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Analysis of factors affecting community compliance with the Covid-19 prevention health protocol in Jambi City Indonesia: SEM-PLS model approach

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ABSTRACT
This study aims to determine the pattern of compliance of the people of Jambi City to the Covid-19 prevention health protocol. Various factors that influence the level of community compliance were analysed using the Structural Equation Model (SEM) approach with Partial Least Square (PLS) or SEM-PLS. Data were obtained from the results of a survey of the people of Jambi City who were selected based on regional sampling techniques, starting from the District and Village. Determination of the number of samples using the Slovin formula, the results obtained were 277 respondents. The results of the analysis show that the level of community compliance with the Covid-19 prevention health protocol is quite high. The legal awareness variable significantly mediates the effect of social status variables and legal socialization on legal compliance but is not significant as a mediator of the influence of legal culture variables on legal compliance. For this reason, it is necessary to concern all parties to build public awareness by (1) providing education and understanding through effective socialization programs, (2) building cooperation with community leaders, especially religious leaders and traditional leaders, and (3) providing concessions to the community. Public. So that the poor is not constrained in complying with the Covid-19 prevention health protocol.

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Introduction

The Covid-19 pandemic has had an enormous impact on human life around the world. As a result of this impact, it requires individuals to change patterns of social interaction in social life and other habits, such as wearing masks and washing hands, to stop the spread of Covid-19. All parties must realize the effort because its reach will not only affect the health aspect of the community but will also disrupt the stability of the economy, politics, social life, worship activities, and education and can threaten the defense of a country (Disemadi & Handika, 2020). Given the importance of the Covid-19 prevention measures, the government regulates the pattern of people's lives based on the Covid-19 prevention health protocol. However, it cannot be denied that the existence of these regulations causes a burden on the economy and affects the psychological condition and behavior of the community. Therefore, changes in people's behavior are not only through education campaigns and promotion of prevention but more concrete actions are needed, namely by establishing a national emergency.

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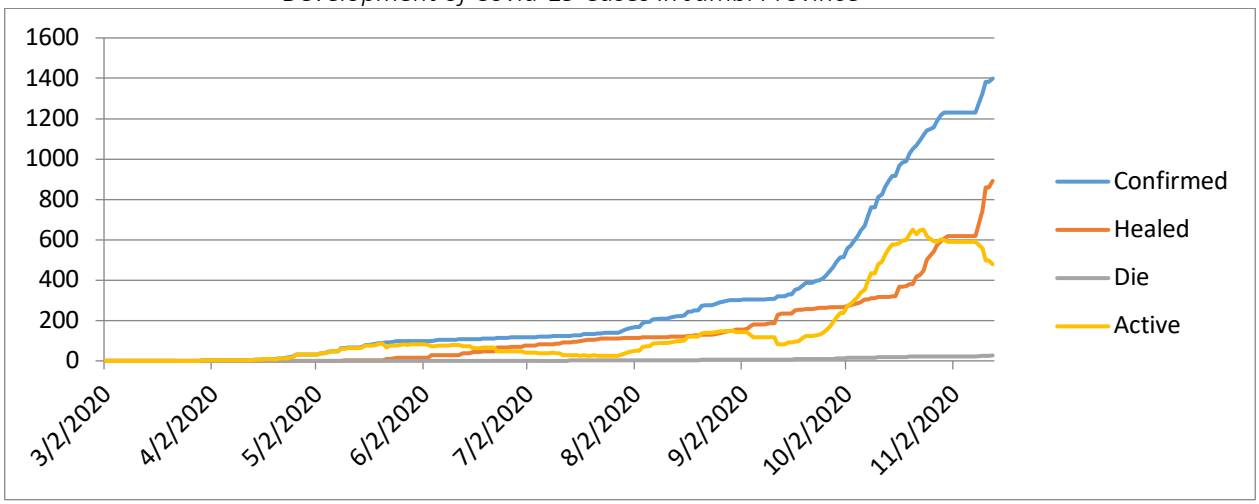
Obeying the Covid-19 prevention health protocol is an obligation for everyone during the current pandemic. Where the Covid-19 prevention health protocol is legal because the agency authorities have synergized in carrying out the regulation as a form of a workable legal structure. Substantially, the Covid-19 prevention health protocol has reflected the implementation of human rights. Still, in terms of legal culture, improvements are needed because it is not followed by public awareness to comply (Utama, 2020).

