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Determinants of Adapted Behaviors on Employee and Entrepreneurs Against the Covid-19 Pandemic: Theory of Planned Behavior

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ABSTRACT

New Normal is a change in behavior to continue carrying out normal activities but coupled with the implementation of health protocols to prevent Covid-19 transmission. In Indonesia itself, the new normal is applied as a realistic response from the Indonesian government to the existence of COVID-19 as well as the results of the analysis in various sectors of national life, especially the future of the national economy in the medium and long term. After the implementation of the new normal, it automatically affects the routine activities carried out by the community, especially those activities that were restricted by the government at the time of the New Normal. This study aims to analyze the factors that influence behavior change after the application of the New Normal in the Covid-19 Pandemic. A modified Theory of Planned Behavior is used in this study using testing through Structural Equation Modeling (SEM-PLS). A total of 427 respondents who have worked have answered the online questionnaire containing 61 questions. The results of this study indicate that knowledge and understanding of covid-19 make people understand the severity they feel and the vulnerabilities they may experience. The severity and vulnerability they feel also have an influence on their attitudes, behavior control, past behavior, and subjective norms so that they have a strong factor in building their intention to behave during the pandemic when the new normal is enacted. The intention that has been built with the support of attitudinal factors, past behavior, subjective norms, and behavior control also changes people's behavior. Employees are able to more moderate the relationship between attitudes towards intention and the relationship between past behavior and intention than entrepreneurs.

Key words: Covid-19, Adapted behavior, New normal, Theory of Planned Behavior.

INTRODUCTION

On December 31, 2019, a new type of virus was revealed by an ophthalmologist in Wuhan, Hubei Province, China. The virus was later named SARS-CoV-2, which can cause severe acute respiratory syndrome (Chirico et al., 2020). In the midst of such a pandemic, the wheels of the local economy must continue to turn in order to maintain a persuasive purchasing power for the nation's sustainability. In doing so, individuals must plan for themselves and begin to adapt to the changes in the design of the new way of life or the "new normal." People around the world are expected to remain productive while adhering to COVID-19 prevention protocols until a vaccine is eventually discovered. The World Health Organization (2020) outlined transition guidelines including: 1) demonstrating that the transmission of the Coronavirus can be controlled; 2) gradually easing and continuously assessing support restrictions; 3) a health framework capable of identifying, testing, isolating, and treating each case, as well as tracing each contact; 4) limiting the spread of outbreaks at vulnerable points; 5) schools, workplaces, and other essential places implementing prevention measures; 6) the community at large being fully instructed, engaged, and empowered to live under new norms; and 7) monitoring any developments towards the new normal.

This situation eventually led the Indonesian government to the realization of resuming ordinary life, which was carried out as a rational response to the presence of COVID-19. This decision was made based on investigations across various aspects of societal life, particularly the fate of the community's economy in the medium and long term (Ministry of Health of the Republic of Indonesia, 2020). This decision was motivated by the emergence of vaccines/antibodies as the only solution for addressing COVID-19, a solution that couldn't be immediately ascertained due to its ongoing research and development phase. A new typical execution at the foundational stage will be implemented in four regions and 25 local/urban communities that have a reproduction number (Ro), specifically focusing on the underlying infection spread and a viable reproduction number (Re/Rt), which represents the number of new cases of disease transmission prior to being below one at the current time (Cabinet Secretariat, 2020).

During the Covid-19 pandemic, significant changes have occurred in individual behaviors, driven by the additional time spent at home. These behavioral adjustments are primarily observed in changes in communication patterns, shopping habits, and public activity behaviors in their current state. The utilization of video gatherings and web-based shopping, particularly associated with food, has increased among the local population (Yuswohady et al., 2020).

The Covid-19 pandemic has also greatly impacted individual financial activities. The Indonesian Institute of Sciences (2020) states that, apart from the health sector, the pandemic has affected the financial sector, especially job security and wages. Approximately 15.6% of workers experienced layoffs, and 40% experienced wage reductions, with 7% of workers having their income cut in half. In the business sector, 39.4% of organizations were halted,

and 57.1% experienced declines, while only 3.5% remained unaffected. Ministry of Manpower data for 2020 recorded that 2,084,593 workers from 116,370 organizations were terminated or laid off. This was due to ongoing decreases in various organizations, resulting in abrupt production halts.

