

COMPLIANCE FACTORS FOR IMPLEMENTATION OF COVID-19 HEALTH PROTOCOL IN TRADERS

(Case Study at Gubeng Masjid Surabaya Market in 2022)

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ABSTRACT

An infectious disease called Coronavirus Disease (COVID-19) can cause illness in animals or humans. SARS-CoV-2 virus is the cause of this disease. The government urges the public to be cautious when visiting places prone to COVID-19 transmission, one of them was traditional markets. Compliance with implementing health protocols in traditional markets, especially traders, must be continuously improved to stop the spread of COVID-19. This study aimed to analyze factors related to compliance with the implementation of the COVID-19 health protocol on traders at Gubeng Masjid Surabaya Market.

The type of research used was analytic observational study with cross sectional research design. All traders in the Gubeng Mosque Market in Surabaya became the study population, and 163 traders were selected using a proportional random sampling technique. Questionnaires distributed to respondents were used for data collection. Univariate and bivariate data analysis utilizing the chi-square test were also used.

The results showed that education of traders was in low category, knowledge and actions of traders and market support were in good category, attitude and compliance of traders was in sufficient category, availability of facilities and infrastructure was in inadequate category.

This study concluded that knowledge, attitudes, actions, and market support have a significant relationship with compliance for the implementation of the COVID-19 health protocol at Gubeng Masjid Surabaya Market. The unrelated variable was education. Advice for this research can be a reference for increasing compliance with the implementation of the COVID-19 health protocol so that surveillance activities can be further improved.

Keywords: COVID-19, health protocol, compliance of traders

FAKTOR KEPATUHAN PENERAPAN PROTOKOL KESEHATAN COVID-19 PADA PEDAGANG

(Studi Kasus di Pasar Gubeng Masjid Surabaya Tahun 2022)

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ABSTRAK

Penyakit menular yang disebut *Coronavirus Disease* (COVID-19) dapat membahayakan manusia atau hewan. Virus SARS-CoV-2 adalah penyebab penyakit ini. Pemerintah mengimbau masyarakat untuk berhati-hati saat pergi ke lokasi di mana COVID-19 kemungkinan besar akan ditularkan, salah satunya pasar tradisional. Kepatuhan penerapan protokol kesehatan di pasar tradisional terutama pada pedagang harus terus ditingkatkan untuk menghentikan penyebaran COVID-19. Penelitian ini bertujuan untuk menganalisis faktor yang berhubungan dengan kepatuhan penerapan protokol kesehatan COVID-19 pada pedagang di Pasar Gubeng Masjid Surabaya.

Jenis penelitian ini menggunakan studi observasional analitik dengan desain penelitian *cross sectional*. Seluruh pedagang di Pasar Masjid Gubeng Surabaya menjadi populasi penelitian, dan sebanyak 163 pedagang dipilih dengan menggunakan teknik *proportional random sampling*. Kuesioner yang dibagikan kepada responden digunakan untuk pengumpulan data. Analisis data yang digunakan yaitu analisis univariat dan analisis bivariat menggunakan uji *chi-square*.

Hasil penelitian menunjukkan pendidikan pedagang masuk dalam kategori rendah, pengetahuan dan tindakan pedagang serta dukungan pihak pasar masuk dalam kategori baik, sikap dan kepatuhan pedagang masuk dalam kategori cukup, ketersediaan sarana dan prasarana masuk dalam kategori memadai.

Kesimpulan dari penelitian ini yaitu pengetahuan, sikap, tindakan, dan dukungan pihak pasar memiliki hubungan yang signifikan dengan kepatuhan penerapan protokol kesehatan COVID-19 di Pasar Gubeng Masjid Surabaya. Adapun variabel yang tidak berhubungan yaitu pendidikan. Diharapkan penelitian ini dapat menjadi referensi dalam upaya peningkatan kepatuhan penerapan protokol kesehatan COVID-19 sehingga kegiatan pengawasan dapat lebih ditingkatkan.

Kata Kunci: COVID-19, protokol kesehatan, kepatuhan pedagang