

**APLIKASI *HEALTH BELIEF MODEL* DALAM KEPATUHAN
MASYARAKAT MENGIKUTI PROGRAM VAKSINASI *COVID-19*
DI KELURAHAN BANYUREJO, TEMPEL**

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INTISARI

Latar Belakang: Rendahnya jumlah vaksinasi COVID-19 berdampak pada kondisi ekonomi, sosial, dan pariwisata. Kepatuhan vaksinasi COVID-19 sangat penting untuk membentuk kekebalan tubuh masyarakat. Berbagai fenomena dan alasan terkait vaksinasi COVID-19 termasuk bagaimana kepedulian masyarakat terhadap efek samping dan keamanan vaksin. Oleh karena itu penelitian ini menggunakan teori HBM untuk mengetahui kepatuhan masyarakat dalam mengikuti vaksinasi COVID-19

Tujuan: Untuk mengetahui faktor HBM yang berhubungan dengan kepatuhan masyarakat dalam mengikuti program vaksinasi *COVID-19*

Metode: Penelitian ini dilakukan dengan metode kuantitatif menggunakan studi desain *cross sectional*. Penentuan sampel menggunakan teknik *proportional simple random sampling* dengan total responden 81. Menggunakan kuesioner HBM dan kepatuhan vaksinasi *COVID-19* yang telah di uji validitas dan reliabilitas.

Hasil: Berdasarkan hasil analisis uji statistik *Spearman perceived susceptibility* memiliki nilai $p\ value = 0,286 > 0,05$, *percieved severity* memiliki nilai $p\ value = 0,834 > 0,05$, *percieved benefits* memiliki nilai $p\ value = 0,050 > 0,05$, *percieved barriers* memiliki nilai $p\ value = 0,004 < 0,05$, dan *self efficacy* memiliki nilai $p\ value = 0,003 < 0,05$.

Kesimpulan: Terdapat hubungan antara *percieved barriers* dan *self efficacy* dengan kepatuhan masyarakat dalam mengikuti program vaksinasi *COVID-19*. Sedangkan *percieved susceptibility*, *percieved severity* dan *percieved benefits* tidak memiliki hubungan dengan kepatuhan masyarakat dalam mengikuti program vaksinasi *COVID-19*.

Kata kunci: *Health Belief Model*, Kepatuhan, Vaksinasi *COVID-19*

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**APPLICATION HEALTH BELIEF MODEL IN COMMUNITY
COMPLIANCE WITH VACCINATION PROGRAM COVID-19 IN
BANYUREJO VILLAGE, TEMPEL**

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ABSTRACT

Background: The low number of COVID-19 vaccination give impact on economic, social, and tourism conditions. The compliance of COVID-19 vaccination very crucial to establish community herd immunity. Various phenomenon and reasons regarding the COVID-19 vaccination including how the community concern on side effect and safety of the vaccine. Therefore this research use HBM theory to determine the community compliance in participating in the COVID-19 vaccination.

Objective: This research aimed to identify the application HBM aspect related to community compliance in participating COVID-19 vaccination.

Methods: This research was conducted with a quantitative method using a *cross sectional*. Determination of the sample was used the *proportional simple random sampling technique* with a total number of 81 respondents. The HBM questionnaire and COVID-19 were performed in this study which have been tested for validity and reliability.

Results: The result showed that *Spearman test* have a *p value* = 0.286 > 0.05, *perceived severity* have a *p value* = 0.834 > 0.05, *perceived benefits* have a *p value* = 0.050 > 0.05, *perceived barriers* have a *p value* = 0.004 < 0.05, and *self-efficacy* have a *p value* = 0.003 < 0.05.

Conclusion: There is a correlation between *perceived barriers* and *self-efficacy* with community compliance in participating in the COVID-19. Meanwhile, *perceived susceptibility*, *perceived severity* and *perceived benefits* have no correlation with community compliance in participating in the COVID-19.

Keywords: *Health Belief Model*, Compliance, Vaccination COVID-19

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