

Peran Theory of Planned Behavior (TPB) terhadap Health Information-Seeking Behavior (HISB) pada orang tua siswa selama pelaksanaan Pertemuan Tatap Muka (PTM) terbatas saat pandemi COVID-19 di Jabodetabek = The role of the Theory of Planned Behavior (TPB) toward Health Information-Seeking Behavior (HISB) on parents during hybrid learning during the COVID-19 pandemic in Jabodetabek

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Abstrak

Pelaksanaan Pertemuan Tatap Muka (PTM) Terbatas membuat terjadinya kluster penularan Covid-19. Terdapat ribuan sekolah yang mengkonfirmasi adanya kluster penyebaran Covid-19 di semua jenjang pendidikan. Hal ini mendorong kesiapan orang tua dalam mencari informasi untuk mendapatkan jawaban terkait Covid-19 untuk mereka dan anak mereka yang sedang melangsungkan PTM Terbatas. Penelitian ini bertujuan untuk melihat konsep Theory of Planned Behavior (TPB) dalam memprediksi Health Information-Seeking Behavior (HISB) pada Orang Tua Siswa selama Pertemuan Tatap Muka (PTM) Terbatas saat Pandemi Covid-19 di Jabodetabek. Terdapat 127 partisipan yang terlibat dengan rentang usia 24 - 55 tahun. Analisis regresi berganda dilakukan dengan menghasilkan temuan bahwa terdapat pengaruh yang signifikan dari TPB terhadap intensi HISB, $p < 0,01$, $R^2 = 0,613$, dimana Dengan demikian semakin kuat keyakinan dan tekanan sosial yang dirasakan, maka semakin kuat pula intensi HISB pada individu. Kemudian semakin kuat persepsi individu akan kemampuan mencari informasi kesehatan, maka semakin kuat pula HISB akan muncul secara aktual.

.....Hybrid Learning led to clusters of Covid-19 transmissions. There are thousands of schools that have confirmed the existence of clusters of the spread of Covid-19 at all levels of education. This encourages the readiness of parents to seek information to get answers related to Covid-19 for themselves and their children who are holding Hybrid Learning. This study aims to look at the Theory of Planned Behavior (TPB) concept in predicting health information-seeking behavior (HISB) in parents of students during Hybrid Learning during the Covid-19 Pandemic in Jabodetabek. There were 127 participants involved, with an age range of 24–55 years. Multiple regression analysis was carried out by producing findings that there was a significant effect of TPB on HISB intentions, $F(3, 126) = 64.865$, $p < 0.01$, $R^2 = 0.613$, where attitude toward the behavior and subjective norms had a significant effect on behavioral intention, and attitude toward the behavior was the most significant predictor. Then the perceived behavioral control that is felt directly has a significant effect on the actual HISB. Thus, the stronger the belief and the perceived social pressure, the stronger the HISB intention on the individual. Then, the stronger the individual's perception of the ability to seek health information, the stronger the HISB will actually appear.