Compliance with health protocols determines the disappearance of the Covid-19 outbreak in people's lives. Community compliance with regulations or laws is a behavior formed from perceptions and beliefs to implement these regulations. The demands of community compliance with a law require an approach from various aspects of life. A positive perception is formed from the clarity of information about the concept, meaning, and benefits of the rule of law. The truth and rationality of a rule will develop the belief to obey it. Therefore, the first step that must be taken to make the public comply with the Covid-19 prevention health protocol is to socialize the regulation so that an understanding of the importance of prevention is formed. People's behavior will change if they understand the prevailing norms and their attachment to social identity (Neville et al., 2021). According to Utama (2020), if the community does not comply with the health protocol, it will prolong the Covid-19 pandemic.

The Covid-19 pandemic has occurred since the beginning of 2020 and until now has not ended. This condition is inseparable from the level of community compliance with the health protocols determined by the government. In Jambi Province, positive confirmed cases of Covid-19 have increased throughout the day from the time this virus became epidemic until now, as shown in Figure 1.

Figure 1
Development of Covid-19 Cases in Jambi Province



Source: Task Force for Handling COVID-19 of the Republic of Indonesia

Of the Covid-19 cases, the largest occurred in Jambi City, with 32.86 percent of the 3840 confirmed positive patients, and death cases reached 19.70 percent of the 66 people who died of Covid-19. Meanwhile, the recovery rate from Covid-19 reached 29.87 percent from 2936 people. The high number of Covid-19 cases in Jambi City needs specific handling attention because the city of Jambi is the center of the life of the people of Jambi Province. The effects caused by Covid-19 that occurred in Jambi City allowed it to be the beginning of the spread of Covid-19 in all regions. Therefore, the level of compliance of the people of Jambi City to the health protocol is a priority for Covid-19 prevention efforts. Handling Covid-19 must be seen as a common interest, where one infected person allows everyone to be infected, and one person at risk of being infected is a risk to

everyone. Thus, it is necessary to develop an attitude of solidarity among the community to build togetherness in tackling the infected, eliminating neoliberalism which imposes crises on the poor, the elderly, and minorities (Walby, 2021).

Awareness of the dangers of Covid-19 and its prevention efforts are the key to successfully stopping the spread of the virus. Public awareness of complying with the Covid-19 prevention health protocol can be increased through socializing the effectiveness of wearing masks, washing hands, maintaining social distancing, staying at home, and efforts to improve health. Meanwhile, information considered to have less influence on public awareness regarding the Covid-19 prevention health protocol is the level of vulnerability and discomfort of transmission to Covid-19 and the target of trust in the government (Clark et al., 2020).

Through its power deficit, the community tries to socialize the authority of the state so that they are willing to acknowledge the limitations of their authority and try to weaken the power of law. On the other hand, the State seeks to socialize the public to stop enforcing the law by acting outside the law (Barak-Corren & Perry-Hazan, 2021). Legal socialization is a collection of social experiences formed from interactions between individuals and legal authorities and social control that develops amid society. From this social experience, the development of a person's capacity for the law is determined (Fagan & Tyler, 2005). According to him, a person's interaction with legal authorities will shape perceptions so that they develop ideas about laws, rules, and consensus that develop in the community and the legitimacy of authorities in carrying out their duties. Therefore, to build the level of community compliance with the Covid-19 prevention health protocol, it is necessary to build a harmonious interaction between the community and legal authorities. The community adheres to the Covid-19 prevention health protocol because they consider the risk posed by the virus to be very large for their own health(Murphy et al., 2020). Efforts to increase public compliance with the Covid-19 prevention health protocol cannot be made solely by relying on legal sanctions but through socialization that is educating and making the public aware of the dangers of Covid-19 and instilling responsibility to protect themselves and others (Murphy et al., 2020).

