

# Determinan Perilaku Penerapan Protokol Kesehatan COVID-19 pada Pedagang di Pasar Induk Kramat Jati Tahun 2021

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## Abstrak

Provinsi DKI Jakarta menempati jumlah kasus positif COVID-19 tertinggi di Indonesia bulan Juni 2021. Upaya pencegahan dilakukan melalui kebijakan nomor HK.01.07/Menkes/413/2020 mewajibkan pelaksanaan protokol kesehatan. Pasar merupakan tempat berkerumun orang sehingga sangat berpotensi dalam penularan COVID-19. Penelitian bertujuan untuk mengetahui determinan perilaku pedagang menerapkan protokol kesehatan untuk mencegah penyebaran COVID-19 di pasar. Penelitian menggunakan pendekatan kuantitatif desain cross sectional pada 165 pedagang pasar yang diambil secara acak. Data dikumpulkan dengan pengisian kuesioner mandiri secara online, dianalisis menggunakan uji chi square dan regresi logistik ganda. Sebanyak 74 (44,8%) pedagang dengan skor perilaku 56,79 (skala 100) dalam mencegah COVID-19, perilaku tertinggi yaitu mencuci tangan sebelum dan sesudah memasuki area pasar (71,31%), terendah pada upaya untuk meminimalkan kontak di area pasar dengan pelanggan (42,83%). Jenis kelamin, pengetahuan, sikap, ketersediaan sarana merupakan variabel yang berhubungan dengan perilaku pedagang. Sikap merupakan variabel yang paling dominan terkait dengan perilaku pedagang di Pasar Induk Kramat Jati 2021, pedagang yang bersikap positif akan 4,2 kali berperilaku baik dibanding yang bersikap negatif setelah dikontrol oleh pengetahuan, ketersediaan sarana, persepsi kerentanan, keseriusan dan hambatan serta dukungan teman dan kebijakan. Sikap pedagang perlu ditingkatkan dengan peningkatan pengetahuan, pemenuhan sarana protokol kesehatan, kolaborasi antara PD Pasar Jaya, Puskesmas dan Tokoh Masyarakat dalam menerapkan protokol kesehatan di lingkungan Pasar

DKI Jakarta Province occupies the highest number of positive COVID-19 cases in Indonesia, June 2021. Prevention efforts are carried out through policy number HK.01.07/Menkes/413/2020 requiring the implementation of health protocols. The market is a place where people congregate, so it has the potential to spread COVID-19. This study aims to determine the behavioral determinants of traders implementing health protocols to prevent the spread of COVID-19 in the market. The study used a quantitative approach with cross sectional design on 165 market traders who were taken at random. Data were collected by filling out an online self-administered questionnaire, analyzed using the chi square test and multiple logistic regression. As many as 74 (44.8%) traders have good behavior, skor 56.79 (a scale of 100) in preventing COVID-19. The highest behavior is washing hands before and after entering the market area (71.31%), the lowest is in efforts to minimize contact in the market area with customers using a barrier/plastic/faceshield (42.83%). Attitude is the most dominant variable related to the behavior of traders in the Kramat Jati Main Market 2021, traders who have a positive attitude will be 4.2 times better behaved than those who behave negatively after being controlled by knowledge, availability of facilities, perceptions of vulnerability, seriousness and obstacles as well as support from friends and family. policy. The attitude of traders needs to be improved by increasing knowledge, supported by the fulfillment of health protocol facilities, collaboration between PD Pasar Jaya, Puskesmas and Community Leaders in implementing health protocols in the Market environment