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A CASE STUDY OF FACTORS THAT INFLUENCE PROTECTIVE BEHAVIORS TOWARDS COVID-19

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ABSTRACT

China's health authorities has reported one symptom of an infectious disease on December 2019, which has been named COVID-19 by World Health Organization (WHO). Since then, the positive case of COVID-19 in Malaysia has soared, but the level of awareness among people is still low. This research is carried out to test the relationship between the demographic profiles, knowledge and risks towards protective behaviors of COVID-19. This study employs cross-sectional research design and total sample selected is 685 by using Krejcie Morgan calculator. The data were collected from the respondents which are the residents of Section 17, Shah Alam, Selangor and Kampung Setek, Kok Lanas, Kelantan through Google Form. The researchers applied descriptive, correlation analysis and binary logistic regression to answer the objective of the research. Based on the findings, there are weak negative relationship between variables sex, residential region, primary school and Master/PhD towards protective behaviors of COVID-19. Meanwhile, there are weak positive relationship between variables age, secondary school, diploma/matriculation/foundation and bachelor degree towards protective behaviours. The analysis shows that protective behaviors towards COVID-19 does not depend on people's background such as age, gender, educational level or residential region but protective behaviors towards COVID-19 are said to be good or poor depends on the perceived risks itself.

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