Almost all experts agree that public compliance with health protocols is one of the most effective ways to prevent Covid-19, even though a human immune vaccine has been found against the virus. But the problem is how obedience can be formed in people's lives. The approach we took to analyze the level of community compliance with the Covid-19 prevention health protocol was to explore the various factors that influence it so that it can be seen the role given by each variable in shaping compliance with these regulations. The data is processed using Structural Equation Model (SEM) with Partial Least Square (PLS) or SEM-PLS to fulfill this interest. It is hoped that this effort will complete a study on the level of compliance with the Covid-19 prevention health protocol currently being carried out by researchers.

Method

This study aims to analyze the level of compliance of the people of Jambi City to the Covid-19 prevention health protocol and the factors that influence it. To achieve these objectives, the research was designed using quantitative methods. Data were collected using a survey method from respondents determined based on the area sampling technique. The data were analyzed using the Structural Equation Model (SEM) with Partial Least Square (PLS) to test the proposed hypothesis. PLS-SEM is used because the model explains the relationship between the second-order construct and the first order as the indicator.

This research was conducted in Jambi City, which was selected randomly based on the area sampling technique. This technique is used to streamline the selection of respondents in an extensive

area (Etikan & Bala, 2017). The area sampling technique was carried out following the steps of (Taherdoost, 2016), namely dividing the sub-districts into smaller ones and dividing the sub-districts of each sub-district into smaller ones and then randomly selected so that they would be included in the general sampling. The determination of the number of individual samples uses the following Slovin formula developed by Adam (2020).

$$n = N / (1 + (N \times e^2))$$

$$n = 160{,}938 / (1 + (160{,}938 \times 6\%)^2 = 277$$

Table 1
Population and Research Sample

No	District Area Population	District Sampling Area	Village Area Sampling	Population	Sample
1	Alam Barajo	Alam Barajo	Kenali Besar	38,793	67
			Rawasari	19,511	34
			Bagan Pete	12,626	22
2	Jambi Timur				
3	Jelutung				
4	Kota Baru				
5	Paal Merah	Paal Merah	Eka Jaya	20,951	36
			Payo Selincah	13,318	23
			Talang Bakung	25,037	43
6	Danau Sipin				
7	Danau Teluk				
8	Jambi Selatan				
9	Telanaipura	Telanaipura	Eka Jaya	10,644	18
			Payo Selincah	15,594	27
			Talang Bakung	4,464	8
11	Pasar Jambi				
12	Pelayangan				
	Total			160,938	277

Source: Jambi City BPS 2021 processed

In this study, the data were analyzed using the SEM-PLS approach, an estimation model with a formative construct, explaining the relationship between the first order and the second order as an indicator. This model was chosen because it does not require many samples, does not require a multivariate normal distribution, and does not require the model to meet goodness of fit. Data were analyzed using SmartPLS software version 3.2.8.

The measurement model includes the relationship between the indicators of each variable and the first-order construct as measured by the indicators. Then the second-order construct with the first-order construct as the indicator. The assessment of the resulting model is based on the criteria and relevant studies, such as Henseler et al. (2009) and Richter et al. (2016) as described in table 2.

Table 2
Reflective Model Measurement Criteria

Criteria	Information
Composite reliability	Composite reliability value of at least 0.6
Indicator reliability	The minimum absolute standard external load (component) is 0.7
The average variance extracted (AVE)	The extracted mean-variance must be higher than 0.5
Loading factor	The loading factor value is above 0.70.
Validitas Diskriminan	The correlation value between latent variables must be smaller than the square root value of AVE.

Criteria	Information
Cross Loading	The loading value of each indicator block for each latent variable is higher than the other latent variable indicators.

Result and Discussion

Evaluation of Outer Model or Measurement Model

The quality of the model as a means of predicting the influence between variables is determined by the level of validity and reliability of each indicator variable. The model assessment is done by correcting the indicators forming the first and second-order constructs.

The assessment of the first-order construct is used to determine the level of validity and reliability of the unidimensional construct indicators that make up the reflective of the null model, namely by correcting the level of discriminant validity and convergence of indicators for each construct, the Cronbach Alpha value and composite reliability (Latan & Ghozali, 2012).

Convergent Validity

This test generates the correlation level between the indicator and its latent variable or construct. According to Ghozali (2014)correlation level with high validity is indicated by the loading factor value above 0,7. The results of the analysis using the SmartPLS program are shown in Table 3.

