

MENGEKSPLORASI PERAN PERSEPSI KERENTANAN DAN PERSEPSI KEUNTUNGAN TERHADAP PERILAKU KEPATUHAN PROTOKOL KESEHATAN 3M COVID-19 PADA MAHASISWA DI YOGYAKARTA

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Abstrak

Menjelang tahap akhir pandemi COVID-19 yang telah berlangsung selama setidaknya 3 Tahun lamanya, pemerintah Republik Indonesia hingga kini masih mengupayakan usaha-usaha dalam rangka mengkondisikan situasi pasca-pandemi di masyarakat dalam rangka dicabutnya Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM) yang mencakup anjuran protokol kesehatan 3M yaitu mencuci tangan, menggunakan masker, dan menjaga jarak di tempat umum. Persepsi masyarakat terhadap situasi pandemi COVID-19 diyakini berpengaruh dalam membentuk kepatuhan perilaku kesehatan protokol 3M. Penelitian ini bertujuan untuk menelaah lebih dalam peran persepsi kerentanan dan persepsi keuntungan dalam mematuhi protokol kesehatan pandemi COVID-19 3M serta mengukur tingkat pengaruhnya pada mahasiswa di Provinsi Daerah Istimewa Yogyakarta. Penelitian menggunakan metode kuantitatif dengan data primer bersumber dari hasil kuesioner partisipan yang diisi secara daring dan dilakukan olah data *Covariance-Based Structural Equation Model* (CB-SEM) menggunakan perangkat lunak LISREL versi 8.80.

Kata kunci: *persepsi kerentanan, persepsi keuntungan, perilaku kesehatan, kepatuhan, protokol kesehatan, pandemi COVID-19, mahasiswa*

Upon entering the end on COVID-19 pandemic which has occurred for at least 3 years periods, The Indonesian Republic government is now still putting on efforts to stabilize current society climates as the after-math of Public Activity Restrictions (PPKM) revocations; the restrictions including instructions to obey certain health protocol such as washing hands with water and soap, wearing mask, and keeping distance on social basis (3M). The pandemic situation which has been improving brings a new challenge in society to uphold the 3M which still enforced until now. Citizen's perceptions of COVID-19 pandemic situation believed to be a determining factor of compliance to form healthy behaviors on individual level. This research is intended to explore and acknowledge the determining also measuring the factors in perceived susceptibility and perceived benefits from practicing compliance to the COVID-19 pandemic health protocol of college students in D.I. Yogyakarta province. Quantitative method will be used involving college student participants to fill a set of online form questionnaire and the output data which came from the method will be analyzed using *Covariance-Based Structural Equation Model* (CB-SEM) using LISREL ver. 8.80 software.

Keywords: *perceived susceptibility, perceived benefits, health behavior, compliance, health protocol, COVID-19 pandemic, college students*