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RESEARCH ARTICLE

THE COMPLIANCE OF THE MANDALIKA SEZ COMMUNITY IN IMPLEMENTING THE COVID-19 PREVENTION HEALTH PROTOCOL WITH THE KNOWLEDGE AND THE SOCIAL ENVIRONMENT AS MODERATING VARIABLES

Dr. Zulkieflimansyah[1], Muhammad Nurjihadi[2], Agus Wahyudi[2], Reza Muhammad Rizqi[2] and Muhammad Nur Fietroh[2]

1. Senior Lecturer, Faculty of Economics and Business, Sumbawa University of Technology, Indonesia.
2. Lecturer, Faculty of Economics and Business, Sumbawa University of Technology, Indonesia.

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Abstract

COVID-19 diseases are a large family of viruses that cause respiratory infections, which can range from the common cold to more serious diseases and it harms all countries globally then designated as a global pandemic. Tourism is one of the sectors most affected by the COVID-19 pandemic with restrictions imposed by many countries. The application of health protocols in public places such as tourism is expected to be an effort to prevent and control COVID-19. The purpose of this study was to determine the compliance of people living in the Mandalika SEZ area in implementing the COVID-19 health protocol with knowledge and the social environment as moderating variables. This research is quantitative research with SEM analysis. The population in this study is people who live in the area around SEZ Mandalika, with a sample of 100 respondents. Data collection is done by using a questionnaire given to the respondents. Analysis of the data used in this study is path analysis. The results showed that there was an influence of community compliance in implementing health protocols, where the knowledge variable was able to strengthen the relationship between community compliance with the implementation of the Covid-19 health protocol, and social environmental factors were able to strengthen the relationship of community compliance in implementing the COVID-19 health protocol.

Introduction:-

Coronaviruses or COVID-19 disease are a large family of viruses that cause respiratory infections, which can range from the common cold to more serious diseases and it harms all countries globally then designated as a global pandemic (WHO, 2020). Tourism is the sector affected the earliest and recovered the last (Kemenparekraf, 2020). Tourism activities during the pandemic cannot be carried out because the core of tourism is the movement of tourists from their original areas to tourism destinations. It can trigger the spread of Covid-19. Several results from previous studies show that Covid-19 impacts tourism destinations in several countries, such as China, Italy, Singapore, and Indonesia. The high impact caused by the Covid-19 pandemic is due to the lack of disaster preparedness by tourism destination managers (Djalante et al., 2020).

Corresponding Author:- Dr. Zulkieflimansyah
Address:- Senior Lecturer, Faculty of Economics and Business, Sumbawa University of Technology, Indonesia.

Tourism is one of the sectors most affected by the COVID-19 pandemic with restrictions imposed by many countries (Goffi, 2019). Recreational activities have stopped, annual events that are the mainstay of NTB tourism are postponed, tourist objects that were previously favorites for tourists are deserted without visitors, resulting in hotels, restaurants, entertainment venues losing their turnover and some being forced to temporarily close their businesses (Dispar NTB, 2020). Covid-19 has an impact on super-priority tourism destinations in Indonesia, one of which is the Mandalika tourism destination (Sofia, 2020). The West Nusa Tenggara Tourism Office explained that tourist visits from January to August 2019 reached 2,390,889 tourists, including 1,429,768 domestic tourists and 961,131 foreign tourists (Raya, 2020). This number will not be repeated in 2020 due to the Covid-19 pandemic. PT Indonesia Tourism Development or Indonesia Tourism Development Corporation (ITDC) as the manager of Special Economic Zones (SEZ) and Mandalika's super-priority tourism destinations explained that in 2020 it was predicted that there would be a decrease in the number of visitors due to Covid-19 (Sugiari, 2020). On the other hand, ITDC temporarily closed the operation of the Mandalika tourism destination to prevent Covid-19 and carried out health and hygiene protocols in all destinations (Prakoso, 2020).

