

Studi Eksperimen Extended Parallel Process Model (EPPM): Pengaruh Kampanye Vaksinasi Terhadap Minat Perilaku Vaksinasi Covid-19 Di Indonesia = Extended Parallel Process Model (EPPM) Experimental Study: Effects of Vaccination Campaign to Covid-19 Vaccination Behavioral Intention in Indonesia

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Abstrak

Penelitian ini menggunakan teori Extended Parallel Process Model (EPPM) mengkaji pemberian pesan dengan pendekatan rasa takut terhadap minat perilaku vaksinasi Covid-19 dalam konteks Indonesia. Penelitian ini mengkaji pengaruh pemberian kampanye ancaman tinggi dengan efikasi tinggi serta kampanye ancaman tinggi dengan efikasi rendah terhadap minat perilaku vaksinasi. Melalui metode eksperimen desain antar kelompok dengan kelompok kontrol yang mendapat perlakuan berbeda kemudian diuji dengan Uji F (ANOVA) satu jalur. Hasil penelitian menunjukkan bahwa kampanye ancaman tinggi dengan efikasi tinggi terbukti memicu minat perilaku vaksinasi Covid-19 pro-aktif yakni signifikan di minat perilaku vaksinasi individu, minat pencarian informasi, minat daftar vaksin dan minat mengajak lingkungan untuk vaksin. Sementara kampanye ancaman tinggi dengan efikasi rendah hanya memicu minat perilaku vaksinasi Covid-19 pasif yaitu signifikan di minat perilaku vaksinasi individu namun, tidak di variabel minat pencarian informasi, minat daftar vaksin dan minat mengajak lingkungan untuk vaksin.

.....Employing Extended Parallel Process Model (EPPM) theory, this papers examined the delivery of vaccination campaign with a fear appeal to the behavioral intention of Covid-19 vaccination in Indonesia context. This study examines the application of high threat and high efficacy campaigns also low threat and low efficacy campaigns on vaccination behavioral intention. Through experimental between-subject post – test only control groups design that received different treatment then tested with the one-way F Test (ANOVA). The results showed that high threat and high efficacy campaigns were proven to trigger pro-active Covid-19 vaccination behavioral intention, which was significant in individual vaccination behavioral intention, information seeking intention, vaccine registration intention and ask colleagues for vaccines intention. While high threat and low efficacy campaigns only trigger passive Covid-19 vaccination behavioral intention, which is significant in individual vaccination behavioral intention, but not in information seeking intention, vaccine registration intention and ask colleagues for vaccines intention.