

Analisis Perilaku Kepatuhan Karyawan terhadap Protokol Kesehatan COVID-19 dengan Metode Structural Equation Modelling = Analysis on Compliance Behavior of Employees towards COVID-19 Health Protocols Using Structural Equation Modelling

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Abstrak

Sebuah penyakit baru yang menyerang sistem pernafasan melanda seluruh dunia pada tahun 2020. Dengan karakteristiknya sebagai penyakit mudah menular, COVID-19 ditetapkan sebagai sebuah pandemi.

Indonesia merupakan salah satu negara dengan kasus COVID-19 tertinggi di dunia juga ASEAN. Salah satu klaster penyumbang kasus COVID-19 terbesar di Jakarta dan sekitarnya adalah klaster perkantoran/tempat bekerja. Pencegahan penularan COVID-19 sangat bergantung pada pelaksanaan protokol kesehatan oleh setiap individu. Individu yang tidak patuh akan protokol kesehatan berdampak pada peningkatan kasus COVID-19. Untuk dapat memahami perilaku kepatuhan dari karyawan di tempat bekerja, perlu dilakukan analisa mengenai faktor yang mempengaruhi perilaku tersebut. Penelitian ini bertujuan untuk menganalisa hubungan faktor yang dapat mempengaruhi perilaku kepatuhan karyawan terhadap protokol kesehatan COVID-19. Hubungan faktor yang digunakan didasari oleh Protection Motivation Theory dan Theory of Planned Behavior. Pengolahan data penelitian dilakukan menggunakan Partial Least Square Structural Equation Modelling (PLS-SEM) yang dapat menangkap hubungan antar faktor. Responden pada penelitian merupakan karyawan white-collar dan blue-collar Jabodetabek yang masuk bekerja selama pandemi COVID-19. Hasil penelitian menunjukkan bahwa faktor understanding of COVID-19, trust in media, perceived severity, attitude, subjective norms, perceived behavioral control, dan intention memiliki pengaruh positif pada perilaku kepatuhan karyawan.

.....A novel disease that attacks the respiratory system hit the entire world in 2020. With its characteristics as a highly contagious disease, COVID-19 is stated as a pandemic. Indonesia is one of the countries with the highest COVID-19 cases in the world as well as ASEAN. One of the clusters that contribute to the largest COVID-19 cases in Jakarta and its surroundings is the office/workplace cluster. Prevention of COVID-19 transmission is very dependent on the implementation of health protocols by each individual. Individuals who do not adhere to health protocols will lead to an increase in COVID-19 cases. In order to understand the compliance behavior of employees in the workplace, it is necessary to analyze the factors that influence this behavior. This study aims to analyze the relationship between factors that can influence employee compliance behavior with the COVID-19 health protocol. The relationship between the factors used are based on Protection Motivation Theory and Theory of Planned Behavior. Data was processed using Partial Least Square Structural Equation Modeling (PLS-SEM) which can capture the relationship between factors. Respondents in the study were white-collar and blue-collar employees in Jabodetabek who came to work during the COVID-19 pandemic. The results showed that the understanding of COVID-19, trust in media, perceived severity, attitude, subjective norms, perceived behavioral control, and intention had a positive influence on employee compliance behavior