

**PERSEPSI RISIKO SEBAGAI MEDIATOR HUBUNGAN ANTARA
PERHATIAN TERHADAP *PICTURE HEALTH WARNING* DI BUNGKUS
ROKOK DAN INTENSI BERHENTI MEROKOK
PADA PEROKOK DEWASA AWAL**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui peran persepsi risiko merokok sebagai variabel mediator dalam hubungan antara perhatian terhadap *Picture Health Warning* (PHW) dan intensi berhenti merokok. Terdapat empat hipotesis yang diajukan dalam penelitian ini, yaitu 1) terdapat hubungan antara perhatian terhadap PHW dan persepsi risiko merokok, 2) terdapat hubungan antara persepsi risiko merokok dan intensi berhenti merokok, 3) terdapat hubungan antara perhatian terhadap PHW dan intensi berhenti merokok, 4) persepsi risiko merokok berperan sebagai mediator dalam hubungan antara perhatian PHW di bungkus rokok dan intensi berhenti merokok. Penelitian ini merupakan penelitian kuantitatif korelasional dengan teknik pengambilan sampel *convenience sampling*. Subjek dalam penelitian ini adalah 512 perokok aktif yang berusia 18-40 tahun. Data diperoleh dengan menggunakan tiga skala, yaitu skala perhatian terhadap PHW (5 item, $\alpha = 0,925$), skala persepsi risiko merokok (12 item, $\alpha = 0,944$), dan skala intensi berhenti merokok (5 item, $\alpha = 0,854$). Analisis data dilakukan dengan teknik analisis regresi sederhana dan berganda menggunakan bantuan dari IBM SPSS *Statistics* 23. Hasil yang diperoleh menunjukkan bahwa seluruh hipotesis dalam penelitian ini diterima dengan nilai signifikansi 0,000 ($p < 0,05$). Diketahui bahwa persepsi risiko merokok hanya memediasi secara parsial dalam hubungan antara perhatian terhadap PHW dan intensi berhenti merokok karena nilai signifikansi yang diperoleh pada seluruh hasil analisis regresi berada dibawah 0,05.

Kata kunci : perokok, perhatian terhadap *Picture Health Warning*, persepsi risiko merokok, intensi berhenti merokok.

**PERCEIVED RISK AS MEDIATOR CORRELATION BETWEEN
ATTENTION TO PICTURE HEALTH WARNING ON CIGARETTE
PACKAGE AND INTENTION TO QUIT SMOKING
AMONG EARLY ADULT SMOKERS**

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ABSTRACT

This study aims to determine the role of perceived risk of smoking as a mediator variable in the correlation between attention to Picture Health Warning (PHW) and the intention to quit smoking. There are four hypotheses in this study. The hypotheses are 1) there is a correlation between attention to PHW and perceived risk of smoking, 2) there is a correlation between perceived risk of smoking and intention to quit smoking, 3) there is a correlation between attention to PHW and intention to quit smoking, 4) perceived risk of smoking performs as a mediator in the correlation between attention to PHW and intention to quit smoking. This was a quantitative-correlational study that applies convenience sampling method as a technique to determine the sample. The research subjects were 512 active smokers aged 18-40 years. Data were obtained using three scales: attention to PHW scale (5 items, $\alpha = 0.925$); perceived risk of smoking scale (12 items, $\alpha = 0.944$); and intention to quit smoking scale (5 items, $\alpha = 0.854$). Data analysis was performed using simple and multiple regression analysis techniques with the support of IBM SPSS Statistics 23. The results showed that all of this study's hypotheses were accepted with a significance value of 0,000 ($p < 0,05$). This study found that perceived risk of smoking mediates only partially on the correlation between attention to PHW and the intention to quit smoking because the signification value obtained in all regression analysis results is below 0.05.

Keywords : smoker, attention to Picture Health Warning, perceived risk of smoking, intention to quit smoking.