



Influence of Promotion Mix, Knowledge of Adolescents ' Reproductive Health and Parental Role in the Utilization of Adolescents ' Health Care Services (PKPR)

Yulia Trisnawati; Sumihardi

Haji Agus Salim College of Economics, Bukittinggi, Indonesia

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Abstract

Many adolescents engage in sexual behavior, which can be influenced by several factors including the promotion mix, adolescent reproductive health knowledge and the role of parents. The purpose of this research is to determine the effect of the promotion mix, knowledge of adolescent reproductive health and the role of parents on the utilization of Youth Care Health Services (PKPR) in Gema Nusantara Bukittinggi Health Vocational School in 2020. The sample of this study used purposive sampling, obtained as many as 84 respondents. The research instrument used a questionnaire. This type of research used in this research is quantitative research with cross sectional design. The results of multiple linear regression research variable promotion mix with a regression coefficient of 0.074 and its significant value of 0.001 means that there is a significant and positive influence on the promotion mix of utilization (PKPR), adolescent reproductive health knowledge variables with a regression coefficient of 0.357 and a significance value of 0.001 means there is a significant influence significant and positive knowledge of adolescent reproductive health on utilization (PKPR), the variable role of parents with a regression coefficient of 0.269 and the significance value of 0,000 means that there is a significant and positive influence on the role of parents on utilization (PKPR).

Keywords: *Promotion Mix; Adolescent Reproductive Health Knowledge; The Role of Parents*

Introduction

The magnitude of the population of adolescent age groups can be interpreted as the assets and potential of the nation in the future. However, in order to realize these expectations, the State and society must be able to ensure that Indonesian adolescents are able to grow and develop positively and free from threatening problems. The efforts to realize those ideals are not easy. The importance of youth as a future asset of human civilization is demonstrated by the presence of several indicators that the United Nations (PBB) set out as the Millennium Development Goals directly associated with adolescent and young people. The indicator is the literacy rate of the population aged 15-24 years, the rate of adolescent childbirth, the prevalence of HIV-AIDS in the population of 15-24 years, the proportion of people aged 15-24 years who have a comprehensive knowledge of HIV-AIDS, and the ratio of participation school children aged 10-14 years who are not orphaned compared to the Orphans (*Ministry of Health Republic of Indonesia, 2014*).

Some of the following facts show that Indonesian adolescent are currently facing various challenges. Data of SDKI in 2012 showed that 28% of girls and 24% of teenage males drank alcoholic beverages at the age of 15. Approximately 2.8% of adolescents 15-19 years were involved in abuse of NAPZA, and 0.7% of women and 4.5% of men aged 15-19 years of pre-marital sex (*Ministry of Health, Republic of Indonesia, 2014*).

Riskesdas Data 2013, pointed out that as many as 1.4% of adolescent age 10-14 years and 18.3% adolescent aged 15-19 years are currently smoking. In addition it is known that 56% of male smokers and 59% of female smokers begin to smoke before they are 15 years old. Approximately 32.1% of girls and 36.5% of boys who are 15-19 years of age start dating at the time they are not 15 years old (*the Central Statistics agency et al., 2013*). If the youth do not have adequate life skills, they risk having unhealthy courtship behavior. Indications on this matter are seen from the fact that 0.7% of females aged 15-19 years and 4.5% of men aged 15-19 have had premarital sexual intercourse. The reason for premarital sexual intercourse is largely out of curiosity (57.5% of men), it just happens (38% of women) and is forced by a spouse (12.6% of women) SDKI (2012). This evidence reflects the lack of adolescent understanding of healthy life skills, the risk of sexual intercourse and the ability to reject relationships they do not want (*Ministry of Health, Republic of Indonesia, 2014*).

