ABSTRACT

THE EFFECT OF KNOWLEDGE, EDUCATION AND ECONOMIC ABOUT BEHAVIOUR OF CLEAN AND HEALTHY LIFE IN PEKONMON VILLAGE NGAMBUR DISTRICT PESISIR BARAT REGENCY

By

ZARAZ OBELLA NUR ADLIYANI

Health is what everyone’s want. Health is not only about physical, but also mental and social. Not only being clear of any disease, but health is including psychological condition of someone. In general way, health affects a behavior of someone, so do behavior, it affects the health of someone. Good behavior in keeping the health can increase the quality of someone’s life being better and more prosperous. For example by doing some sanitary activities and keep healthy life. Behaviour of clean and healthy life (BCHL) can be affected by some factors, for example is knowledge, economic, and education. This research is using an observational analytic study with the householders as the sample in amount of 87 householders in Pekonmon village. The analysis data that used was chi square test with \( \alpha \) (significance value) = 0.05. Based on researches that had been done, knowledge, economic, and education is affecting the BCHL, but some of them said there is no affect. This research have been done in a village named Pekonmon village Ngambur district Pesisir Barat Regency. The result of this research showed knowledge is affecting the BCHL to Pekonmon villagers with \( \alpha = 0.008 \), while education and economic factor is not affecting the BCHL with the value of each \( \alpha = 0.4 \) and \( \alpha = 0.08 \).

**Keywords:** BCHL, knowledge factor, education factor, economic factor