

PRINT: ISSN 0973-5070 ONLINE: ISSN 2456-6772

STUDIES ON **ETHNO-MEDICINE**

Full text open access online (Since 2007)

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PRINT: ISSN 0973-5070 ONLINE: ISSN 2456-6772

Ethno Med, 20(1): 47-59 (2026)

DOI: 10.31901/24566772.2026/20.01.716

Developing and Validating the Extension Equity Scale: A User-Centred Evaluation Model for a Public Health Extension Program

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KEYWORDS Equity. Extension Equity. Health extension. User-centred Evaluation. Validation

ABSTRACT This paper aims to develop and validate a measurement scale for evaluating health extension programs using an equity-based approach in the Indonesian context. This quantitative study involved two survey phases with the first in Jakarta and Makassar with 112 respondents to test validity and reliability, and the second in five major cities (Medan, Jakarta, Pontianak, Surabaya, and Makassar) with 275 respondents to test the goodness-of-fit model. The analysis employed item-to-total correlation, factor analysis, Cronbach's alpha, and Structural Equation Modelling (SEM). The study introduces and validates the Extension Equity Scale (EES), a user-centred evaluation framework designed to capture the multidimensional nature of equity in health extension programs. The model comprises eight core dimensions of awareness, knowledge, perceived benefit, perceived quality, attitude, trust, commitment, and word-of-mouth (WoM). It is recommended that the performance of the extension program be assessed through a comprehensive evaluation that incorporates input and feedback from its users.