

Persepsi Masyarakat Jawa Barat terhadap Perilaku Berisiko Covid-19 : Metode Health Belief Model = Perception of the West Java Community towards Covid-19 Risk Behavior : Health Belief Model Approach

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20527078&lokasi=lokal>

Abstrak

Upaya masyarakat dalam menghindari perilaku yang berisiko untuk terinfeksi COVID-19 dan mencari informasi mengenai faktor yang mempengaruhinya penting untuk menghentikan penularan. Penelitian ini bertujuan untuk menganalisis hubungan antara faktor persepsi individu dan juga faktor Karakteristik Individu terhadap perilaku berisiko COVID-19 pada masyarakat di Provinsi Jawa Barat. Penelitian ini merupakan penelitian kuantitatif yang dilakukan di Provinsi Jawa Barat pada tanggal 14-21 Juli 2021 dan menggunakan desain studi cross sectional, dengan total 544 responden terkumpul dengan kuesioner google form berisikan pertanyaan mengenai persepsi individu dan perilaku berisiko terkait COVID-19 yang disebarluaskan secara online yang disebarluaskan melalui sosial media (Instagram, line, telegram, dan lainnya). Data akan dianalisis secara univariat dan bivariat menggunakan software aplikasi uji statistik. Hasil penelitian menggunakan uji Chi Square menunjukkan bahwa variabel persepsi kerentanan ($p\text{-value}=0,001$; $OR=1,809$; $CI\ 95\%=1,287-2,541$), persepsi keparahan ($p\text{-value}=0,000$; $OR=2,132$; $CI\ 95\%=1,514-3,002$), persepsi manfaat ($p\text{-value}=0,000$; $OR=1,854$; $CI\ 95\%=1,319-2,607$), persepsi hambatan ($p\text{-value}=0,000$; $OR=0,364$; $CI\ 95\%=0,277-0,517$) dan efikasi diri ($p\text{-value}=0,001$; $OR=2,128$; $CI\ 95\%=(1,496-3,028)$) memiliki hubungan yang signifikan dengan perilaku berisiko COVID-19. Sedangkan variabel jenis kelamin ($p\text{-value}=0,044$; $OR=1,479$; $CI\ 95\%=1,010-2,166$) dan tingkat pendidikan ($p\text{-value}=0,004$; $OR=0,610$; $CI\ 95\%=0,434-0,858$) adalah faktor karakteristik individu yang memiliki hubungan yang signifikan dengan perilaku berisiko COVID-19. Perilaku berisiko terkait COVID-19 pada masyarakat di Provinsi Jawa Barat, Indonesia memiliki hubungan yang signifikan dengan persepsi kerentanan, persepsi keparahan, persepsi manfaat, persepsi hambatan, efikasi diri, jenis kelamin, dan tingkat pendidikan.

.....The community's efforts to avoid behaviors that are at risk of being infected with COVID-19 and seek information that influence it are important to be exposed to transmission. This study aims to analyze the relationship between individual perception factors and individual characteristic factors on COVID-19 risk behavior in West Java Province. This research is a quantitative study conducted in West Java Province on July 14-21 2021 and uses a cross sectional study design, with a total of 544 respondents collected using a google form questionnaire containing questions about individual perceptions and risk behaviors related to COVID-19 distributed online. distributed through social media (Instagram, line, telegram, and others). The data will be analyzed by univariate and bivariate using statistical test application software. The results of the study using Chi Square showed that the variable perception of vulnerability ($p\text{-value} = 0.001$; $OR = 1.809$; $95\% CI = 1.287-2.541$), perceived severity ($p\text{-value} = 0.000$; $OR = 2.132$; $95\% CI = 1.514-3.002$), perceived benefits ($p\text{-value}=0.000$; $OR=1.854$; $95\% CI=1.319-2.607$), perceived barriers ($p\text{-value}=0.000$; $OR=0.364$; $95\% CI=0.277-0.517$) and self-efficacy ($p\text{-value}=0.001$; $OR=2.128$; $95\% CI=(1.496-3.028)$) has a significant relationship with COVID-19 risk behavior. Meanwhile, gender ($p\text{-value}=0.044$; $OR=1.479$; $95\% CI=1.010 - 2.166$) and education level ($p\text{-value} = 0.004$; $OR = 0.610$; $95\% CI = 0.434-0.858$) are individual characteristic factors that have a significant relationship with risk behavior for COVID-19. 19. -

19 in the community in West Java Province, Indonesia has a significant vulnerability, perceived severity, perceived benefits, perceived barriers, self-efficacy, gender, and level of education