

Perancangan Strategi Vaksinasi COVID-19 Berbasis Persepsi Perilaku Masyarakat Menggunakan Structural Equation Modeling -VIKOR (SEM-VIKOR) = Formulating Behaviour Based COVID-19 Vaccination Strategy using Structural Equation Modelling-VIKOR (SEM-VIKOR)

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Abstrak

Pandemi telah merenggut jutaan nyawa. Indonesia merupakan negara dengan angka kematian akibat COVID-19 yang tinggi. Pemerintah menjalankan program vaksinasi sebagai upaya pengendalian penyebaran COVID-19. Namun, ada tanda-tanda penolakan dan keraguan di masyarakat untuk menerima vaksinasi. Oleh karena itu, penting untuk mengetahui faktor-faktor yang mempengaruhi perilaku vaksinasi masyarakat dan mengembangkan strategi vaksinasi yang tepat berdasarkan perilaku vaksinasi masyarakat. Penelitian ini bertujuan untuk mengembangkan model strategi vaksinasi COVID-19 berdasarkan persepsi perilaku masyarakat menggunakan pendekatan teori perilaku. Model konseptual perilaku vaksinasi merupakan integrasi dari Protection Motivation Theory (PMT), Theory of Planned Behavior (TPB), Knowledge, Attitude/Beliefs, Practice Theory (KAPT), Extended Parallel Process Model (EPPM), Health Belief Model (HBM), dan Conspiracy Theory (CT). Kombinasi Structural Equation Modeling (SEM) dengan Vise Kriterijumska Optimizacija I Kompromisno Resenje (VIKOR) digunakan untuk menganalisis data. Model SEM digunakan untuk mendapatkan model perilaku vaksinasi, sedangkan VIKOR digunakan untuk merumuskan strategi vaksinasi. Sampel penelitian ini adalah masyarakat Indonesia yang berdomisili di Pulau Jawa. PLS-SEM digunakan untuk analisis data. Hasil penelitian menunjukkan bahwa perceived severity, cues to action, perceived benefit, attitude, subjective norm, dan knowledge about the COVID-19 vaccine berpengaruh positif terhadap niat vaksinasi. Perceived barrier memiliki efek negatif pada niat vaksinasi. Selanjutnya, vaccine conspiracy belief mempengaruhi niat vaksinasi secara negatif melalui knowledge about COVID-19 vaccine, trust, dan attitude. Kemudian dengan menggunakan metode VIKOR diperoleh prioritas strategi vaksinasi yaitu: menjadikan tokoh adat sebagai duta vaksin untuk menyoal masyarakat adat; pemberian jaminan pemeliharaan kesehatan gratis di berbagai fasilitas kesehatan jika terjadi efek samping pasca vaksinasi; menjadikan tokoh agama sebagai duta vaksin dan penyuluh atau memberikan informasi tentang pentingnya vaksinasi; menyediakan layanan vaksinasi di klinik setempat atau dokter swasta; serta pemberian vaksinasi pasca pelayanan kesehatan di semua fasilitas kesehatan oleh tenaga kesehatan (dokter, perawat, bidan dan lain-lain).

.....The pandemic has claimed millions of lives. Indonesia is a country with a high number of deaths due to COVID-19. The government ran a vaccination program to control the spread of COVID-19. However, there were signs of refusal and doubt in the community about receiving vaccinations. Therefore, it is crucial to know the factors that influence people's vaccination behavior and develop an appropriate vaccination strategy based on the community's vaccination behavior. This study aims to establish a model of a COVID-19 vaccination strategy based on people's behavioral perceptions using a behavioral theory approach. The conceptual model of vaccination behavior was an integration of Protection Motivation Theory (PMT), Theory of Planned Behavior (TPB), Knowledge, Attitude/Beliefs, Practice Theory (KAPT), Extended

Parallel Process Model (EPPM), Health Belief Model (HBM), and Conspiracy Theory (CT). The study used the Structural Equation Modeling (SEM) method with the *Vise Kriterijumska Optimizacija I Kompromisno Resenje* (VIKOR) to analyze the data. SEM model was used to obtain vaccination behavior models, while VIKOR was used to formulate vaccination strategies. The sample of the study was Indonesian people who live on Java Island. Data analysis used PLS-SEM. The results show that perceived severity, cues to action, perceived benefit, attitude, subjective norm, and knowledge about the COVID-19 vaccine positively affect vaccination intention. The perceived barrier has a negative effect on vaccination intention. Furthermore, vaccine conspiracy beliefs negatively affect vaccination intentions through knowledge about the COVID-19 vaccine, trust, and attitude. Then, using the VIKOR method, the vaccination strategies priority is obtained, namely: making indigenous leaders as vaccine ambassadors to target indigenous peoples; providing free health care insurance at various health facilities in case of post-vaccination side effects; making religious leaders as vaccine ambassadors and extension workers or provide information on the importance of vaccination; providing vaccination services at local clinics or private doctors; as well as post-health service vaccination offers in all health facilities by health workers (doctors, nurses, midwives, and others)