In attempting to understand or predict behavior, several past experts have outlined various theories, with one commonly used being the Theory of Planned Behavior by Ajzen (2012). This theory proposes that individual behavior is shaped by interconnected goals. The actual goals are formed from three main components, two of which come from within the individual, particularly their perspective and perceived behavioral control. Emotional standards, on the other hand, refer to the common difficulties individuals encounter when attempting to achieve or avoid something.

From hypothesis formulation, several analysts have sought to develop hypotheses that align with normal exploratory settings, including Prasetyo et al. (2020). Their research results indicate that understanding COVID-19 has a significant direct impact on perceptions of vulnerability and severity. Furthermore, perceiving vulnerability and severity critically impacts goals. Adiyoso and Wilopo's study (2020) explored the elements influencing the goal of engaging in social distancing, finding that emotional standards and impressions of behavioral control play a role. Perceiving danger affects perspectives, emotional standards, and perceptions of social control. The results of the multi-group examination revealed incomplete contrasts across different segments. Younger people showed a more grounded relationship between the impact of understanding danger and social control, as well as media use on danger perception. The current strength of emotional standards regarding danger and media-based danger perception is more rooted in rural populations.

METHOD

Participant

The number of tests used in this study is adjusted according to the understanding strategy employed, which is the Structural Equation Model (SEM). In SEM technique, the required number of tests is several times the number of indicator factors. In this examination, there are 61 question indicators multiplied by 7, resulting in 427 respondents.

Design

The Theory of Planned Behavior by Ajzen (2012) is employed in this study, which is further developed by incorporating additional variables, namely perceived vulnerability and perceived severity, from the research conducted by Prasetyo et al. (2020). Additionally, the variable of past behavior is introduced to reflect behaviors prior to the implementation of the new normal measures.

Procedure

A qualitative method is employed in this research. The research then focuses on analyzing the factors influencing adaptive behaviors during the COVID-19 pandemic, as well as analyzing the influence of work groups (employees and entrepreneurs) on the relationship between intention-forming variables and the intention to engage in adaptive behaviors. Data collection was conducted using an online questionnaire distributed from October 5, 2020, to November 3, 2020, through WhatsApp and relevant community groups related to the research subject. The aim was to gather data from individuals who are employed or engaged in economic activities within the area of Bogor City and district, aligning with the research target.

Analysis Technique

This examination employs Structural Equation Modeling (SEM) with a Partial Least Square (PLS) methodology. SEM using the Partial Least Square (PLS) approach is a remarkable scientific technique because it doesn't require many assumptions, and the sample size doesn't need to be excessively large. PLS can also be used when the hypothetical premises of the model are conditional or when the estimation of each latent variable still predicts (Kattenbeck & Elsweiler, 2018). Moreover, to observe the direct impact of work group quality (employees and entrepreneurs), a sub-group strategy is employed. This strategy involves dividing the sample into two classifications depending on a third factor suspected to be a moderating variable. According to Suliyanto (2011) in (Septiawati et al., 2015), the subgroup technique enjoys advantages over other strategies, particularly allowing researchers to utilize directing factors as dichotomous and consistent information. However, this strategy has the limitation of not being able to incorporate more than one moderating variable.

RESULTS AND DISCUSSION

A total of 427 respondents, whose opinions were utilized in this study, participated through an online questionnaire. Table 1 presents the characteristics of the respondents in this research, categorized by gender, age, highest education level, place of residence, and work group.