The results of SDKI 2012 showed that 7% of girls 15-19 years had given birth. It is very concern because pregnancy and childbirth in adolescent under 19 years increase the risk of maternal and infant mortality. This can be proved from the results of SDKI that shows the fertility rate in adolescents aged 15-19 years is 48/1000 women in the age group. Childbirth in mothers under the age of 20 has contributed to the high number of Neonatal mortality (34/1000), Infant Death (50/1000), and Infant Death (61/1000) (*Ministry of Health Republic of Indonesia, 2014*).

The results of SDKI in 2012 showed that adolescents ' knowledge of reproductive health has not been adequate. Only 35.3% of girls and 31.2% of young men aged 15-19 years know that women can conceive with sexual intercourse. A total of 41.2% of women and 55.3% of men aged 15-19 years know that the way of transmission of HIV-AIDS can be reduced if having sex only with someone who has no other partner. 46% of women and 60.8% of men aged 15-19 years are aware that the transmission of HIV-AIDS can be reduced using condoms. Only 9.9% of women and 10.6% of men aged 15-19 years have comprehensive knowledge of HIV-AIDS (*Ministry of Health, Republic of Indonesia, 2014*).

The youth service packages that suit the needs include promotive, preventive, curative, and rehabilitative services that should be provided comprehensively in all places that the youth ministry will do with the PKPR approach. Interventions include: adolescents ' reproductive health services (*including sexually transmitted infections or IMS, HIV and AIDS*) include sexuality and puberty, prevention and Countermeasures pregnancy in adolescents, nutritional services (*anemia, deficiency and excess nutrition*) including counseling and education, adolescent growth, TT screening status in adolescents, adolescent mental health services, including: psychosocial problems, mental disorders, and quality of life, prevention and countermeasures NAPZA, detection and handling of violence against adolescents , detection and handling of tuberculosis, detection and handling of helminthiasis (*Ministry of Health Republic of Indonesia, 2014*).

Promotion Mix

Promotional activities are essentially a lot related to communication activities for marketing purposes so many experts are equating promotion with marketing communication. Promotion is the fourth marketing mix covering all activities undertaken by the Company to communicate and promote the product to the target market.

The company must create a communications and promotional program consisting of a sales advertisement that faces face to sales promotion of public relations and also direct marketing of a product.

The definition of promotion according to William J Stanton in the fourth edition of Marketing Management is: (*"Promotion is the element in an organization's marketing mix that serves to inform persuade and remind the market of the organization and or its products"*), that is to say : promotion is one of the elements in the marketing mix that the company is covedable to notify persuading and reminding of the company's products (Djaslim, Saladin, 2002, 2019).

Based on the notion of the above promotion can be concluded that the promotion is a kind of communication that gives a convincing explanation to prospective consumers about goods or services. The promotion is used to inform people about the product and persuade the buyer or target market to be able to purchase the products offered.

The indicators of promotion according to (Kotler, 2011) are:

a. Advertising

All forms of presentation and non-personal promotion of the idea of goods or services performed by a particular company or sponsor. Advertising requires mass media elements as a message delivery medium. Mass media is a means of delivering a message to the target audience and the use of this media is often called mass communication. In ad design should be clearly defined group of consumers who will be targeted message. For example is print media, brochures, leaflets or Internet.

b. Sales Promotion

Various short-term incentives to encourage the desire to try or buy a product or service. Sales promotion is one of the most frequent communications used by marketers as one of the promotional mix elements. Sales promotion is an important element in the product promotion activity. Sales promotion is a media and non-media marketing effort to stimulate try from consumers increasing demand from consumers or to improve product quality. Sales promotion can not be done continuously throughout the year because in addition will cause harm to marketers also consumers will no longer be able to distinguish the period of sales promotion and the results will also not be effective. Sales promotions are more engaged in methods to attract or increase the value of products/services sold. The rebate will provide the addition of selling value to producers because consumers feel that the price is discounted according to their abilities and wishes. Sales promotions are more interested in how to create actions that are immediately especially how to produce high sales in a short period of time. Examples of sales promotions are discounted prices, souvenir coupons or even sweepstakes.

