

ABSTRACT

**APPLICATION OF HEALTH BELIEF MODEL TO ANALYZE WORK
ACCIDENT REPORTING
(Suaka Insan Banjarmasin Hospital case study)**

Work accident in hospital is never known exactly for its count. This is caused by the lack of awareness of the individual to report it. The purpose of this study was to analyze the strength of relation and its perceived susceptibility, perceived seriousness, self-efficacy, perceived barriers, and the cues to action as work accidents reporting behavior in Suaka Insan Banjarmasin Hospital. The research was conducted on May 2016. Object of research was Suaka Insan Banjarmasin Hospital. Research design was observation with cross sectional design. The subject of research was the nurse at Suaka Insan Banjarmasin Hospital. The method of research was ordinal regression statistical analysis. The questionnaire reliability test cronbach alpha for perceived susceptibility was 0.762, perceived seriousness was 0.777, perceived benefit was 0.874, perceived barrier was 0.754, self-efficacy was 0.775. The value of perceived susceptibility, perceived seriousness, perceived benefit, perceived barriers, self-efficacy, cues to action were 0.006, 0.047, -0.282, 0.018, -0.046, and 0.095 respectively. The perceived benefit was the highest in strength of connection which was abundant and negative relation. Variable can increase behavior work accident reporting is knowledge of occupational accident, knowledge of work accident reporting, perceived seriousness, perceived barrier, self-efficacy, and cues to action.

Key word: HBM, nurse, accident report