Table 3
Outer Loading (Measurement Model) First Iteration Indicator

Variable	Code	Outer Loading	Information
Legal Culture	BDYH1	0.9	Valid
	BDYH2	0.9	Valid
	BDYH3	0.4	Invalid
Legal Compliance	KPTH1	0.8	Valid
	KPTH2	0.8	Valid
	KPTH3	0.7	Valid
Legal Awareness	KSDH1	0.7	Valid
	KSDH2	0.8	Valid
	KSDH3	0.6	Invalid
	KSDH4	0.7	Valid
Legal Socialization	SOSH1	0.8	Valid
	SOSH2	0.9	Valid
	SOSH3	0.6	Invalid
Social status	STS1	0.9	Valid
	STS2	0.9	Valid

Source: primary data processed

In table 3, the invalid indicators are BDYH3 (participant legal culture), KSDH3 (legal attitude), and SOSH3 (internalization), so these indicators are excluded from the model. The loading factor value is obtained by eliminating these indicators from the model and conducting a validity test, as shown in table 4.

Table 4
Outer Loading (Measurement Model) Second Iteration Indicator

Variable	Code	Outer Loading	Information
Legal Culture	BDYH1	0.9	Valid
	BDYH2	0.9	Valid
Legal Compliance	KPTH1	0.8	Valid

Variable	Code	Outer Loading	Information
	KPTH2	0.8	Valid
	KPTH3	0.7	Valid
Legal Awareness	KSDH1	0.8	Valid
	KSDH2	0.8	Valid
	KSDH4	0.7	Valid
Legal Socialization	SOSH1	0.9	Valid
	SOSH2	0.9	Valid
Social status	STS1	0.9	Valid
	STS2	0.9	Valid

Source: primary data processed

Discriminant Validity

The level of discriminative validity provides an overview of the comparison between latent variables or constructs with other variables. If the value is more significant, then the model can be used because it has good discriminant validity (Latan & Ghozali, 2012). Using the SmartPLS program, the value of the discriminant validity of the model is obtained, as shown in table 5.

Table 5
Value of Discriminant Validity (Cross Loading) Indicator

Kode/Variabel	Legal Culture	Legal Compliance	Legal Awareness	Legal Socialization	Social status
BDYH1	0.871	0.561	0.000	-0.109	0.065
BDYH2	0.872	0.526	0.193	0.100	0.085
KPTH1	0.544	0.814	0.119	-0.083	0.056
KPTH2	0.514	0.838	0.096	-0.119	0.090
KPTH3	0.382	0.673	0.232	0.020	0.175
KSDH1	0.129	0.208	0.772	0.175	0.044
KSDH2	0.071	0.140	0.809	0.214	0.028
KSDH4	0.034	0.032	0.650	0.218	0.015
SOSH1	0.006	-0.074	0.189	0.887	0.255
SOSH2	-0.014	-0.078	0.283	0.891	0.153
STS1	0.103	0.114	0.048	0.194	0.920
STS2	0.057	0.126	0.028	0.227	0.929

Source: primary data processed

In Table 5, all latent variables included in the model are declared valid because all correlation values with the indicators are higher than the correlation values with other constructs. The level of discriminant validity of each construct can also be known from the average variance extracted (AVE) value; if the value is above 0,5, then it is in a good category (Ghozali, 2014). The AVE values generated from the SmartPLS program are listed in table 6. All variables used in the model have good discriminant validity because their values are above 0,5.

Table 6
AVE and the Square Root of AVE

Variable	Average Variance Extracted (AVE)	Square Root of AVE
Legal Culture	0.76	0.87
Legal Compliance	0.61	0.78
Legal Awareness	0.56	0.75
Legal Socialization	0.79	0.89
Social status	0.85	0.92

Source: primary data processed

Reliability

The measurement of reliability of the latent variable was determined based on the value of Cronbach alpha and composite reliability. According to Latan & Ghozali (2012), the value is above 0.6, then the latent variable is reliable. The results of data analysis using the SmartPLS program obtained the value of construct reliability as shown in table 7, that shows all variables' reliability level is high because the value is above 0,6.

