

Persepsi Risiko COVID-19, Framing, Literasi eHealth, dan Jenis Kelamin Sebagai Prediktor Intensi Social Distancing Masyarakat Bali = COVID-19 Risk Perception, Framing, eHealth Literacy, and Gender as Predictors of Social Distancing Intention on People who Live in Bali

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Abstrak

Di masa pandemi COVID-19, menerapkan perilaku social distancing menjadi hal penting dilakukan untuk memutuskan rantai penyebaran virus Corona. Mengacu pada Health Belief Model, penelitian ini bertujuan mengetahui peran dari perceived susceptibility, perceived severity, framing, literasi eHealth, serta jenis kelamin yang secara bersamaan memprediksi intensi social distancing pada masyarakat Bali. Karakteristik partisipan penelitian ini minimum berusia 18 tahun, tingkat pendidikan minimum berada di jenjang SMA, dan berdomisili di Bali. Penelitian ini merupakan penelitian eksperimental dengan desain cross-sectional study. Total partisipan berjumlah 406 orang. Berdasarkan hasil multiple linear regression analysis, ditemukan bahwa perceived susceptibility, perceived severity, literasi eHealth, framing, serta jenis kelamin secara bersamaan memengaruhi intensi social distancing ($R^2 = .097$, $p < 0.05$). Perceived severity menjadi prediktor paling kuat dalam model ini, diikuti oleh jenis kelamin, kemudian perceived susceptibility. Dalam penelitian ini, baik framing maupun literasi eHealth tidak menjadi prediktor intensi social distancing. Hasil penelitian ini dapat dijadikan gambaran serta referensi untuk penelitian berikutnya.

..... During the COVID-19 pandemic, implementing social distancing behavior is an important thing to do to break the chain of spreading the Corona virus. Referring to the Health Belief Model, this study aims to determine the role of perceived susceptibility, perceived severity, framing, eHealth literacy, and gender which simultaneously predict social distancing intentions in Balinese people. The characteristics of the participants in this study are at least 18 years old, the minimum education level is at the high school level, and domiciled in Bali. This research is an experimental study with a cross-sectional study design. The total participants were 406 people. Based on the results of multiple linear regression analysis, it was found that perceived susceptibility, perceived severity, eHealth literacy, framing, and gender simultaneously affected social distancing intentions ($R^2 = .097$, $p < 0.05$). Perceived severity is the strongest predictor in this model, followed by gender, then perceived susceptibility. In this study, neither framing nor eHealth literacy were predictors of social distancing intentions. The results of this study can be used as an illustration and reference for future research.