

GAMBARAN *PERCEIVED SUSCEPTIBILITY* DAN *PERCEIVED SEVERITY* PADA PERILAKU BERHENTI MEROKOK

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INTISARI

Perilaku berhenti merokok merupakan salah satu upaya penting dalam mengurangi risiko gangguan kesehatan akibat konsumsi rokok pada masyarakat dewasa. Dalam perspektif Health Belief Model (HBM), keputusan individu untuk berhenti merokok dapat dipengaruhi oleh persepsi terhadap risiko dan dampak kesehatan yang ditimbulkan oleh kebiasaan merokok. Keputusan individu untuk berhenti merokok dipengaruhi oleh kecenderungan *perceived susceptibility* dan *perceived severity* yang tinggi. Penelitian ini bertujuan untuk mendeskripsikan *perceived susceptibility* dan *perceived severity* pada perilaku berhenti merokok pada penduduk usia dewasa di Kabupaten Jember. Penelitian menggunakan pendekatan kuantitatif deskriptif. Responden penelitian berjumlah 30, pengambilan sampel menggunakan purposive sampling. Skala yang di gunakan adalah skala *perceived susceptibility* (5 item; $\alpha=0,801$) dan skala *perceived severity* (4 item; $\alpha=0,792$) yang dikembangkan berdasarkan konsep Health Belief Model. Hasil analisis deskriptif menunjukkan bahwa mayoritas responden (57%) memiliki *perceived susceptibility* yang tinggi dan mayoritas responden (63%) memiliki *perceived severity* yang tinggi. Temuan ini menunjukkan bahwa sebagian besar responden memiliki persepsi subjektif tentang kemungkinan dirinya mengalami gangguan kesehatan serta sejauh mana individu memandang bahwa suatu penyakit memiliki konsekuensi yang serius terhadap kondisi kesehatan maupun kehidupan sehari-hari.

Kata kunci: *perceived susceptibility*, *perceived severity*, perilaku berhenti merokok.

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An Overview of Perceived susceptibility And Perceived severity Regarding

Smoking Cessation Behavior

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ABSTRACT

Smoking cessation is a crucial effort in reducing the risk of smoking-related health problems among adults. From the perspective of the Health Belief Model (HBM), an individual's decision to quit smoking can be influenced by their perceptions regarding the risks and health impacts associated with the habit. Specifically, the decision to quit is influenced by high levels of perceived susceptibility and perceived severity. This study aimed to describe perceived susceptibility and perceived severity regarding smoking cessation behavior among adults in Jember Regency. A descriptive quantitative approach was employed, involving 30 respondents selected through purposive sampling. The study utilized a perceived susceptibility scale (5 items; $\alpha=0.801$) and a perceived severity scale (4 items; $\alpha=0.792$), both developed based on the Health Belief Model. Descriptive analysis revealed that the majority of respondents (57%) exhibited high perceived susceptibility, while the majority (63%) demonstrated high perceived severity. These findings indicate that most respondents held subjective perceptions regarding the likelihood of developing health problems and the extent to which they viewed a disease as having serious consequences for their health and daily lives.

Keywords: *perceived susceptibility, perceived severity, smoking cessation behavior.*

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