Table 7
Composite Reliability and Cronbach Alpha

Variable	Cronbach's Alpha	Composite Reliability
Legal Culture	0.68	0.86
Legal Compliance	0.67	0.82
Legal Awareness	0.61	0.79
Legal Socialization	0.73	0.88
Social status	0.83	0.92

Source: primary data processed

Construct Collinearity

A model is considered good if the latent variable in the form of formative there is no element of multicollinearity. This condition can be seen from the resulting variance inflation factor (VIF). Cenfetelli & Bassellier (2009)and Petter et al. (2007) give a tolerance value of VIF not more than 3,3. If the value is greater than 3,3, then the indicator must be removed from the model. The VIF value generated from data processing using the SmartPLS program is shown in table 8, that none of the construct indicators indicated multicollinearity because the VIF value was not more than 3,3. Thus, all indicators can be included in the model.

Table 8
Value of VIF Indicator

Construct	VIF
BDYH1	1.368
BDYH2	1.368
KPTH1	1.417
KPTH2	1.517
KPTH3	1.191
KSDH1	1.193
KSDH2	1.346
KSDH4	1.193
SOSH1	1.508
SOSH2	1.508
STS1	2.013
STS2	2.013

Source: primary data processed

Evaluation of Structural Model

The structural model was evaluated using the coefficient of determination (R^2), path coefficient, and predictive relevance (Q^2).

Coefficient of Determination (R^2)

The level of the model's ability to explain the effect of exogenous variables on endogenous variables is explained based on the value of the coefficient of determination. If the value is equal to

or equal to or less than 0,19, then the model is considered weak as a predictive tool (Chin, 1998). According to him, the model is moderate if the coefficient of determination is 0,33, while if the value is above 0,67, the model is considered strong as a predictive tool. From the data analysis carried out, the R2 value is obtained, as shown in table 9.

Table 9
Coefficient of Determination Value (R^2) Endogenous Latent Variable

Variable	R Square	R Square Adjusted
Legal Culture	0.007	0.004
Legal Compliance	0.426	0.417
Legal Awareness	0.084	0.074
Legal Socialization	0.053	0.046

Source: primary data processed

Table 9 shows that the model built by the Legal Compliance variable is quite moderate because the R2 value reaches 0,426. This means that this model can explain the effect of exogenous variables on endogenous variables by 43 percent. While the model built by the variables of legal awareness and legal socialization is considered weak as a predictive tool.

Path Coefficient (β)

Based on the data analysis that has been carried out, as shown in Table 10, there are several path model coefficient values below 0.1 or not significant, namely Legal Culture on Legal Awareness and Legal Socialization, Social Status on Legal Culture and Social Status on Legal Awareness, while the other path models are significant. This assumption is based on the opinion of Lehner & Haas (2010)and Kuswanto & Anderson (2021), which states that the path coefficient is significant if the value is above 0,1, as shown in table 10 and diagram 2.

Table 10
Model Path Coefficient

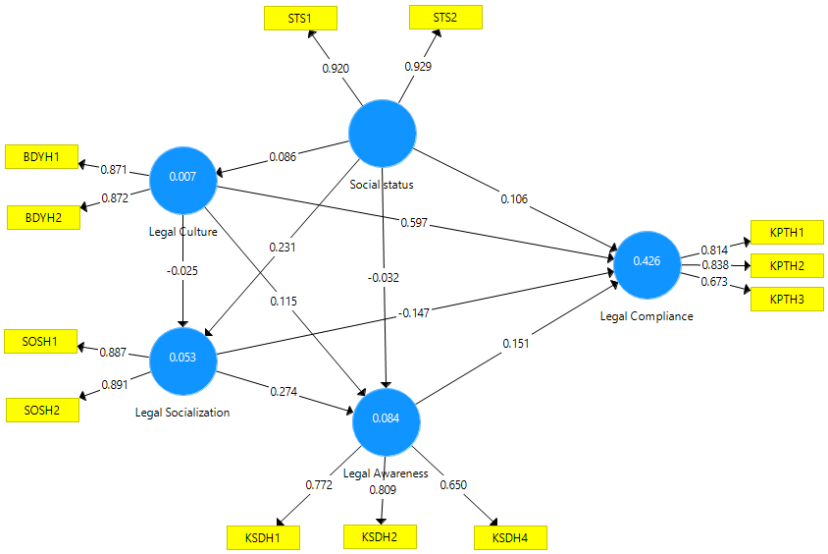
Path Model	coefficient	T Statistics	P Values
Legal Culture -> Legal Compliance	0.597	15.543	0.000
Legal Culture -> Legal Awareness	0.115	1.768	0.078
Legal Culture -> Legal Socialization	-0.025	0.387	0.699
Legal awareness -> Legal Compliance	0.151	2.659	0.008
Legal Outreach -> Legal Compliance	-0.147	3.052	0.002
Legal Outreach -> Legal Awareness	0.274	4.106	0.000
Social status -> Legal Culture	0.086	1.397	0.163
Social status -> Legal Compliance	0.106	2.259	0.024
Social status -> Legal Awareness	-0.032	0.548	0.584
Social status -> Legal Socialization	0.231	3.625	0.000

