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Examining Factors Affecting COVID-19 Vaccination Intention: Empirical Evidence from Indonesia

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ABSTRACT Developing COVID-19 vaccination program policies requires understanding vaccination intention. This study examines the relationship between COVID-19 vaccination intention and 13 predictor variables. The conceptual framework integrates conspiracy and behaviour theories. An online survey was administered to collect data from 489 respondents in six Indonesian provinces. Data were analysed using PLS-SEM and multi-group analysis. The results showed that perceived severity, cues to action, perceived benefit, attitude, subjective norm, and knowledge about the COVID-19 vaccine positively and directly affected vaccination intention. Then, perceived barriers negatively and directly affected vaccination intention. Vaccine conspiracy beliefs negatively affected vaccination intention through knowledge about the COVID-19 vaccine, trust, and attitude. The 489 respondents were divided into four cohorts, that is, generations Z (10-25 years), Y (26-41 years), X (42-57 years), and baby boomers (≥ 58 years). The multi-group analysis revealed significant variations across generations in the relationship between perceived self-efficacy, perceived susceptibility, and perceived barrier to vaccination intention.