Table 1. Respondent Characteristics

Characteristics	Classification	Number of Respondents
Gender	Male	188
	Female	239
Age	< 20 Years	81
	21 - 30 Years	188
	31 - 40 Years	60

	41 - 50 Years	77
	> 50 Years	21
Highest Education	High School	137
	Bachelor's	265
	Master's/Doctorate	26
Domisili	Bogor City	205
	Bogor district	222
Work Group	Employees	264
	Entrepreneurs	163

Source: Primary data processed (2020)

SEM-PLS Analysis Results

Evaluation of Model Measurement (Outer Model)

The measurement of the model was conducted to establish the relationships between indicators and other variables. The outer model criteria in this research include the Convergent Validity test and the Reliability test using Composite Reliability (Cronbach's Alpha (CA) and Composite Reliability (CR)). Table 2 presents the results of the Convergent Validity test in the research using Average Variance Extracted (AVE). An AVE value of at least 0.5 is considered a good measure of convergent validity (Ghozali, 2014). A variable is considered to have met the Composite Reliability (CR) if it has a CR value > 0.6. Reliability testing with the above-mentioned composite variables is further supported by using the CA value. A variable is considered reliable if the CA value is > 0.7.

Table 2. Nilai Cronbach's Alpha, Composite Reliability dan Average Variance Extracted (AVE)

	Cronbach's Alpha	*Composite Reliability*	*AVE*
Attitude	0,922	0,938	0,685
Adapted Behavior	0,958	0,965	0,778
Intention	0,901	0,919	0,560
Knowledge	0,898	0,929	0,765
Past Behavior	0,879	0,905	0,546
Perceived Behavioral Control	0,859	0,895	0,589
Perceived Severity	0,784	0,852	0,537
Perceived Vulnerability	0,886	0,918	0,694
Subjective Norm	0,858	0,899	0,642

Source: Primary data processed (2020)

Table 2 demonstrates that in this research, the AVE values indicate that all latent variables have values above 0.5, thus confirming the construct validity at an acceptable level.

Furthermore, the research results indicate that the CR values for all research variables are > 0.6, and the Cronbach's Alpha values for all variables are > 0.7. These outcomes indicate that both the CR and CA values meet the criteria for all variables, indicating a high level of reliability.

Structural Model Evaluation (Inner Model)

The structural model illustrates the relationships between latent variables formed based on theoretical substance. In this study, the evaluation of the structural model involves various methods, including the R-Square (R2) test and significance testing. Significance testing entails estimating coefficients through t-statistic tests using the resampling method known as bootstrapping, along with estimating path coefficients.

R-Square Test (R2)

Testing the structural R-square values serves as a goodness-of-fit test for models. The prediction of relationships in hypothesis testing is employed to measure the level of variation of independent variables on the dependent variables. The results of the R-Square test can be observed in Table 3.

Table 3. Coefficient of Determination (R-Square)

Latent variable	***R-Square***
Adapted Behavior	0,532
Attitude	0,446
Intention	0,562
Past Behavior	0,026
Perceived Behavioral Control	0,435
Subjective Norm	0,030
Perceived Vulnerability	0,200
Perceived Severity	0,218

Source: Primary data (2020)

R-square values can be interpreted as follows: R-square ≥ 0.67 (strong), 0.33 ≥ R-square ≤ 0.67 (moderate), and R-square below 0.19 (weak). The R-square values for the variables are as follows: Adapted Behavior variable is 0.532, Attitude variable is 0.446, Intention variable is 0.562, Past Behavior variable is 0.026, Perceived Behavioral Control variable is 0.435, Subjective Norm variable is 0.030, perceived vulnerability variable is 0.200, and perceived severity variable is 0.218. Based on the results from Table 3 above, the coefficients of determination are classified as moderate for the variables adapted behavior, attitude, intention, and perceived behavioral control. On the other hand, the coefficients of determination for variables like past behavior, subjective norm, perceived vulnerability, and perceived severity are classified as weak. To validate the overall structural model, the

Goodness of Fit (GoF) index is used. The GoF index is a single measure to validate the combined performance of the measurement and structural models. The GoF value is obtained by multiplying the average communality index by the R2 value of the model. The GoF index formula is as follows (Türegün, 2019):

$$\begin{aligned} GOF &= \sqrt{(AVE \times R^2)} \\ &= \sqrt{(0{,}644 \times 0{,}306)} \\ &= 0{,}44 \end{aligned}$$

The GoF value typically ranges from 0 to 1, with interpretations as follows: 0.1 (small GoF), ≥ 0.25 (moderate GoF), and ≥ 0.36 (large GoF). In your study, the GoF value is 0.44, which falls into the category of large GoF. This result indicates that the overall model is in good agreement with the data or can be considered to have a good fit.

