

Implementation Of Health Belief Models In Efforts To Prevent Covid-19

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ABSTRACT

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ABSTRACT

Background: WHO Designated COVID-19 as a health problem with a global emergency status with the highest level of alertness. Coronaviruses are a large family of viruses that cause disease in humans and animals. At the start of the pandemic The total number of COVID-19 cases in Indonesia was 248,852 confirmed. Therefore, the number infected with COVID-19 will continue to grow.

Aim: Adherence to preventive health standards and behaviors in the community is very important to better control disease and be able to know preventive health behaviors from COVID-19 based on the Health Belief Model component in the community.

Method: This research design uses observational analytic with cross sectional approach. The study was conducted online due to the COVID-19 pandemic. Respondents were collected by accidental sampling by distributing questionnaires in the Kediri community. Multivariate analysis using the Ordinal Regression Test.

Result: This research found that there is an effort of COVID-19 prevention with the Perceived Severity value =0,00, the Perceived Benefits value =0,004 and the Cues To Action value = 0,000 where as those that have no effect in efforts to prevent COVID-19 are the Perceived Susceptibility value = 0,268, the Perceived Barriers value =0,606 and the perception of Self Efficacy value = 0.0684.

Conclusion: Can concluded that there an effect of the theory health belief model on efforts to prevent COVID-19. From the results, there are 3 components that influence, Perceived Severity, Perceived Benefits, Cues To Action. Meanwhile there are 3 components have no effect, Perceived Susceptibility, Perceived Barriers, Self Efficacy

I. Introduction

According to the WHO China Country Office reported the discovery of a case of pneumonia of unknown etiology in Wuhan City, Hubei Province, China, in December 2019, which was later designated as a new type of corona virus. (Sukmana et al., 2020). Novel Coronavirus is a new type of corona virus that has never been identified in humans as the cause of Corona-19 Virus Disease. Coronaviruses are a large family of viruses that cause disease in humans and animals. The novel coronavirus has epidemiology with different characteristics from SARS-CoV or MERSCoV.

According to (BNPB Indonesia's COVID-19 Task Force) At the start of the pandemic The total number of confirmed COVID-19 cases in Indonesia is 248,852. Currently, there are 58,378 active cases or 23.5% of those confirmed. Of these, as many as 180,797 patients who have



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recovered and 9,677 people died. From the report of the East Java Provincial Government as of September 21, 2020 for the Karisidenan Kediri area which includes Kediri City, Kediri Regency, Blitar City, Nganjuk Regency, Blitar Regency, Tulungagung Regency and Trenggalek Regency. Kediri City has 177 confirmed cases, Kediri Regency has 663 confirmed cases, Blitar City has 165 confirmed cases, Blitar Regency has 595 confirmed cases while Nganjuk Regency has 491 confirmed cases. Tulungagung Regency with 364 confirmed cases and Trenggalek Regency with 232 confirmed cases. The number infected with COVID-19 will continue to grow. Transmission of this disease occurs from COVID-19 positive patients through droplets that come out when coughing and sneezing. However, it is also estimated that this virus is spread from people who are asymptomatic but the test results show positive for COVID 19.

Sociologists, psychologists, and anthropologists have proposed different theories and models to explain the factors that influence health behavior, one of which is the Health Belief Model. (Ministry of Health, 2020). Given the pandemic and the rapid spread of COVID-19, adherence to preventive health standards and behaviors in the community is essential to better control the disease. Therefore, this research was conducted to determine preventive health behaviors from COVID-19 based on the components of the Health Belief Model in the community..

II. Method

This research design uses observational analytic with cross sectional approach. The research was conducted online because of the COVID-19 pandemic, which requires adhering to health protocols. Respondents were taken by accidental sampling by distributing questionnaires in the Sekarisidenan Kediri community. Multivariate analysis using the Ordinal Regression Test.

III. Results

Table 1 Ordinal Regression Test Results

Variable	Std.Error	Wald	Sig
Prevention	2,411	16,162	0,000
Perceptions of Lightness	0.746	1,226	0.268
Perception of Seriousness	0.688	35,938	0,000
Perceived Benefits	0.791	8,371	0.004
Perception of Barriers	0.389	0.266	0.606
Cues to Action	0.732	14,933	0,000
Self confidence	0.545	0.166	0.684

The results of the estimation parameter test above explained that the perceived seriousness variable, the perceived benefit variable and the Acting Cue variable were variables that had a significant effect on the prevention of Covid-19 which had a significance value of $\alpha < 0.05$ or in other words, reject H_0 . As for the Vulnerability Variable, Obstacle Variable and Self-Sufficiency Variable, it can be said that it has no significant effect on efforts to prevent Covid-19 because it has a significance value of $\alpha > 0.05$ or in other words Accept H_0 .

IV. Discussion

A. The Effect of Perceived Susceptibility on COVID-19 Prevention Efforts.

Based on the results of the analysis using the Ordinal Regression Test, it can be seen that the perception of vulnerability has a value = 0.268 or $pvalue > \alpha$ (0.05), this means that Receive H_0 results in no effect of perceived vulnerability on COVID-19 prevention efforts.

