

An Empirical Investigation of Equity of Health Promotion: The Role of Message Source and Content

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ABSTRACT Good communication capability is crucial for the effectiveness of health promotion. This study aims to examine the relationship between message source (expertise and attractiveness) and content (informativeness and entertainment) on the equity of health promotion. The empirical data were collected through a survey in Tangerang, Indonesia. The number of samples were 178 respondents. Multiple regressions analysis was performed to test the conceptual model and the proposed hypotheses. The findings showed that the equity of health promotion was influenced by expertise, attractiveness, and entertainment, while informativeness did not affect the equity of health promotion significantly.