Since the approach of the World Trade Organization in setting out the basic standards already depends on the wishes of the countries, this will provide incentives to non-member countries on the environment and trade since the World Trade Organization takes measures against non-member countries. The World Trade Organization could provide incentives to countries instead of adding a specific clause on trade and the environment. It could also provide technological and financial support to developing countries to improve their labor standards. Grants or projects could be created for this. It can also work with families to prevent child labor. It can also depend on whether the products produced in foreign trade are produced in a socially appropriate way.

Hypothesis Test (Significance Test)

The estimated path coefficient values in the structural model serve to determine the significance of relationships between latent variables. A relationship between variables can be considered significant if the P-value is < 0.05 and the T-statistic value is greater than the critical T-table value. With a confidence level of 95%, the critical T-table value for two-tailed hypothesis testing is ≥ 1.96. The results of the bootstrapping in the structural model can be observed in Figure 1 and Table 4.

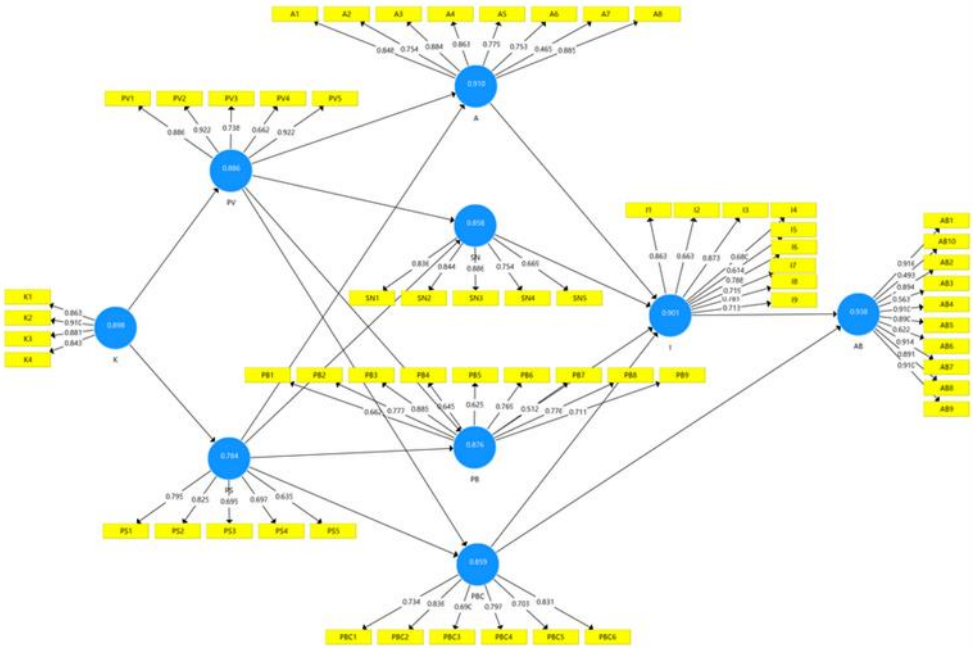

Figure 1. Bootstraping model results on the structural model

Table 4. Structural model Path Coefficient results

Hypothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
1. Knowledge -> Perceived Vulnerability	0,447	11,171	0,000
2. Knowledge -> Perceived Severity	0,467	11,762	0,000
3. Perceived Vulnerability -> Attitude	-0,251	5,901	0,000
4. Perceived Vulnerability -> Subjective Norm	-0,126	2,599	0,010
5. Perceived Vulnerability -> Past Behavior	-0,197	3,963	0,000
6. Perceived Vulnerability -> Perceived Behavioral Control	0,210	3,321	0,001
7. Perceived Severity -> Attitude	0,854	27,939	0,000
8. Perceived Severity -> Subjective Norm	0,217	4,188	0,000
9. Perceived Severity -> Past Behavior	0,163	3,086	0,002
10. Perceived Severity -> Perceived Behavioral Control	0,511	10,058	0,000
11. Attitude -> Intention	0,103	2,779	0,006
12. Subjective Norm -> Intention	0,189	3,905	0,000
13. Past Behavior -> Intention	0,596	12,719	0,000