This is in accordance with the research conducted by (M. Bead et al 2020) which was assessed from several questions whether the respondent felt he was a risk factor for covid-19 such as the presence of comorbid diseases, old age (> 60 years), smoking habits, and activities that require interaction with many people, and whether the respondent felt that he would be vulnerable contracted covid-19 if you do not comply with health protocols. This individual belief is related to cognitive aspects, such as individual knowledge of a health problem (Sarafino EP, 2006)

These results are in line with (Afro, 2020) which the perception of vulnerability in the Health Belief Model according to (Notoatmodjo, 2007) that perception of vulnerability refers to a person's beliefs about the possibility of acquiring a disease or condition. The results showed that the respondents' perception of vulnerability was very positive. This means that the individual has knowledge and self-awareness of his vulnerability to the COVID-19 disease. However, in this case the perception of vulnerability has no influence on efforts to prevent Covid-19.

B. The Effect of Perceived Saverity on COVID-19 Prevention Efforts.

Based on the results of the analysis using the Ordinal Regression Test, it can be seen that the perception of seriousness has a value = 0.00 or $pvalue < \alpha$ (0.05), this means that Reject H_0 gives the result that there is an effect of perceived seriousness on efforts to prevent COVID-19.

According to (Sholiha, 2014) states that the severity of a disease will cause the individual to feel that the consequences of the disease are a threat to him, so that the individual will take action to carry out a prevention or treatment. (M. Bead et al 2020) States that that research respondents who have a high perception of seriousness are 1.4 times more likely to comply with the implementation of COVID-19 prevention efforts.

C. The Effect of Perceived Benefits on Prevention of Covid-19.

Based on the results of the analysis using the Ordinal Regression Test, it can be seen that the perceived benefit has a value = 0.004 or $pvalue < \alpha$ (0.05), this means that Reject H_0 results in the effect of perceived benefits on efforts to prevent COVID-19.

Perceptions of benefits found that the majority of respondents had very positive perceptions of benefits. This shows that almost all respondents are aware of the benefits that will be obtained if they implement COVID-19 prevention efforts by complying with the Health Protocol. This is also consistent with research (Jose, 2020) which states that the majority of individuals find it very easy to avoid corona virus infection if they implement health protocols required by the government this will affect compliance in implementing health protocols.

D. The Effect of Perceived Barries on COVID-19 Prevention Efforts.

Based on the results of the analysis using the Ordinal Regression Test, it can be seen that the perception of obstacles has a value = 0.606 or $pvalue > \alpha$ (0.05), this means that Accept H_0 results in no effect of perceived seriousness on efforts to prevent COVID-19.

Perceived barrier or the perception of barriers shows that the majority of respondents are not aware of what obstacles they face when implementing health protocols. Each individual has a response to different obstacles. Individuals who have positive perceptions to controlsituation and take action to overcome these obstacles will make the individual concerned aware of and understand the situation at hand. Awareness of the obstacles that will

be experienced by the individual makes the individual concerned to find solutions to overcome these obstacles (Syarafina, 2019)

E. The Effect of Perception of Action Cues (Cues To Action) on COVID-19 Prevention Efforts.

Based on the results of the analysis using the Ordinal Regression Test, it can be seen that the perception of Action Cues has a value = 0,000 or $p\text{value} < \alpha$ (0.05), this means that Reject H_0 results in the effect of the perception of Acting Cues on efforts to prevent COVID-19.

According to the Health Belief Model, the perception of threat can increase if a person gets cues to act. Giving cues to act more effectively than trying to increase benefits or reduce perceived barriers. In line with (M. Bead et al 2020) which states that action cues have a significant relationship with a person's adherence to routine taking antihypertensive drugs. Cues to act can come from internal or external. Internal cues, for example, are feeling a symptom. External cues, for example, are information or advice obtained from other people, which can come from closest people, health workers, and social media.

F. The Effect of Self Efficacy on COVID-19 Prevention Efforts.

Based on the results of the analysis using the Ordinal Regression Test, it can be seen that the perception of self-confidence has a value = 0.684 or $p\text{value} > \alpha$ (0.05) this means that Accept H_0 results in no effect of self-confidence on efforts to prevent COVID-19.

Self efficacy or self-efficacy described in a previous study by Rosenstock (1974) in (Pramono, 2018) that the ability of an individual is in the form of self-confidence and self-confidence if he applies health protocols during the COVID-19 pandemic. Individuals' self-confidence and confidence with their abilities can determine how they behave, think and react to all situations that happen to them. In this case, it is known that self-efficacy shows very positive results. This shows that the majority of individuals already have a very high level of confidence and confidence if they apply health protocols during the COVID-19 pandemic.

V. Conclusion

Based on the results of the research that has been done, it can be concluded that there is an effect of the health belief model theory on efforts to prevent COVID-19. Judging from the results, there are 3 components that influence, namely perception of seriousness (Perceived Saverity), Perception of Benefits (Perceived Benefits) and Perception of Action Cues (Cues To Action), each of which has $p\text{value} < \alpha$ (0.05). influential, namely Perceived Susceptibility, Perceived Barries and Self Efficacy, each of which has $p\text{value} > \alpha$ (0.05).

Perceptions taken from the Health Belief Model theory have a major role in changing health behavior, including complying with health protocols in efforts to prevent COVID-19. So that one of the recommendations for efforts to change perceptions is such as increasing the quantity and quality of information dissemination regarding the application of health protocols directly or through social media regarding the benefits of implementing health protocols to prevent transmission of COVID-19.

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