Like the domino effect, thousands of employees were forced to be laid off, local people who depend on their livelihoods through tourism supporting business branches such as travel agents, processed industries, souvenir sellers, and suppliers for the operational needs of the hotel restaurant business have lost their source of income (Berwick, 2020). The tourism sector was previously the driving force of the economy on West Nusa Tenggara which included multi-sectoral and became the prima donna in the posture of local revenue for districts/cities as if in suspended animation, for example, Mandalika tourism destination, The impact of Covid-19 on the Mandalika tourism destination could trigger a decline in the tourism market (Maris, 2020). Therefore, to reduce and prevent the transmission of this virus on Mandalika tourism objects, the government has obliged its people to maintain health protocols. The Covid-19 Task Force continues to strive for conveying messages to the entire community to reduce the risk of transmission of the Covid-19 virus on Mandalika tourism objects, such as wearing masks, frequently washing hands, and always carrying hands sanitizer, maintaining physical distance (physical distancing), etc.

Hamdani (2020) stated that the community was very obedient to the government's appeals and instructions regarding health protocols. But in reality, there are still people who underestimate and ignore, this situation is influenced by acknowledging and the social environment of the community. Based on the background above, the author assumes that there are determinants of compliance with the implementation of health protocols in deciding the transmission of COVID-19, especially in public places such as tourism objects. The implementation of health protocols in the tourism environment will not be optimal if it is not supported by community participation, especially the local community. So that an effort is needed to improve the compliance of the NTB community, especially those who live around theSEZMandalika area, as an effort to support the implementation of the health protocol.

Materials andMethods:-

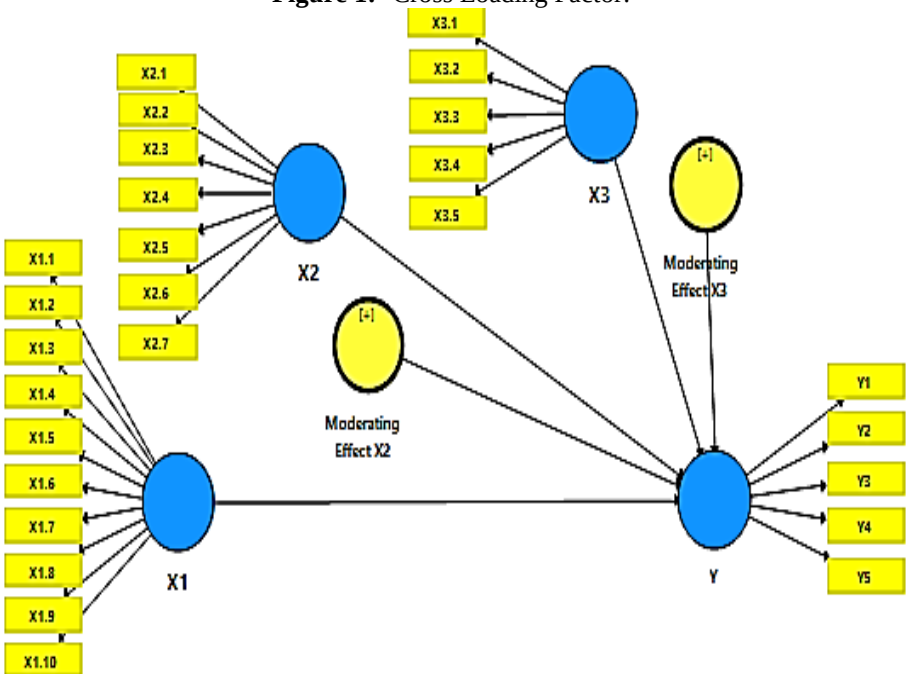
This type of research used in this research is quantitative research. According to Sugiyono (2018), quantitative research methods can be interpreted as methods based on positive philosophy used to examine specific populations or samples, data collection using research instruments, and quantitative/statistical data analysis. The data analysis technique used in this study is Path analysis, according to Ghozali (2018), which is an extension of multiple linear regression analysis, or path analysis is an extension of regression analysis to estimate the quality relationship between variables that have been previously determined based on theory design that aims to determine the compliance of the community around the Mandalika SEZ in complying with the implementation of the Covid-19 health protocol with the level of compliance and the social environment as moderating variables. This research was conducted in October 2021. The population in this study is the people who live in the area around the MandalikaSEZ. The type of data used in this study is primary data obtained through the distribution of questionnaires. The number of samples used was 100 respondents based on the determination of the selection according to Purba (2018).

Results and Discussion:-

This study uses Structural Equation Modeling (SEM) based on variance with Partial Least Square (PLS) as an analytical tool. The application or software used to assist this research is in the form of SmartPLS 3.2.9. There are several stages that need to be known to analyze data using PLS data analysis tools, one of which is Testing the Measurement Model (Outer Loading), this measurement model is used to test the validity and reliability of the research instrument. The validity test in this study includes convergent validity and discriminant validity, while the

reliability test is composite reliability. The process of measuring and testing the validity and reliability of the construct variables can be seen in Figure 1 below:

Figure 1:- Cross Loading Factor.



