

ABSTRAK

Mufida Nur Isnainia,110911154, Prediktor *Health Belief Model* (HBM) Terhadap Intensi Kepatuhan Diet Remaja yang mengalami Obesitas, *Skripsi*, Fakultas Psikologi Universitas Airlangga Surabaya, 2013.
xvii+ 105 halaman, 8 lampiran.

Penelitian ini bertujuan untuk melihat apakah prediktor health belief model mampu memprediksi intensi kepatuhan diet pada remaja yang mengalami obesitas. Penelitian ini memiliki enam prediktor dari variabel bebas yaitu, perceived susceptibility, perceived severity, perceived barriers, perceived benefits, cues to action dan health motivation serta satu variabel terikat yaitu intensi kepatuhan diet. Subyek penelitian adalah remaja usia 15-21 tahun sebanyak 57 orang remaja yang mengalami obesitas dan berdomisili di Surabaya.

Teknik sampling yang digunakan dalam penelitian ini adalah Snowball sampling. Alat pengumpulan data menggunakan kuesioner dengan skala Likert untuk seluruh variabel. Untuk menguji kualitas alat ukur digunakan uji validitas isi dengan professional judgement dan bantuan SPSS 16.0 for windows serta uji reliabilitas dengan teknik Aplha Chronbach. Kuesioner perceived susceptibility mempunyai koefisien alpha sebesar 0,774, skala perceived severity mempunyai koefisien reliabilitas sebesar 0,620, skala perceived barriers memiliki nilai alpha sebesar 0,783, pada kuesioner perceived benefits dengan koefisien reliabilitas sebesar 0,803, Sedangkan untuk skala cues to action memiliki nilai alpha 0,600 dan skala health motivation memiliki nilai alpha 0,758. Variabel intensi kepatuhan diet memiliki nilai koefisien alpha sebesar 0,736. Analisis data dilakukan dengan teknik statistik analisis regresi berganda dengan bantuan program SPSS 16.0 for windows.

Hasil penelitian menunjukkan bahwa hanya perceived susceptibility dan perceived benefits yang mampu memprediksi intensi kepatuhan diet pada remaja yang mengalami obesitas dengan nilai signifikansi sebesar 0,001 dan 0,002.

Kata kunci: *Health Belief Model, Intensi Kepatuhan diet, Remaja obesitas*

Daftar Pustaka, 42(1977-2012)

ABSTRACT

Mufida Nur Isnainia, 110911154, The Health Belief Model of the Predictors of Dietary Adherence Intentions in Obese Adolescents, *Undergraduate Thesis*, Faculty of Psychology, University of Airlangga, 2013. xvii + 105 pages, 8 appendix.

This study aims to the health belief model of the predictors of dietary adherence in obese adolescents. This study has six predictors, namely, perceived susceptibility, perceived severity, perceived barriers, perceived benefits, cues to action and health motivation and the dependent variable is dietary adherence intention. Subjects were adolescents aged 15-21 years, among 57 obese adolescents and live in Surabaya.

The sampling technique used was snowball sampling. Method of data collection using questionnaires with Likert scales for all variables. To test the quality of the measuring instrument used to test the validity of the content of professional judgment and SPSS 16.0 for Windows and test reliability with Chronbach Alpha techniques. Questionnaire perceived susceptibility have alpha coefficient of 0.774, perceived severity scales have reliability coefficient of .620, perceived barriers with an alpha value of 0.783, the perceived benefits questionnaire with a reliability coefficient of 0,803, while for scale cues to action with an alpha value of 0.600 and motivation of health scale has an alpha value of 0.758. Variable dietary adherence intention with an alpha coefficient of 0.736. Data analysis was performed using the statistical multiple regression with SPSS 16.0 for windows

Result of this study indicated that just perceived susceptibility and perceived benefits can predict dietary adherence intention in obese adolescent with significant value 0,001 and 0,002.

Keywords: *Health Belief Model, Dietary adherence intention, Adolescent obesity*

Bibliography, 42 (1977-2012)