Source: primary data processed

Cohen Effect Level (f^2)

The level of influence of various independent constructs on the latent dependent variable can be known from the Cohen effect value. If the value is 0.02, it shows a low effect, if the value is 0.15, it shows a moderate effect and if the value is 0.35, it shows a high influence (Ghozali, 2014). From the analysis results, the value of f2 is obtained as shown in table 11.

Figure 2
Structural Model Test Results



(Source: SmartPLS Output Results)

Table 11
Cohen Effect Levels of each Path

Variabel	Legal Culture	Legal Compliance	Legal Awareness	Legal Socialization
Legal Culture		0.606	0.014	0.001
Legal Awareness		0.036		
Legal Socialization		0.033	0.078	
Legal Culture	0.007	0.018	0.001	0.056

Source: primary data processed

Based on table 11, the independent construct variable influencing the latent dependent variable is the legal culture variable on legal compliance. Several path models have a moderate influence, namely legal awareness on legal compliance, legal socialization on legal compliance, and social status on legal socialization. In contrast, the low influence is indicated by the legal culture variable on legal awareness and legal socialization, social status on legal culture, compliance law, and legal awareness.

Model Quality Index

The quality of the model is determined by the Goodness of Fit (GoF) index. If the value exceeds 0.1, it indicates a small model quality. High model quality is indicated by the GoF value of 0.36, but if the value is 0.25, it shows moderate model quality (Latan & Ghozali, 2012). From the analysis results, the GoF value is 0.36, so the model built is considered fit as a predictive tool.

Hypothesis Testing

Hypothesis testing can be done using the path coefficient value and the P-value. According to (Hass & Lehner, 2009), if the path coefficient value is between -0.1 to 0.1, it is not significant. If the P-value is less than 0.05, it is not significant. Therefore, the hypothesis is accepted if the path coefficient value is more significant than 0.1 and the P-value is less than 0.05. Based on the SmartPLS program output results, the path coefficient value and P-value can be used to decide on hypothesis testing in this study, as shown in table 12.

Table 12
The results of testing the direct influence hypothesis

Hipotesis	Path Model	Coefficient	P Values	description
H1	Legal Culture -> Legal Compliance	0.597	0.000	Significant
H2	Legal Culture -> Legal Awareness	0.115	0.078	Not significant
H3	Legal Culture -> Legal Socialization	-0.025	0.699	Not significant
H4	Legal Awareness -> Legal Compliance	0.151	0.008	Significant
H5	Legal Outreach -> Legal Compliance	-0.147	0.002	Significant
H6	Legal Outreach -> Legal Awareness	0.274	0.000	Significant
H7	Social Status -> Legal Culture	0.086	0.163	Not significant
H8	Social Status -> Legal Compliance	0.106	0.024	Significant
H9	Social Status -> Legal Awareness	-0.032	0.584	Not significant
H10	Social Status -> Legal Socialization	0.231	0.000	Significant

Source: primary data processed

In table 12, there are several models of direct influence paths that are not significant, namely (H2) Legal Culture on Legal awareness and (H3) on Legal socialization, (H7) Social Status on Legal Culture, and (H9) on Legal Awareness. While the other direct influence path models are significant.

In addition to the direct effect, the model was also built to explain the indirect impact of various predetermined variables, as shown in table 13.