Source: Processed Data, 2021

The process of testing the validity and reliability testing has resulted in a measurement model with indicators that have been valid and reliable. After testing the validity and construct reliability, the equations of the measurement model (outer model) that meet the requirements of convergent validity, discriminant validity, and composite reliability in this study are shown in Table 1 as follows:

Table 1:- Measurement Model (Outer Model).

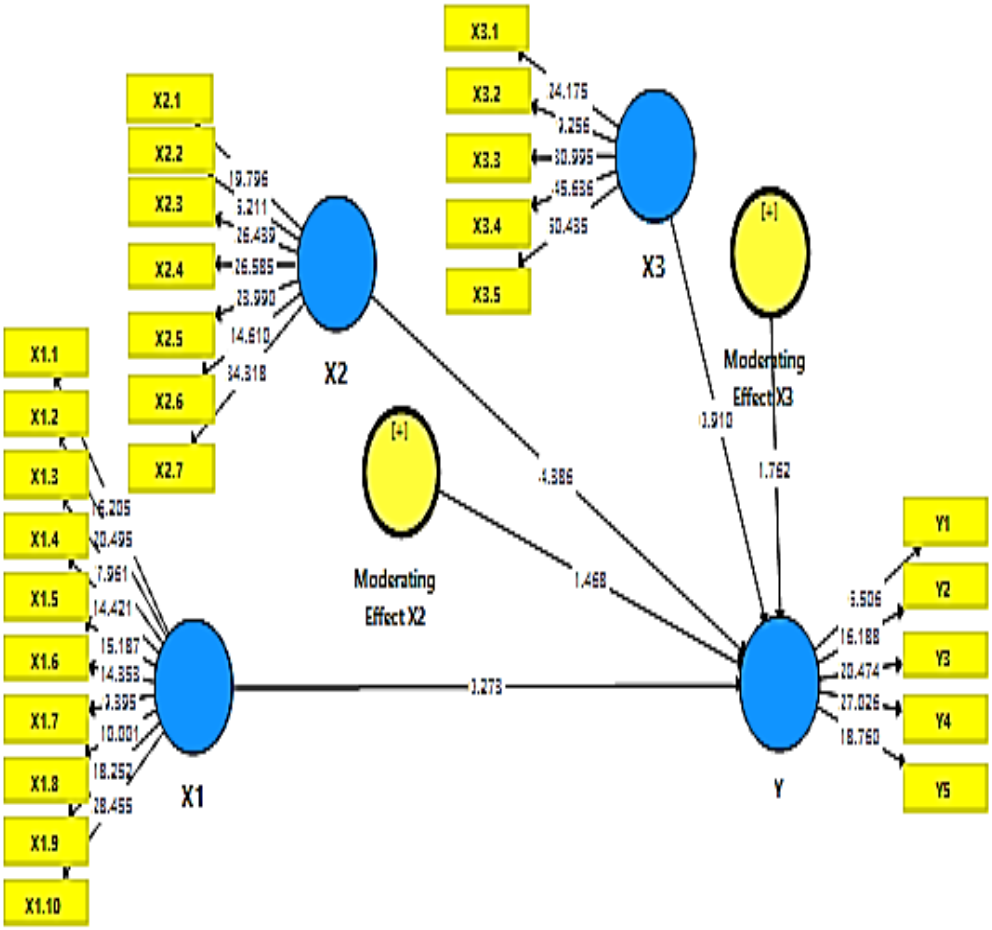
No	Variables	Measurement Model(Outer Model)
1	Community Compliance(X1)	X1.1 = 0,873 + δ13 X1.2 = 0,832 + δ14 X1.3 = 0,795 + δ15 X1.4 = 0,866 + δ16 X1.5 = 0,855 + δ17 X1.6 = 0,840 + δ18 X1.7 = 0,906 + δ19 X1.8 = 0,857 + δ13 X1.9 = 0,877 + δ14 X1.10 = 0,851 + δ15
2	Acknowledge (X2)	X2.1 = 0,887 + δ6 X2.2 = 0,793 + δ7 X2.3 = 0,901 + δ8 X2.4 = 0,883 + δ9 X2.5 = 0,890 + δ10 X2.6 = 0,837 + δ11 X2.7 = 0,911 + δ12
3	Social Environment (X3)	X1.1 = 0,920 + δ1 X1.2 = 0,780 + δ2 X1.3 = 0,920 + δ3 X1.4 = 0,941 + δ4

