

## INTISARI

Penelitian ini bertujuan untuk menganalisis faktor-faktor *Health Belief Model* yang mempengaruhi niat penerima vaksinasi Covid-19 di Kabupaten Aceh Utara pada masa pandemi Covid-19 serta ingin mengetahui demografi penelitian.

Adapun variabel yang dianalisis pada penelitian ini adalah variabel Independen yaitu persepsi kerentanan, persepsi keparahan, persepsi manfaat, persepsi hambatan dan isyarat untuk bertindak dan variabel dependen yaitu niat penerima vaksinasi Covid-19.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei menggunakan kuesioner. Terdapat 216 responden yang ber kriteria berusia 18-64 tahun, berdomisili di Kabupaten Aceh Utara yang sama sekali belum pernah di vaksinasi Covid-19 dosis pertama, kedua, dan ketiga. Jumlah sampel melalui teknik *purposive sampling*. Metode analisis yang digunakan adalah SPSS 25 pada metode Analisis Regresi Linear Berganda.

Hasil penelitian ini menunjukkan bahwa variabel persepsi kerentanan, persepsi keparahan, persepsi manfaat, persepsi hambatan dan isyarat untuk bertindak berpengaruh dan signifikan pada niat penerima vaksinasi Covid-19.

***Kata kunci: Niat Vaksinasi Covid-19, Health Belief Model, Pemasaran Sosial***

## **ABSTRACT**

*This study aims to analyze the Health Belief Model factors that affect the intention to acceptance Covid-19 vaccination in North Aceh Regency during the Covid-19 pandemic and want to know the demographics of the study. The variables analyzed in this study were the independent variables, perceived of susceptibility, perceived severity, perceived benefits, perceived barriers and cues to action and the dependent variable, the intention to acceptance the Covid-19 vaccination.*

*This study uses a quantitative approach with a survey method using a questionnaire. This study used 216 respondents with criteria aged 18-64 years, domiciled in North Aceh Regency, who had never been vaccinated against the first, second, and third doses of Covid-19. The number of samples through the purposive sampling technique. The analytical method used in SPSS 25 with Multiple Linear Regression Analysis method. The results of this study indicate that the perceived of susceptibility, perceived severity, perceived benefits, perceived barriers and cues to action and the dependent variable, the intention to acceptance the Covid-19 vaccination.*

***Keywords: Covid-19 Vaccine Intention, Health Belief Model, Social Marketing***