

## ABSTRAK

Penelitian berjudul “Peran Motivasi Perlindungan Dalam Meningkatkan Niat Penggunaan Wadah Minuman Non-Plastik secara Terus-Menerus” ini bertujuan untuk menguji pengaruh tingkat keparahan ancaman, tingkat kerentanan ancaman, imbalan atas perilaku maladaptif, efikasi diri, efikasi respon, dan biaya atas perilaku adaptif pada niat penggunaan wadah minuman non-plastik secara terus-menerus melalui mediasi motivasi perlindungan. Perilaku maladaptif berupa penggunaan wadah minuman plastik memiliki risiko memaparkan bahan kimia, mikroba, dan logam berat berbahaya yang menimbulkan ancaman penyakit dan gangguan kesehatan, seperti gangguan sistem endokrin, penyakit ginjal, radang usus, infertilitas, diabetes tipe 2, dan kanker. Perilaku adaptif berupa penggunaan wadah minuman non-plastik (*stainless steel* dan gelas/kaca) secara terus-menerus menjadi tindakan perlindungan yang direkomendasikan dalam mengurangi risiko ancaman kesehatan tersebut. Penelitian ini menggunakan model Teori Motivasi Perlindungan oleh Rogers (1983). Objek penelitian adalah perilaku pengguna wadah minuman non-plastik. Penelitian ini melibatkan 231 responden yang merupakan pengguna wadah minuman non-plastik serta pernah menggunakan wadah minuman plastik, Warga Negara Indonesia, dan berusia >17 tahun. Pengambilan sampel dilakukan dengan teknik *purposive sampling*. Pengumpulan data primer menggunakan Google Formulir yang disebarakan melalui media sosial dan Kudata. Teknik analisis data adalah dengan PLS-SEM menggunakan bantuan aplikasi SmartPLS versi 3.0. Hasil penelitian mengungkapkan bahwa tingkat keparahan ancaman, tingkat kerentanan ancaman, efikasi diri, dan efikasi respon berpengaruh positif dan signifikan; sedangkan imbalan atas perilaku maladaptif berpengaruh negatif dan signifikan pada niat penggunaan wadah minuman non-plastik secara terus-menerus melalui mediasi motivasi perlindungan. Biaya atas perilaku adaptif memiliki hubungan positif dan tidak signifikan pada niat penggunaan wadah minuman non-plastik secara terus-menerus melalui mediasi motivasi perlindungan.

Kata kunci: ancaman kesehatan, niat berperilaku protektif, teori motivasi perlindungan, wadah minuman

## ABSTRACT

*This study, entitled "The Role of Protection Motivation in Enhancing the Intention to Use Non-Plastic Tumblers Continuously", aims to examine the influence of perceived severity, perceived vulnerability, reward of maladaptive behavior, self-efficacy, response efficacy, and cost of adaptive behavior on the intention to continuously use reusable non-plastic water bottles through the mediation of protection motivation. Maladaptive behavior, such as the use of reusable plastic water bottles, poses a risk of exposure to harmful chemicals, microbes, and heavy metals that can cause diseases and health disorders, such as endocrine system disorders, kidney disease, inflammatory bowel disease, infertility, type 2 diabetes, and cancer. Adaptive behavior, such as the continuous use of reusable non-plastic water bottles (stainless steel and glass), is a recommended protective action to reduce the risk of these health threats. This study uses the Protection Motivation Theory by Rogers (1983). The research object is the behavior of users of non-plastic reusable water bottles. This study involved 231 respondents who were users of non-plastic reusable water bottles and had previously used plastic reusable water bottles, Indonesian citizens, and those aged >17 years. Sampling was conducted using purposive sampling. Primary data was collected using Google Forms distributed through social media and Kudata. The data analysis technique was using PLS-SEM with the help of SmartPLS version 3.0. The results revealed that perceived severity, perceived vulnerability, self-efficacy, and response efficacy had a positive and significant influence; while the reward of maladaptive behavior had a negative and significant influence on the intention to continuously use non-plastic reusable water bottles through the mediation of protection motivation. The cost of adaptive behavior had a positive but insignificant relationship with the intention to continuously use non-plastic reusable water bottles through the mediation of protection motivation.*

*Keywords: health threat, protective behavioral intentions, protection motivation theory, reusable water bottle*