c. Public relations and publicity

Various programs to promote and protect the company's image or each of its products. Public relations is a thorough communication effort to influence the perception of opinions of beliefs and attitudes of various groups towards a service in service facilities. The meaning of the group is employees of government customers of mass media and others.

d. Personal Selling

Direct interaction with one or more potential buyers to perform a presentation answering questions and receiving messages. Personal selling is a direct or face-to-face communication between sellers and prospective customers to introduce a product and establish a customer's understanding so as to buy or try it. So a personal sale is an oral presentation in conversation

with one or several prospective buyers for the purpose of selling or establishing a Trust Kotler (2002).

Adolescent reproductive health knowledge

Knowledge is a result of knowledge and this happens after people do sensing a certain object according to Notoatmodjo (2012).

A person's knowledge is collected and applied from the stages, namely: (1) awareness; (2) Interest; (3) Evaluation (cogitate); (4) Trial, where the subject set to try to do something with what the stimulus desired; (5) Adoption, where the subject has behaved new with knowledge, consciousness and attitude towards the stimulus according to Soekidjo Notoatmodjo in Khodijatul (2003).

According to Asna (2011), reproductive health is a intact physical, mental and social condition, not only free of illness or disability, in all aspects related to reproductive health.

Adolescent reproductive health is a healthy condition that concerns the system, functions and reproductive processes owned by adolescents. The sense of health here does not merely mean disease-free or free from disability but also mentally and socially healthy according to Ceria BKKBN (Asna, 2011).

Adolescent sexuality and reproductive health is defined as the physical and psychic state of a adolescents, including the free State of undesirable pregnancy, unsafe abortion, sexually transmitted diseases (PMS) include HIV/AIDS, as well as all forms of sexual violence and coercion according to the FCI (Djama, 2017).

According to Notoatmodjo (2012) knowledge indicators include:

- a. Know
It is interpreted as remembering a material that has been learned before.
- b. Comprehension
It is interpreted as an ability to correctly explain the known object and can properly interpret the material.
- c. Application
It is interpreted as the ability to use materials that have been learned in real estate situations or conditions.
- d. Analysis
It is an ability to describe the material or an object into components, but still within a single organizational structure, and still have to do with each other.
- e. Synthesis
Synthesis shows an ability to place or connect parts within a new whole shape.
- f. Evaluation
This evaluation relates to the ability to justify or assess a material or object.

Parental role

The term role is a part or task that holds the main power that the Ministry of Education must implement (Saputri & Moordiningsih, 2016). According to Partanto & Al Barry (1994) role has meaning

as function and position (status). According to Soekanto (1990) the role can be said to be a behavior or institution that has significance as a social structure, which, in this case is more referring to the adjustment than a process occurs. Roles can also be interpreted as something that becomes a part or who holds the leadership especially in the event of something. There is also another formulating, that role means the part that is played, duty duties work. Next that role means the part to be done in an activity.

In most families, the the mother holds the most important role of her children. Since the child was born, it is always next to them. The mother is feeding and drinking, nurturing, and always intermingled with children. That is why most children love their mother than other family members.

According to Purwanto (2011) A mother's education of her child is a basic education that cannot be ignored at all. Therefore, a mother should be wise and good at educating her children. Some people say mothers are nation educators. It's not how heavy a mother's duty is as an educator and a housekeeper. The poor mother's education to her child will have a great influence on the development and character of her child later on.

In addition, according to Purwanto (2011) beside the mother, a father also played an important role. The children viewed his father as the highest man of his crew. The activity of a father on his daily work really affects his children, more and more children who have been rather large.

However, in some families we can still see the mistakes of education caused by the actions of a father. Due to his busy work earning a living, the father had no time to hang up near his children.

