

Application of Planned Behavior Model: Factors Affecting Young Mothers' Intention of Behavior in Stunting Prevention in West Java.

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- **Abstract:** West Java is one of the provinces that have some districts with a relatively high prevalence rate of stunting. Some of the factors that cause the high prevalence of stunting in children are caused by the behavior of the mother in providing a balanced nutritional intake, adopting a clean and healthy lifestyle, and giving exclusive breastfeeding and complementary foods that are nutritionally balanced. This study aims to reveal the factors influencing young mothers' communication behavior intentions in preventing stunting in West Java. This study also uses the theoretical framework of Ajzen and Madden (1986) on planned behavior. The research respondents were 176 people who came from locations with the highest prevalence rate of stunting in West Java, namely West Bandung Regency, Garut, Sumedang, and Karawang. The research design used a survey approach. The results showed that there was a strong influence of attitudes, social norms, and control beliefs related to behavior on the intention of young mothers to participate in stunting prevention in West Java. The attitude of young mothers in preventing stunting has a very strong effect ($r = 0.506^{***}$) on the intention to provide a balanced nutritional intake, the application of clean and healthy living habits, as well as exclusive breastfeeding and nutritionally balanced complementary foods. Meanwhile, family support, health workers and the surrounding community (social norm) have a significant effect on the intention of young mothers in preventing stunting with a coefficient value of 0.139^* . Furthermore, the perceive behavioral control dimension has a very strong influence ($r = 0.412^*$) on the intention to provide balanced nutritional intake, the application of clean and healthy living habits, as well as exclusive breastfeeding and nutritionally balanced complementary solids in an effort to prevent stunting in children. The results of multiple regression analysis revealed that the three variables were able to explain the intention to prevent stunting by 45.2 percent, while the most important predictor of intention was the dimension of young mothers' attitudes towards the importance of stunting prevention behavior. These findings provide essential applied information that can be used to inform future strategies to increase participation rates in stunting prevention in West Java.

- **Keywords:** West Java, West Bandung Regency, Garut, Sumedang, and Karawang