



Pengaruh Penilaian Ancaman Terhadap Intensi Mematuhi Protokol Kesehatan Covid-19 di Indonesia

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Abstract. *In the last two years, coronavirus disease has become a global pandemic. Indonesia is one of the countries with the largest number of infected people. Health protocols are recommended to reduce its spread, but not all communities have complied with it. The community's normative belief in the space of conspiracy is suspected of affecting the intention to abide by the COVID-19 health protocol. These societal beliefs, or what is commonly referred to as social norms, influence an individual's appraisal of the threat of COVID-19, which impacts the intention to comply with the behavior. This study wanted to predict threat appraisal on intent to abide by the COVID-19 health protocol in Indonesia moderated by injunctive and descriptive social norms. The data of this cross-sectional study were obtained from 307 adult respondents (Male=94, Female=213) in Indonesia who participated through an online survey using the convenience sampling method. Result showed that threat appraisal significantly predicted the intention to comply with the COVID-19 health protocol in Indonesia by 2.8% ($F=8,737$; $p<0.05$). The injunctive and descriptive norms did not moderate the prediction ($p>0.05$) because they were inconsistent. Additionally, female participants were found to have a higher intention to adhere to the protocol than male participats.*

Keywords: *coronavirus disease; threat appraisal; social norms*

Abstrak. Hampir dua tahun terakhir, *coronavirus disease* menjadi pandemi global. Indonesia menjadi salah satu negara yang jumlah penduduk terinfeksi terbanyak. Protokol kesehatan dianjurkan untuk mengurangi penyebarannya, tetapi belum semua masyarakat mematuhi. Keyakinan normatif masyarakat terhadap konspirasi yang tersebar diduga berpengaruh pada intensi mematuhi protokol kesehatan COVID-19. Keyakinan masyarakat ini, atau yang biasa disebut norma sosial, mempengaruhi penilaian individu terhadap ancaman COVID-19 yang berdampak pada intensi mematuhi perilaku. Penelitian ini ingin melihat prediksi penilaian ancaman terhadap intensi mematuhi protokol kesehatan COVID-19 di Indonesia yang dimoderasi norma sosial injungtif dan deskriptif. Data studi *cross-sectional* ini didapat dari 307 responden dewasa (Laki-laki=94, Perempuan=213) di Indonesia yang berpartisipasi melalui survei daring dengan metode *convenience sampling*. Hasil penelitian menunjukkan bahwa penilaian ancaman terbukti dapat memprediksi intensi mematuhi protokol kesehatan COVID-19 di Indonesia sebesar 2,8% ($F=8.737$; $p<0,05$). Norma injungtif dan deskriptif tidak memoderasi prediksi tersebut ($p>0,05$) karena ditemukan tidak selaras. Lebih lanjut, perempuan ditemukan memiliki intensi mematuhi protokol yang lebih tinggi dibandingkan laki-laki.

Keywords: *covid-19, penilaian ancaman, norma sosial*