14. Perceived Behavioral Control -> Intention	-0,071	2,425	0,016
15. Perceived Behavioral Control -> Adapted Behavior	0,085	2,247	0,025
16. Intention -> Adapted Behavior	0,649	18,871	0,000

Source: Data Processing Results (2020)

Hypothesis Test Results

In accordance with Chin (1998) as cited in Oktaviani et al. (2020), the t-statistic values for knowledge related to perceived vulnerability and knowledge related to perceived severity are 11.762 ≥ 1.96, with p-values of 0.000 ≤ 0.05, and original sample values of 0.467; and t-statistic values of 11.171 ≥ 1.96, with p-values of 0.000 ≤ 0.05, and original sample values of 0.447. Consequently, it can be inferred that knowledge significantly and positively influences both perceived vulnerability and perceived severity.

Perceived vulnerability's effect on attitude is indicated by a t-statistic value of 5.901 ≥ 1.96, with a p-value of 0.000 ≤ 0.05, and an original sample value of -0.251, suggesting a significant negative impact of perceived vulnerability on attitude. The significant negative influence of perceived vulnerability on past behavior is corroborated by a t-statistic value of 3.963 ≥ 1.96, a p-value of 0.000 ≤ 0.05, and an original sample value of -0.197. The hypothesis concerning perceived vulnerability's influence on perceived behavioral control is supported by a t-statistic value of 3.321 ≥ 1.96, a p-value of 0.001 ≤ 0.05, and an original sample value of 0.210, signifying a significant positive impact of perceived vulnerability on perceived behavioral control. Additionally, the hypothesis involving perceived vulnerability's negative influence on subjective norm is upheld by a t-statistic value of 2.559 ≥ 1.96, a p-value of 0.010 ≤ 0.05, and an original sample value of -0.126.

Regarding perceived severity, its positive and significant impact on attitude is underscored by a t-statistic value of 27.939 ≥ 1.96, a p-value of 0.000 ≤ 0.05, and an original sample value of 0.854. Similarly, perceived severity's positive and significant influence on past behavior is confirmed with a t-statistic value of 3.086 ≥ 1.96, a p-value of 0.002 ≤ 0.05, and an original sample value of 0.163. Furthermore, the substantial positive impact of perceived severity on perceived behavioral control is indicated by a t-statistic value of 10.058 ≥ 1.96, a p-value of 0.000 ≤ 0.05, and an original sample value of 0.511. The association between perceived severity and subjective norm is established by a t-statistic value of 4.188 ≥ 1.96, a p-value of 0.000 ≤ 0.05, and an original sample value of 0.217, signifying a significant positive influence of perceived severity on subjective norm.

The effect of attitude on intention is evident from a t-statistic value of 2.779 ≥ 1.96, a p-value of 0.006 ≤ 0.05, and an original sample value of 0.103, thereby concluding a positive and significant impact of attitude on intention. Furthermore, subjective norm's significant positive influence on intention is demonstrated by a t-statistic value of 3.905 ≥ 1.96, a p-value of 0.000 ≤ 0.05, and an original sample value of 0.189.

Finally, perceived behavioral control's significant positive impact on adapted behavior and its significant negative influence on intention are respectively indicated by t-statistic values of 2.447, 2.425 ≥ 1.96, p-values of 0.025, 0.016 ≤ 0.05, and original sample values of 0.085, -0.071. This signifies that perceived behavioral control significantly and positively affects adapted behavior, while exerting a significant negative influence on intention.

