

Abstract

Coffee is a drink that has long been favored by Indonesian people, especially among young people such as students. Too much coffee will have a negative impact on health. Usually students care about their health but they cannot stop consuming coffee and there is a lot of encouragement from the environment that causes them to consume coffee. The purpose of this study was to determine differences in the frequency of consuming coffee between students with low, medium, and high perceptions of severity and perceived benefits, and to find out whether perceived benefits can reduce the high frequency of consuming coffee in students with high perceived severity. This study used a quantitative research method using a cross sectional design. The sample in this study were 226 students. This study collected data by distributing questionnaires through the Google form. The results of the study showed that there was a significant difference in the frequency of consuming coffee between students with low, medium and high perceived darkness and perceived benefits. In addition, the perceived benefits could not significantly reduce the high frequency of consuming coffee in students with high perceived deficiencies.

Keywords : *Perceived Severity; Perceived Benefit; Coffee Drinking Frequency*



Abstrak

Kopi merupakan minuman yang sejak lama digemari oleh masyarakat Indonesia terutama di kalangan muda seperti mahasiswa. Terlalu banyak minum kopi akan berakibat negatif bagi kesehatan. Biasanya mahasiswa peduli terhadap kesehatannya tetapi mereka tidak bisa berhenti mengonsumsi kopi dan merasa banyak dorongan dari lingkungan yang menyebabkan mereka mengonsumsi kopi. Tujuan dari penelitian ini adalah untuk mengetahui perbedaan frekuensi mengonsumsi kopi antara mahasiswa dengan *perceived severity* dan *perceived benefit* rendah, sedang, dan tinggi, serta untuk mengetahui apakah *perceived benefit* dapat menurunkan tingginya frekuensi mengonsumsi kopi pada mahasiswa dengan *perceived severity* yang tinggi. Penelitian ini menggunakan metode penelitian kuantitatif dengan menggunakan *cross-sectional design*. Sampel dalam penelitian ini sebanyak 226 mahasiswa. Penelitian ini melakukan pengumpulan data dengan cara menyebarkan kuesioner melalui *google form*. Hasil penelitian menunjukkan terdapat perbedaan yang signifikan frekuensi mengonsumsi kopi antara mahasiswa dengan *perceived severity* dan *perceived benefit* rendah, sedang, dan tinggi. Selain itu, *perceived benefit* secara signifikan tidak dapat menurunkan tingginya frekuensi mengonsumsi kopi pada mahasiswa dengan *perceived severity* yang tinggi.

Kata Kunci : *Perceived Severity; Perceived Benefit; Frekuensi Minum Kopi*

