Peran health belief model dalam memprediksi perilaku penggunaan helm pada pengendara sepeda motor berusia muda = Role of health belief model in predicting helmet use behavior of young motorcyclists

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Abstrak

Salah satu kerangka teori yang banyak digunakan dalam menjelaskan tentang perilaku berkendara adalah Health Belief Model (HBM), namun sayangnya penelitian di Indonesia yang menggunakan kerangka teori tersebut masih terbatas. Penelitian ini bertujuan untuk menguji peran tiga komponen dari HBM, yaitu threat perception (perceived severity dan perceived susceptibility), behavior evaluation (perceived benefits dan perceived barriers), dan cues to action dalam memprediksi penggunaan helm pada pengendara sepeda motor. Penelitian dilakukan terhadap 294 pengendara sepeda motor berusia 18-24 tahun di Jabodetabek. Dalam pengukuran variabel, peneliti menggunakan alat ukur Health Belief Model dari Brijs et al. (2014) yang sudah terlebih dahulu diadaptasi oleh peneliti. Berdasarkan analisis regresi linear berganda, ditemukan bahwa perceived susceptibility, perceived benefits, perceived barriers, dan cues to action signifikan dalam memprediksi perilaku penggunaan helm pada pengendara sepeda motor. Akan tetapi, perceived severity tidak signifikan dalam memprediksi perilaku penggunana helm. Perceived susceptibility memiliki peran yang paling kuat dalam memprediksi perilaku penggunaan helm. Hasil ini menunjukkan bahwa pengendara sepeda motor dengan perceived susceptibility yang tinggi, perceived benefitsyang tinggi, perceived barriers yang rendah, dan cues to action cues to action yang rendah memiliki kecenderungan yang lebih tinggi untuk menggunakan helm sepeda motor.

......One of the most widely used theoretical frameworks in explaining driving behavior is the Health Belief Model (HBM), but unfortunately research in Indonesia that uses this theoretical framework is still limited. This current study is focused on testing three components of HBM, threat perception (perceived severity and perceived susceptibility), behavior evaluation (perceived benefits and perceived barriers), and cues to action to predict motorcycle helmet use. The participants of this study are 294 motorcycle riders aged 18-24 years old in Jabodetabek. Measurements of variables were performed using Health Belief Model measurement tools by Brijs et al. (2014) which has previously been adapted by the author. Based on multiple regression analysis, it is found that perceived susceptibility, perceived benefits, perceived barriers, and cues to action significantly predict motorcycle helmet use. However, perceived severity was not significant in predicting motorcycle helmet use. Perceived susceptibility has the biggest role in predicting motorcycle helmet use. This study concluded that motorcycle drivers who perceived a high level of perceived susceptibility, high perceived benefits, few barriers, and a few cues to action were the most likely to use a motorcycle helmet.