

Pengaruh Health Belief Model terhadap Preventive Health Behavior Masyarakat Provinsi DKI Jakarta selama Pandemi COVID-19 = The Effect of Health Belief Model on Preventive Health Behavior of the citizens of The DKI Jakarta Province During the COVID-19 Pandemic

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Abstrak

Preventive health behavior penting untuk dilakukan karena dapat mencegah individu terinfeksi COVID-19 dan dapat menurunkan tingkat penularan COVID-19. DKI Jakarta merupakan provinsi dengan jumlah kasus COVID-19 terbanyak di Indonesia. Oleh sebab itu, penting untuk memahami faktor yang memengaruhi preventive health behavior masyarakat DKI Jakarta. Salah satu teori yang bisa digunakan untuk memprediksi preventive health behavior adalah teori Health Belief Model. Penelitian ini bertujuan untuk menganalisa komponen Health Belief Model mana yang berpengaruh terhadap preventive health behavior masyarakat provinsi DKI Jakarta selama pandemi COVID-19. Pengumpulan data dilakukan secara daring dengan menyebar kuesioner kepada partisipan yang berisi alat ukur preventive health behavior (Kim, & Kim, 2020) dan Health Belief Model (Shahnazi et al., 2020). 189 orang berusia minimal 19 tahun yang tinggal di DKI Jakarta berpartisipasi pada penelitian ini. Analisis data dilakukan menggunakan multiple regression dengan IBM SPSS. Hasil penelitian menunjukkan bahwa perceived severity ($= 0,140$, $p = 0,046$), perceived barriers ($= -0,281$, $p = 0,000$), cues to action ($= 0,129$, $p = 0,049$), dan self-efficacy ($= 0,217$, $p = 0,002$) dapat memprediksi preventive health behavior. Sedangkan, perceived susceptibility dan perceived benefits tidak dapat memprediksi preventive health behavior. Dengan kata lain, semakin individu meyakini adanya konsekuensi apabila terkena COVID-19 (perceived severity); semakin rendah aspek negatif yang menghalangi individu untuk melakukan preventive health behavior (perceived barriers); semakin banyak stimulus yang diperoleh individu (cues to action); dan semakin individu merasa yakin akan kemampuannya untuk melakukan preventive health behavior (self-efficacy), maka semakin tinggi pula preventive health behavior-nya. Selain itu, komponen health belief model yang paling kuat memprediksi preventive health behavior adalah perceived barriers.

..... Preventive health behavior is important because it can prevent individuals from being infected with COVID-19 and can reduce the transmission rate of COVID-19. DKI Jakarta is the province with the highest number of COVID-19 cases in Indonesia. Therefore, it is important to understand the factors that influence the preventive health behavior of the citizens of the DKI Jakarta province. One theory that can be used to predict preventive health behavior is the Health Belief Model. This study aims to analyze which components of the Health Belief Model affect the preventive health behavior of the citizens of the DKI Jakarta province during the COVID-19 pandemic. Data collection was carried out online by distributing questionnaires to participants containing preventive health behavior (Kim, & Kim, 2020) and the Health Belief Model (Shahnazi et al., 2020) measurement tools. 189 respondents with a minimum age of 19 years and living in DKI Jakarta participated in this study. Data analysis was performed using multiple regression with IBM SPSS. The results showed that perceived severity ($= 0,140$, $p = 0,046$), perceived barriers ($= -0,281$, $p = 0,000$), cues to action ($= 0,129$, $p = 0,049$), and self-efficacy ($= 0,217$, $p = 0,002$) predicts preventive health behavior. Meanwhile, perceived susceptibility and perceived benefits can not predict preventive health

behavior. In other words, the more individuals believe there are consequences if they are infected to COVID-19 (perceived severity); the lower the negative factors that prevent individuals from carrying out preventive health behavior (perceived barriers); the more stimulus the individual gets (cues to action); and the more individual feel confident in their ability to perform preventive health behavior (self-efficacy), the higher their preventive health behavior. In addition, the component health belief model that most strongly predicts preventive health behavior is perceived barriers.