		X1.5 = 0,946 + δ5
4	Health Protocol (Y)	Y1 = 0,775 + ε1 Y2 = 0,857 + ε2 Y3 = 0,889 + ε3 Y4 = 0,926 + ε4 Y5 = 0,839 + ε5 Y6 = 0,917 + ε6

Source: Processed Data, 2021

Evaluation of the inner model tested by bootstrapping is done to evaluate the causality relationship between latent variables. This structural model was tested using R-square for the dependent construct, Stone-Geiser'Q-square test for predictive relevance, and t-test as well as the significance of the coefficients of structural path parameters. More details can be seen in Figure 2 below:

Figure 2:- Inner Loading Factor.



Source: Processed Data, 2021

After analyzing the model, the next step is hypothesis testing,this analysis is performed by comparing the t-statistical value with the t-table value from the bootstrap process. If the value ofthe one-sided hypothesis is t-statistic> t-table (1.68), the hypothesis is accepted. In addition, this can be done by examining the significanceof the p-value compared to the failure rate established in this study of the one-sided test with 5% (0.05) alpha. For a p-value < 0.05 means that the hypothesis is supported. The analysis results for the PLS bootstrap process are shown in Table 2 below for details.

Table 2:- Hypothesis Test.

Variable	Original Sample (O)	Sample Mean (M)	(STDEV)	T Statistics (|O/STDEV|)	Information
X1 -> Y	0.426	0.386	0.195	**2.185**	**Hypothesis Accepted**
X1*X2 -> Y	0.342	0.311	0.143	**2.384**	**Hypothesis Accepted**
X1*X3 -> Y	0.197	0.181	0.109	**1,803**	**Hypothesis Accepted**

Source: Processed Data, 2021

The results of the analysis in Table 2 above show that community compliance has an influence on the health protocol variable, meaning that the higher the level of compliance of the people living in the area around the Mandalika SEZ, the better the implementation of the Covid-19 health protocol will be. The interaction between community compliance and knowledge has a significant positive effect, meaning that knowledge is able to moderate (strengthen) the relationship between community compliance with the implementation of health protocols in the community, meaning that the knowledge of people living in the area around the Mandalika SEZ tends to increase the implementation of high health protocols, considering that knowledge is one of the important things that must be considered in the context of handling, especially in preventing the spread of transmission and suppressing the spread of the virus.

The knowledge possessed tends to influence a person to determine and make decisions on a problem that is found. The local government's efforts to increase public knowledge through the media quickly every day, such as providing information on the development of COVID-19 cases and preventive procedures that can be taken will have a positive impact on the community in carrying out the Covid-19 health protocol.

Then from these results, it can be seen that social environmental factors are able to moderate (strengthen) the relationship between community compliance with the implementation of public health protocols, these results mean that in a conducive social environment, the level of community compliance with the implementation of the Covid-19 health protocol will be higher, where a conducive and communicative social environment will be able to make individuals or groups learn about the meaning of a rule and then implement it in itself and will be displayed through behavior.

The social environment can be in the form of support from family, work friends, and people who establish social relationships with individuals in their daily activities. As for the social environment of the people who live in the Mandalika SEZ area, it looks quite clean and keeps the environment clean. In addition, the government in the Central Lombok area also always gives an appeal regarding the obligation to carry out the Covid-19 health protocol for people who are active in the area around the Mandalika SEZ.

Conclusion:-

Based on the results of the research and discussion, it can be concluded that there is an effect of community compliance in the implementation of the COVID-19 health protocol in the community around the Mandalika SEZ. The relationship between community compliance with the implementation of health protocols will be higher if it is supported by public knowledge about Covid-19, as well as social environmental factors where community compliance in implementing the COVID-19 health protocol will create an environment that supports the implementation of the COVID-19 health protocol in Indonesia. the community, such as maintaining environmental cleanliness, direct government socialization to the community in the Mandalika SEZ area, such as the provision of masks, calls for social distancing, periodic temperature checks, and socialization related to creating a clean and healthy living environment.

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