confidence as many as 38 people (63.3%). There are 2 (3.3%) respondents who have low subjective norms with high confidence, and there are 20 (33.3%) respondents who have low subjective norms with low confidence for early

detection of VIA. The test results of *chi-square* obtained *p-value* $0,000 < 0.05$. It can be concluded there is a significant correlation between the subjective norms and beliefs for the early detection of cervical cancer VIA technique in women of childbearing age in Rejosari Health Center.



Discussion

a

. Description of subjective norms

Icek Ajzen (2005) characterizes subjective standards as a person's perceptions of social weight to perform or not to perform a behavior, either from family, friends, or people in the social circles. The present study which was conducted on 60 female respondents of productive age in the area of Rejosari Health Center showed that the majority of respondents with moderate subjective norms were 37 people (61.7%). This result is in line with the study by Quraini (2019) and Wulandari, Wahyuningsih & Yunita (2016) entitled 'Attitudes, subjective norms and behavioral control to obediently consume blood-added tablets as an effort to prevent anemia in adolescents', where there is a tendency for respondents to have moderate and high subjective norm characteristics.

The present study is also following an investigation by Bursey et al. (2017) where the majority of subjective norms are moderate, and mainly sourced by respondents' family, friends, and close people. Bursey's study on respondents with a tracheostomy found that high subjective norms in respondents produce a good attitude to complete smoking cessation. Respondents in Bursey's study reported that high and moderate majority subjective norm was affected by their social environment.

b. Overview of confidence in early detection of VIA

Icek Ajzen (2013) suggests that attitudes toward this behavior are determined by beliefs about the consequences of a behavior. The present study exhibited that the majority of respondents have high confidence as many as 40 people (66.7%). This study is following Quine & Rubin (2017) and Anggraeni & Putriningrum (2018) on the relationship among attitudes, subjective norms, and behavioral control theory on confidence for additional hormonal consumption. These studies reported a high belief of postmenopausal

women consumes additional hormones.

Following the research of Sari & Pratika (2016) entitled "The relationship of caring behavior with the beliefs and expectations of cancer patients in hospitals", the results show that the confidence of cancer patients who are hospitalized is high with a value of 51.3%. Following the theory of Icek Ajzen (2011b), *belief* reflects the information people have about their behavioral performance. Behavioral beliefs will affect intentions, and behavior control automatically and consistently from their beliefs, Gustiana, D., Dewi, YI, Nurchayati, S., Studi, P., & Nursing, I. (2014). The stronger the belief in the availability of resources and opportunities, the greater the confidence that the person has (Prastowo, 2018), Ahmad, M. (2020) and (Ramdhani, 2011).

This study found that the majority of respondents have high confidence. It means that the respondents believed in the safety and benefits of early detection of cervical cancer with the VIA technique so their confidence is high.

The behavior will arise after a person has desire and confidence, (Fauza, M., Aprianti, A., & Azrimaidalisa, A. (2019), Febriani, CA (2016), and Ministry of Health, RI. (2015a).

The analysis of the relationship between subjective norms and confidence for early detection obtained a *p-value* of 0.00 with $\alpha < 0.05$. The *p-value* of 0.00 < 0.05 means that there's a statistically significant correlation between subjective norms and the belief in early detection of cervical cancer using the VJA technique for women of childbearing age. It means that productive age women tend to be affected by the actions and opinions of people whom they consider important in their family and the environment. The higher the subjective norm of the woman, the higher the subjective norm that a person has, and the higher the tendency for someone to do this behavior (Marliana, 2014).

Paul, Modi, & Patel (2016) in their research

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stated that subjective norms are measured based on aspects of *normative belief* and *motivation to comply*. According to Ajzen (2011a) and Conner & Norman (2005), an individual's behavior can be anticipated from their deliberate as defined within the Theory of Planned Behavior (TPB). TPB explains that individuals perform the behavior when they believe that the action will result in satisfaction and the action is considered good by other people who are important to them (subjective norms), and when they have the skills, knowledge, and belief will arise to perform a behavior. Following the TPB theory, the belief in early detection of cervical cancer is related to subjective norms.

Following the theory of Icek Ajzen (2011b) where beliefs reflect information people have about behavioral performance, behavioral beliefs will affect intentions, and control behavior automatically and consistently from their beliefs. Typically moreover in understanding with the comes about of this think wherein this think about found a factually significant relationship between subjective standards and convictions for early location of cervical cancer utilizing the VIA technique.

Based on this present study, there's a correlation between subjective norms and beliefs for the detection of cervical cancer using the VIA technique (Ministry of Health, 2015b). Based on the summary of the questionnaire, none of the respondents with high subjective norms had low confidence for early detection of cervical cancer using the VIA technique, and vice versa, none of the respondents with low subjective norms had high confidence for early detection of cervical cancer using the VIA technique.

Conclusion

The results showed that women within productive age in the area of Rejosari Health Center have high subjective norms, i.e. the tendency to follow other people's behavior and opinions. It also reported high confidence among participants to carry out early detection checks. There's a significant

correlation between subjective norms and the belief in early detection of cervical cancer using the VIA technique in women of childbearing age, namely the opinions and behavior of other people, both family and people in the environment, will affect the beliefs of women of reproductive age for early detection of cervical cancer using the VIA technique.

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Declaration of conflict of interest

The author(s) declared no potential conflicts of interest concerning the investigation, authorship, and/or publication of the paper.

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