

## ABSTRAK

### ANALISIS PENGARUH KEBERADAAN RUMAH KOST WANITA TERHADAP SANITASI LINGKUNGAN SERTA PERILAKU HIDUP BERSIH SEHAT (PHBS) DI KELURAHAN KAMPUNG BARU KAWASAN UNIVERSITAS LAMPUNG

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Penelitian ini bertujuan menganalisis pengaruh Rumah Kost Wanita terhadap Sanitasi Lingkungan serta dampaknya terhadap Perilaku Hidup Bersih dan Sehat (PHBS) di Kelurahan Kampung Baru. Penelitian ini menggunakan pendekatan kuantitatif dengan metode SEM tipe *Reflective-Reflective Higher Order Construct* menggunakan *SmartPLS 3.0*, dengan sampel penghuni rumah kost wanita di Kelurahan Kampung Baru dengan jumlah 91 orang.

Pendekatan ini dipilih karena mampu menganalisis hubungan antar variabel secara simultan dan komprehensif. Data dikumpulkan melalui observasi, wawancara, kuesioner skala Likert, dan dokumentasi, lalu dianalisis menggunakan uji validitas, uji reliabilitas, uji evaluasi model, hasil *calculate PLS algorithm*, dan uji hipotesis.

Hasil penelitian ini Rumah Kost Wanita berpengaruh sangat signifikan terhadap Sanitasi Lingkungan (*t-statistic* 10,516; *p-value* 0,000; *f-square* 1,077), yang berarti semakin baik pengelolaan kost, semakin baik sanitasi. Sanitasi Lingkungan juga berpengaruh sangat signifikan terhadap PHBS (*t-statistic* 7,925; *p-value* 0,000; *f-square* 0,528), sedangkan Rumah Kost Wanita berpengaruh signifikan terhadap PHBS (*t-statistic* 2,552; *f-square* 0,089). Nilai *R-square* sebesar 0,518 dan 0,659 menunjukkan model mampu menjelaskan hubungan antar variabel. Menunjukkan bahwa sanitasi lingkungan menjadi faktor utama dalam pembentukan PHBS, sementara rumah kost wanita berpengaruh langsung maupun tidak langsung, sehingga peningkatan kualitas sanitasi dan pengelolaan kost secara bersamaan akan lebih efektif dalam mendorong perilaku hidup bersih dan sehat.

**Kata kunci:** rumah kost wanita, sanitasi lingkungan, perilaku hidup bersih sehat (PHBS), geografi

## **ABSTRACT**

### **ANALYSIS OF THE IMPACT OF WOMEN'S BOARDING HOUSES ON ENVIRONMENTAL SANITATION AND CLEAN AND HEALTHY LIVING BEHAVIOUR (PHBS) IN THE KAMPUNG BARU VILLAGE, UNIVERSITY OF LAMPUNG AREA**

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This study aims to analyze the influence of women's boarding houses on environmental sanitation and their impact on clean and healthy living behaviors (PHBS) in Kampung Baru Village. This study employs a quantitative approach using the Reflective–Reflective Higher Order Construct SEM method with SmartPLS 3.0, with a sample of 91 female boarding house residents in Kampung Baru Village. This approach was chosen because it is capable of analyzing the relationships between variables simultaneously and comprehensively. Data were collected through observation, interviews, Likert-scale questionnaires, and documentation, then analyzed using validity tests, reliability tests, model evaluation tests, PLS algorithm results, and hypothesis testing. The results of this study indicate that Women's Boarding Houses have a highly significant effect on Environmental Sanitation (t-statistic 10.516; p-value 0.000; F-square 1.077), meaning that the better the management of the boarding house, the better the sanitation. Environmental Sanitation also has a highly significant effect on PHBS (t-statistic 7.925; p-value 0.000; F-square 0.528), while Women's Dormitories have a significant effect on PHBS (t-statistic 2.552; F-square 0.089). R-squared values of 0.518 and 0.659 indicate that the model is capable of explaining the relationships among the variables. This indicates that environmental sanitation is the primary factor in the formation of PHBS, while women's boarding houses have both direct and indirect effects; thus, improving sanitation quality and boarding house management.

**Keywords:** women's boarding houses, environmental sanitation, clean and healthy living behaviour (PHBS), geography