

ABSTRACT

Relationship among risk perception, risk attitude and risk intended behavior have been studied recently, but the explicit model / structure of them never been published. This study tried to work on it. It trying to build basic model that showing the relationship among risk perception, risk attitude and risk intended behavior.

As case study, an interesting phenomena have been picked up. The phenomena is about the controversies of smoking as a risky behavior. As we know, in each pack and advertising about smoke always include government warning about the riskiness of smoke - which is smoke can cause several disease such as cancer, lung disease, impotencies, and malfunction for babies. Other activities had been arrange to make active smoker stop smoking, such as to published the negative effect of smoke for active and pasive smoker in the mass media, create anti-smoking advertising etc. But according to data from Department of Health and GAPPRI, smoke consumption increase.

With Path analysis, this study tried to look what drivers the behavior - among risk perception, risk attitude and interaction between two of them - when faced with a risky product. Knowing these drivers suggests what solutions will be most effective in controlling such risk. The result of this study show that risk perception is the significant factor which drive behavior toward risky product, so it suggest that anti smoking campaign should lies in more effective communication about the negative effect of smoking and other effort to reduce demand sthan lies in more drastic measures with respect to product supply.

The second part of study, was examine the different of risk perception and risk attitude between high education group and low education group. This examination is important, because data from Department of Health shown us that te majority of active smoker come from low education group. So to answer what make them become the majority, its important to answer the differentiation between those groups. The results shown us that the differentiation is in their perception about smoking risk, so the implication for this finding is - consistent with first study - to increase effective communication and other efforts to reduce demand.

Key words : *Risk Perception, Risk Attitude, Risk Intended Behavior*

