

ABSTRAK

Pencegahan COVID-19 hanya dapat dilakukan dengan perubahan perilaku. Perubahan perilaku yang dianjurkan adalah perilaku 3M. Teori *Health Belief Model* (HBM) dapat digunakan untuk memprediksi perilaku 3M masyarakat. Tujuan penelitian ini adalah mengetahui bagaimana perilaku 3M ditinjau dari kerangka teori HBM. Rancangan penelitian menggunakan *Cross Sectional* dengan sampel sebesar 96 masyarakat Kelurahan Pasir Endah Kota Bandung yang diambil acak berstratifikasi. Dengan variabel independent : persepsi kerentanan, keparahan, manfaat, hambatan dan efikasi diri dan variabel dependen : perilaku 3M masyarakat. Instrument penelitian menggunakan kuesioner *Gform* yang diolah dengan uji Chi Square. Hasil penelitian menunjukkan sebagian besar masyarakat menerapkan perilaku 3M dan memiliki persepsi kerentanan, keparahan, manfaat, hambatan dan efikasi diri yang tinggi, terdapat hubungan antara persepsi kerentanan (*pvalue* : 0.025), persepsi keparahan (*pvalue* : 0.004), persepsi manfaat (*pvalue* : 0.010), dan efikasi diri (*pvalue* : 0.025), dan tidak ada hubungan persepsi hambatan (*pvalue* : 0.064) dengan perilaku 3M masyarakat. Puskesmas diharapkan mampu meningkatkan persepsi kerentanan, keparahan, manfaat dan efikasi diri terkait COVID-19 agar seluruh masyarakat menerapkan perilaku 3M dengan baik.

Kata Kunci : *Health Belief Model*, Perilaku 3M, COVID-19

Daftar Pustaka : 4 Buku, 8 Dokumen Pemerintah, 21 Jurnal, 1 Website Resmi (2016-2021)

ABSTRACT

COVID-19 Prevention can only be done by changing the behavior. The recommended behavior is 3M behavior. The Health Belief Model (HBM) can be used to predict 3M behavior from the society. The purpose of this study is to determine the 3M behavior using the HBM framework. This research used a cross-sectional design with 96 people of Pasir Endah, Bandung as samples, which were taken with stratified random sampling. The independent variabels: perceived susceptibility, perceived severity, perceived benefit, perceived barrier, and self-efficacy, and the dependent variabel: 3M behavior of the community. This research used Gform questionnaires which were processed using the Chi-Square test. The results showed that most of the people implemented 3M behavior properly and have high perceived susceptibility, perceived severity, perceived benefits, perceived barriers, and self-efficacy. There is a relationship between perceived susceptibility (p-value: 0.025), perceived severity (p-value: 0.004), perceived benefits (p-value: 0.010), and self-efficacy (p-value: 0.025), and there is no relationship between perceived barriers (p-value: 0.064) to 3M behavior in the community. The Primary Health Center should be able to increase the perceived susceptibility, perceived severity, perceived benefits, and self-efficacy related to COVID-19 to make everyone implements 3M behavior properly.

Keywords: 3M Behavior, Health Belief Model, Covid-19

Bibliography: 4 Books, 8 Government Documents, 19 Journals, 1 Official Website (2016-2021)