Based on the above exposure, which is meant by the author's role is a function or part of the main task held by the parents to be implemented in educating his child. This role is more focused on the guidance that proves that the participation or involvement of parents to his child in the learning process is very helpful in improving the concentration of the child. The business of parents in guiding children to the establishment of a noble and praiseworthy character adapted to Islamic teachings is to provide examples of good and true examples, because the child likes or has properties want to emulate and try the high.

Research Method

The type of research used in this study is quantitative research. Quantitative analysis is a calculation approach and uses statistical analysis tools to test the research hypothesis proposed with cross sectional design. The population in this study was 301 respondents with a sample of 140 respondents and used multiple linear regression analysis tests.

Discussion

Table 1 Test summary of research variable normality

No	Variable	Asymp. Sig	Alpha	Description
1	<i>Standardized Residual</i>	0,200	0,05	Normal

Source : Data processed, 2020

From the description of table 1 It is known that a standardized residual variable has a significant value of 0.200 greater than 0.05. So, it can be concluded that all research variables are distribution normally, meaning that regression analysis can be implemented because the data has been distributed normally.

Table 2 Multicollinearity test Results

Model	Collinearity Statistics		Description
	Tolerance	VIF	
Promotion Mix	0,532	1,879	No multicollinearity
Adolescent reproductive health knowledge	0,462	2,162	No multicollinearity
Parental role	0,619	1,616	No multicollinearity

Source : Data processed, 2020

Based on processed data as shown in table 2 Description It is known that the tolerance value of Collinearity Statistics is greater 0.10 and the value of VIF (*Variance Inflation Factor*) for all variables are free under 10 (*Ten*). This indicates that there are no multicollinearity cases between the other free variables. Therefore it can be concluded that the data of the results of this research can be done by double linear regression because there is not a case of multicollinearity between the other free variables.

Table 3 Heteroskedastisity test Results

No.	Variable	Residual Absolute (RES_ABS)	
		Significant	Description
1	Promotion Mix	0.195	Free heteroskedasticity
2	Adolescent reproductive health knowledge	0.930	Free heteroskedasticity
3	Parental role	0.956	Free heteroskedasticity

Source : Data processed, 2020

From table 3 above, it can be seen that the significant value of the promoted mix variable is 0195, the adolescent reproductive health knowledge variable is 0.930, and the parent role variable is 0956. It can be concluded that all variables have a significant value greater than 0.05, so the regression model is good or does not occur heteroskedastisity. Therefore it can be concluded that the data on the results of this research can be carried out data processing with multiple linear regression because there is no case of heteroskedastisity.

Table 4 R Square Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.777 ^a	.603	.594	2.446
a. Predictors: (Constant), Parental role, promotional mix, Kespro knowledge				
b. Dependent Variable: PKPR				

Source : Data processed, 2020

Table 5 T test result

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.259	1.206		.214	.831	
	Promotion Mix	.074	.021	.255	3.441	.001	.532
	Knowledge of Kespro	.357	.075	.376	4.739	.000	.462
	Parental role	.269	.068	.272	3.967	.000	.619

a. Dependent Variable: PKPR

Source : Data processed, 2020

Table 6 F test result

ANOVA ^b						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	1236.991	3	412.330	68.899	.000 ^a
	Residual	813.895	136	5.985		
	Total	2050.886	139			

a. Predictors: (Constant), Parental role, promotional mix, Kespro knowledge
b. Dependent Variable: PKPR

Source : Data processed, 2020

Based on table 4, table 5 and table 6 can be created a recap table for the result and value of the regression coefficient, t count, significance value, Count F value and R Square (R²) value. Its results can be seen in the following table:

Table 7 Recap of double Linear regression analysis test results

Variable	Regression coefficient	T count	Sig.
Constant	.259		
Promotional Mix	.074	3.441	.001
Adolescent reproductive health knowledge	.357	4.739	.000
Parental role	.269	3.967	.000
F Count = 68.899	Sig. .000 ^a		
R ² = .603			

