

# Analisis Perilaku Personal Higiene Pegawai Pusat Administrasi Universitas dalam Pencegahan COVID-19 di Perguruan Tinggi X Tahun 2022 = Analysis of Personal Hygiene Behavior Related to COVID-19 Prevention among University Staff 2022

Qanita Fauzia, author

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## Abstrak

Pandemi COVID-19 berdampak pada seluruh aktivitas kehidupan termasuk bidang pendidikan. Seluruh praktik di perguruan tinggi termasuk pembelajaran ditiadakan diganti dengan pembelajaran jarak jauh atau daring. Pegawai perguruan tinggi juga merasakan adanya peningkatan beban kerja dan perubahan kondisi kerja. Pandemi ini mengubah mekanisme kerja seperti implementasi kebijakan baru, aturan pembatasan kontak fisik yang kemudian memungkinkan adanya konflik antara pekerjaan dengan gaya hidup yang dijalankan. Salah satu gaya hidup baru yang perlu diadopsi yaitu perilaku pencegahan COVID-19. Selama pandemi COVID-19, perguruan tinggi tetap memberlakukan work from office bagi pegawai sehingga risiko terjadinya penularan COVID-19 di lingkungan kerja tetap ada. Tentunya perilaku pencegahan COVID-19 menjadi aspek penting yang perlu menjadi perhatian karena merupakan cara terbaik berperang melawan COVID-19. Dalam teori health belief model disebutkan bahwa praktik perilaku kesehatan bergantung pada keyakinan yang dianut individu yaitu perceived susceptibility, perceived severity, perceived benefit, perceived barrier, self-efficacy dan cues to action. Tujuan dari penelitian ini ialah menganalisis hubungan faktor perilaku pencegahan dengan perilaku personal higiene pegawai perguruan tinggi.

Penelitian ini menggunakan desain studi cross sectional dengan penyebaran kuesioner pada 179 pegawai perguruan tinggi. Pengumpulan data dilakukan pada bulan April 2022.

Hasil penelitian menunjukkan bahwa perceived barrier, self-efficacy, dan cues to action merupakan tiga komponen prediktor perilaku personal higiene pegawai. Beberapa rekomendasi dari hasil penelitian di antaranya mengencarkan sosialisasi kebijakan serta protokol kesehatan dengan konten yang dapat memotivasi self-efficacy serta menurunkan persepsi hambatan pegawai terhadap perilaku personal higiene positif, menyebarkan

infografis dan media promosi yang menarik, memastikan ketersediaan sarana dan prasarana pendukung (fasilitas cuci tangan, hand sanitizer, masker, sarung tangan, cairan disinfektan maupun APD lainnya), serta menunjuk duta prokes di kalangan pegawai untuk kemudian memberlakukan mekanisme pemberian apresiasi bagi pegawai yang telah rajin mempraktikkan perilaku personal higiene positif

.....The COVID-19 pandemic impacts all life activities, including the education sector. All university practices have been removed and replaced with online learning. Academic staff feel an increase in workload and changes in working conditions. This pandemic has changed work mechanisms, such as implementing new policies and rules for limiting physical contact, allowing for conflicts between work and the lifestyle that is carried out.

One new lifestyle that needs to be adopted is COVID-19 prevention behavior. During the COVID-19 pandemic, universities continue to enforce work from the office for employees; hence the risk of COVID-19 transmission in the work environment remains.

Of course, COVID-19 prevention behavior is an important aspect that needs attention because it is the best way to fight against COVID-19. The health belief model theory stated that the practice of health behavior depends on the beliefs held by the individual, namely perceived susceptibility, perceived severity, perceived benefit, perceived barrier,

self-efficacy, and cues to action. The purpose of this study was to analyze the relationship between preventive behavior factors and personal hygiene behavior of academic staff.

This study used a cross-sectional study design with questionnaires distributed to 179 academic staff. Data collection was carried out in April 2022. The study results show that perceived barriers, self-efficacy, and cues to action are significant and directly affected employee personal hygiene behavior. Some recommendations from the results include

intensifying the dissemination of health policies and protocols with content that can motivate self-efficacy and reduce employee perceptions of barriers, distributing interesting infographics and social media campaign, ensuring the availability of supporting facilities and infrastructure (hand washing facilities, hand sanitizers, masks, gloves, disinfectant liquid, and other PPE) as well as appointing health care ambassadors among employees to then implement a mechanism for giving appreciation to employees who have been diligent in practicing positive personal hygiene behavior.