In addition, the positive and significant impact of intention on adapted behavior is evident through a t-statistic value of 18.871 ≥ 1.96, a p-value of 0.000 ≤ 0.00, and an original sample value of 0.649, thus concluding a substantial positive influence of intention on adapted behavior.

Sub-Group Moderation Test

By using SPSS 25, three regression analyses were conducted to examine the sum of squared residuals and their corresponding beta values. Firstly, a regression analysis was performed between variables X and Y. Secondly, a regression was conducted between variables X and Y while introducing a moderating variable by selecting the first category (employees). Lastly, a regression analysis was executed between variables X and Y, incorporating the moderating variable by choosing the second category (entrepreneurs). Employing the two categories (employees and entrepreneurs), where n1=264 and n2=163, the calculation results can be observed in Table 5.

Table 5. Sub-group moderation test results

	F-Count Working Group	β = Beta	
		Employee	Entrepreneur
Attitude → Intention	3,054*	0,624	0,602
Subjective Norm → Intention	1,581	0,624	0,602
Perceived Behavioral Control → Intention	1,033	0,098	0,240
Past Behavior → Intention	5,231*	0,731	0,623

*F-tabel df=(α;k;n1+n2-2k) --> 3,017
Source: Data processing results (2020)

From the table above, it can be observed that the workgroup is capable of moderating the relationship between attitude and intention, as evidenced by the calculated F-value being greater than the tabulated F-value (3.054 > 3.017). Moreover, employees exhibit a larger influence compared to entrepreneurs, indicated by the higher beta value (0.624 > 0.602). Furthermore, the workgroup also moderates the relationship between past behavior and intention, with the calculated F-value surpassing the tabulated F-value (5.231 > 3.017). Similarly, employees have a greater influence than entrepreneurs, as demonstrated by the higher beta value (0.731 > 0.623).

Discussion

In line with the study conducted by Prasetyo et al. (2020), knowledge about perceived vulnerability and knowledge about perceived severity have a significant positive impact. This indicates that the knowledge possessed by the residents of Bogor helps them understand the vulnerability and severity associated with COVID-19.

Looking at Table 4, it is evident that perceived vulnerability has a significant negative influence on attitude. This suggests that during the COVID-19 pandemic, the residents didn't feel vulnerable enough to change their attitudes towards the situation. They may have perceived the disease as dangerous but didn't feel vulnerable to getting infected. Perceived vulnerability also has a significant negative impact on past behavior, implying that even though vulnerability influenced them, it didn't have a positive impact on past events. This might be attributed to stringent government policies and regulations enforced during the pre-new normal phase, which the residents adhered to diligently. González-Olmo et al. (2020) support this by highlighting how perceived vulnerability to a disease, including COVID-19, serves as an adaptive strategy, explaining why individuals avoid sources of contagion.

The findings also support the study by Prasetyo et al. (2020), where perceived vulnerability has a significant positive effect on perceived behavioral control. Nevertheless, perceived vulnerability has a significant negative influence on subjective norm. This suggests that during the pandemic, individual perceptions of vulnerability to COVID-19 may differ, influencing how they are affected by the opinions of others in shaping their behavior.

The study confirms that perceived severity has a significant positive impact on attitude. This implies that the people in City and district of Bogor are influenced by the severity of the situation when forming their attitudes during the new normal. Similar to the findings of Nazifi et al. (2020) and Callow et al. (2020), severity affects employees' attitudes towards their work and behavior. Moreover, perceived severity significantly impacts past behavior. This suggests that past events, guided by the severity perceived, influence behavior. The severity of COVID-19 experienced by the residents in City and district of Bogor greatly affects their adaptive behavior. Similarly, perceived severity positively influences perceived behavioral control, aligned with the findings of Prasetyo et al. (2020). Residents, especially employees, perceive the severity of COVID-19 and are likely to have knowledge about the virus. Additionally, being part of a community that values a healthy lifestyle aids in understanding the severity of COVID-19. Perceived severity also has a significant positive impact on subjective norm, indicating that perceived severity shapes how individuals accept influence from others during the pandemic.

