

ABSTRAKSI

Penelitian ini dilakukan untuk mengetahui penggunaan model keyakinan kesehatan untuk memahami perilaku protektif orang tua mengikuti program vaksinasi covid 19 pada anak 6 – 11 tahun, ukuran sampel pada penelitian ini adalah 212 responden yang telah memenuhi kriteria yaitu warga negara Indonesia (WNI), orang tua yang memiliki anak berusia 6 – 11 tahun. Teknik sampling yang digunakan adalah *purposive sampling* dengan teknik analisis data menggunakan analisis statistik deskriptif dengan pendekatan kuantitatif, kemudian uji hipotesis menggunakan metode analisis regresi berganda diikuti uji t dan uji F serta uji koefisien determinasi.

Hasil pada penelitian ini menunjukkan bahwa *Perceived Susceptibility*, *Perceived Benefits*, *Cues to Action*, *Self-efficacy* memiliki pengaruh positif dan signifikan pada *Prevention Behavior*. Sementara *Perceived Severity*, *Perceived Barriers*, keduanya ditemukan berpengaruh negatif pada *Prevention Behavior*. Variabel *Perceived Benefits* menjadi faktor yang paling kuat dalam mempengaruhi *Prevention Behavior*, sedangkan pengaruh paling lemah didapatkan dari *Perceived Severity*.

Kata Kunci: *Cues to Action*, *Perceived Barriers*, *Prevention Behavior*, *Perceived Benefits*, *Perceived Severity*, *Perceived Susceptibility*, *Self-efficacy*

ABSTRACT

This study was conducted to determine the use of the health belief model to understand the protective behavior of parents following the covid 19 vaccination program for children 6-11 years old, the sample size in this study was 212 respondents who had met the criteria, namely Indonesian citizens (WNI), parents who have children aged 6-11 years. The sampling technique used is purposive sampling with data analysis techniques using descriptive statistical analysis with a quantitative approach, then hypothesis testing using multiple regression analysis method followed by t-test and F-test and coefficient of determination test.

The results of this study indicate that Perceived Susceptibility, Perceived Benefits, Cues to Action, Self-efficacy have a positive and significant influence on Prevention Behavior. Meanwhile, Perceived Severity and Perceived Barriers were both found to have a negative effect on Prevention Behavior. The Perceived Benefits variable is the strongest factor in influencing Prevention Behavior, while the weakest influence is obtained from Perceived Severity.

Keywords: *Cues to Action, Perceived Barriers, Prevention Behavior, Perceived Benefits, Perceived Severity, Perceived Susceptibility, Self-efficacy*