Source : Data processed, 2020

From table 7 above, the value of the coefficient that is substituted into the equation above can be interpreted as follows:

- 1) The value constants of 0259, this indicates that before being influenced by the promotional mix (X1), the knowledge of adolescent reproductive health (X2) and the role of parents (X3) then the value of the utilization of adolescents ' health care Service (PKPR) (Y) amounted to 25.9%.
- 2) Regression coefficient of promotion mix (X1) of 0074 marked positively, indicating that with the increase of the promotional mix (X1) in each of its units will increase the utilization of adolescents ' health care Service (PKPR) of 7.4% in each unit assuming other variables do not change (*catteries paribus*).

- 3) Regression coefficient of adolescent reproductive health knowledge (X2) of 0357 marked positively, indicating that with the enhancement of adolescent reproductive health knowledge (X2) in each of its units will increase the utilization of adolescents ' health care Service (PKPR) of 35.7% in each unit assuming other variables are not subjected to change (*catteries paribus*).
- 4) Regression coefficient of parental role (X3) of 0269 marked positively, indicating that with the increase of parental role (X3) in each of its units will increase the utilization of adolescents ' health care Service (PKPR) of 26.9% in each unit assuming other variables are not subjected to change (*catteries paribus*).

The increasing promotion mix to the utilization of health care services Adolescents (PKPR) in SMK Kesehatan Gema Nusantara Bukittinggi then increasing the adolescent who utilize PKPR. Some recommendations are recommended with the promotion of advertising and public relation to increase the visit/utilization of PKPR, among others:

1. Create a website with adolescent as admin
2. Create a brochure, leflet but by involving adolescent in the design concept of its products
3. A Leflet/Poster creation competition between adolescent with adolescent reproductive health-themed

This is in accordance with the results of the research "PUJS promotion, June 2004", about the utilization of the library, stated that the promotion of word of mouth or directly between people and from the librarian itself is the most effective and reliable promotion in the public Library for all age categories of users. For users aged 20-30 years, the promotion through competition and contests is the most effective, while users aged 15-19 years, the most suitable promotional facilities is the Bazar, book exhibitions and characters and promotion through the library of mobile and satellite. This can happen because adolescence is a period of transition to adulthood, which of course will undergo physical, mental and social changes. These changes will occur if we do not understand well that will cause confusion and panic in adolescents. They will be more sensitive, irritable, irritable, easy to stress, frightened, want to be self-reliant, more expressive and always want to know various things. Therefore, it takes a way for good and effective communication to the youth among others:

1. Listen well when they talk, in order to speak and pull out everything that is felt
2. Receive and understand the feelings of the youth
3. After that, a new officer speaks to convey what we need to convey in this case is the health service of the adolescent care.

In addition, according to Philip Kotler and Gary Armstrong (1996) Purchasing decisions from buyers are heavily influenced by the social, personal and psychological cultural factors of the buyer. The knowledge that a person has, is one that is included in the psychological factor of the buyer. When compared with the results of this research, apparently respondents who have a level of knowledge both moderate and low related to the utilization of health care services adolescent in school.

According to M. Ngali (2009) Parents or mothers and fathers play an important and influential role in their children's education. The parents ' education of his children was an education based on the affection of children, and which he received from the nature. Parents are true educators, educators because of their nature. Therefore, parents ' affection for children should be true compassion.

Conclusion

Based on the explanation above, it appears that the promotion mix has significant effect on the utilization of adolescents' health care Service (PKPR) at Gema Nusantara Bukittinggi Health Vocational School in 2020, the knowledge of reproductive health of adolescents has significant effect on the utilization of adolescents' health care Services (PKPR) in Gema Nusantara Bukittinggi Health Vocational School 2020 and the role of parents have significant effect on the use of adolescents' health care Service (PKPR) in Gema Nusantara Bukittinggi Health Vocational School 2020.

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