Attitude has a significant positive influence on intention, which resonates with the findings of Prasetyo et al. (2020). This implies that the attitudes of the residents of City and district of Bogor towards the pandemic effectively shape their intentions for adaptive behavior.

Subjective norms positively influence intention, the same results as research conducted by Hasbullah et al. (2016) with the results of research on subjective norms, along with attitudes and website usability, have a positive impact on consumer intention to buy online.

Adel et al., (2020), in their research on Muslim travelers' decisions to non-Islamic destinations, a study found that past travel experiences influence the formation of travel decisions. The study proves that past behavior affects intention in determining the future considering that past events are taken into consideration in making a person's decision. This study has confirmed the research of Adel et al., (2020) but in different objects and cases, where in this study conducted in the city of Bogor Regency during the Covid-19 pandemic aimed at workers, they will consider all their activities with the intention of being on guard and more vigilant. Past behavioral in this study is the variable that makes the largest contribution to intention.

In the TPB model, perceived behavioral control holds a dual role - influencing both behavioral intention and behavior itself (Ajzen, 2012). However, this contrasts with the findings of Foltz et al. (2016), where perceived behavioral control has a negative impact on behavior but a positive impact on intention. The presence of external factors might influence control over behavior, often driven by factors beyond personal intentions, such as government regulations or external needs.

Finally, intention significantly and positively influences adapted behavior, consistent with Prasetyo et al. (2020). This indicates that residents of City and district of Bogor have adopted adaptive behaviors during the new normal, adhering to health protocols and limiting outdoor activities.

The subgroup analysis in Table 5 reveals that employees have higher attitudes and past behaviors compared to entrepreneurs. The work environment could be a factor that makes employees more inclined to adapt their behavior. For instance, if the workplace enforces health protocols, it can influence their attitudes and behaviors. Entrepreneurs, on the other hand, may have more control over their work environment and regulations, affecting their attitudes and behaviors differently.

Managerial Implications

Based on the research findings of the coefficient paths or original samples indicating the influence of variables, it is evident that forming intentions and modifying behaviors during the new normal is influenced by perceptions of severity and vulnerability. These perceptions stem from their understanding or knowledge about COVID-19. Furthermore, these perceptions of severity and vulnerability have an impact on their attitudes. The influence of others also plays a crucial role in shaping their intention to adapt during the new normal, along with past behavior factors. In conclusion, the residents of City and district of Bogor make decisions about their behavior influenced by others, underscoring the significance of effective communication strategies in health protocol campaigns by policymakers. The study shows that the residents of these areas are influenced by their surroundings, including friends,

family, media, and religious figures, thus emphasizing the need for tailored communication strategies to address these influential factors.

CONCLUSIONS

Based on the research findings, several conclusions can be drawn. There are significant differences between males and females in terms of handwashing, maintaining distance, and avoiding crowds. The knowledge and understanding of COVID-19 among the residents of the City and District of City and district of Bogor make them aware of the severity and potential vulnerability they might experience. The perceived severity and vulnerability significantly influence their attitudes, perceived behavioral control, past behavior, and subjective norms, thereby contributing to their strong intent to behave during the new normal phase of the pandemic.

In forming behavioral intentions, attitudes, subjective norms, perceived behavioral control, and past behavior all play significant roles in building the intention to adapt behavior. Notably, past behavior exhibits the highest original sample value in shaping the intention to adapt behaviors. The intention, supported by factors such as attitudes, past behavior, subjective norms, and perceived behavioral control, drives behavioral adjustments among the residents of City and district of Bogor. They are capable of adapting their behaviors according to the government guidelines during the COVID-19 pandemic.

Furthermore, the work group (employees and entrepreneurs) moderates the relationship between attitudes and past behavior towards the intention to adapt. Employees have a more significant influence than entrepreneurs. Effective communication strategies adopted by policymakers emerge as managerial implications from this research. The findings highlight that the residents of the City and District of City and district of Bogor are influenced by their immediate surroundings, indicating the significance of tailored communication strategies for behavior change in these areas.

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