Table 13
The results of Testing the Indirect Influence Hypothesis

Hypothesis	Path Path	Coefficient	P Values	description
H11	Social Status -> Legal Culture -> Legal Compliance	0.051	0.160	Not significant
H12	Legal Culture -> Legal Awareness -> Legal Compliance	0.017	0.157	Not significant
H13	Social Status -> Legal Culture -> Legal Awareness -> Legal Compliance	0.001	0.385	Not significant
H14	Legal Culture -> Legal Outreach -> Legal Awareness -> Legal Compliance	-0.001	0.724	Not significant
H15	Social Status -> Legal Culture -> Legal Socialization -> Legal Awareness -> Legal Compliance	0.000	0.788	Not significant
H16	Legal Outreach -> Legal Awareness -> Legal Compliance	0.041	0.028	Significant
H17	Social Status -> Legal Outreach -> Legal Awareness -> Legal Compliance	0.010	0.063	Not significant
H18	Social Status -> Legal Awareness -> Legal Compliance	-0.005	0.615	Not significant
H19	Legal Culture -> Legal Outreach -> Legal Compliance	0.004	0.712	Not significant
H20	Social Status -> Legal Culture -> Legal Socialization -> Legal Compliance	0.000	0.774	Not significant
H21	Social Status -> Legal Outreach -> Legal Compliance	-0.034	0.024	Significant
H22	Social Status -> Legal Culture -> Legal Awareness	0.010	0.301	Not significant
H23	Legal Culture -> Legal Socialization -> Legal Awareness	-0.007	0.708	Not significant
H24	Social Status -> Legal Culture -> Legal Socialization -> Legal Awareness	-0.001	0.767	Not significant
H25	Social Status -> Legal Outreach -> Legal Awareness	0.063	0.004	Significant

H26	Social Status -> Legal Culture -> Legal Socialization	-0.002	0.758	Not significant

Source: primary data processed

Based on the P-value contained in table 13, there is only a path model that explains the indirect effect, namely (H16) the impact of Legal Socialization on Legal Compliance through the Legal Awareness variable, (H21) Social Status on Legal Compliance through Legal Socialization and (H25) Status Social to Legal Awareness through Legal socialization.

The influence of legal Culture on legal compliance

Legal Culture is needed to strengthen the existence of legal legality. Legal Culture is a link between regulations and community legal behavior. Therefore, the determined legal policy must be adapted to the community's social, cultural, and economic conditions so that the resulting legal product reflects the actual life of the community. The construction of legal Culture is a form of community obedience and the government's firmness on legal provisions. The law will be helpful if it is supported by public awareness in complying with it (Utama, 2020).

The legal culture variables studied in this study are based on the results of the analysis of construct indicators. The research results show that the legal culture variable's significant indicators are parochial and subjective. At the same time, the participant indicators are not significant. Based on the analysis results, it is explained that the legal Culture of the people of Jambi City in implementing the Covid-19 prevention health protocol is based on the opinion of the traditional leader (leader). The customary leader is the key to implementing the law because everything related to the law is handed over to him. The community has very little understanding of the concept of law.

Nevertheless, the form of the Jambi City community's legal Culture significantly influences compliance with the Covid-19 prevention health protocol. With a parochial and subjective legal culture, the public will obey the Covid-19 prevention health protocol. Culture, environmental conditions, position, and level of interest. According to him, the functioning or not of the Covid-19 prevention health protocol depends on the Culture of the community and the government in carrying it out. The more defiant, the longer the Covid-19 pandemic period.

The effect of legal awareness on legal compliance

Public compliance with the Covid-19 prevention health protocol is primarily determined by the level of awareness of the importance of these regulations in maintaining the health of themselves and others. With that awareness, he will obey the law voluntarily. The results of this study identify the legal awareness of the people of Jambi City based on knowledge, understanding, and behavior patterns in applying regulations. These three indicators are statistically significant as forming the variable of legal awareness, while legal attitudes are not significant.

The results of the path analysis that has been carried out show a significant influence between legal awareness and compliance with the Covid-19 prevention health protocol. These results explain that to build public awareness in complying with the Covid-19 prevention health protocol, knowledge, and understanding, as well as positive behavior patterns towards these regulations, are required so that they have a voluntary willingness to comply with them. The results of this study are reinforced by the opinion of Salihu et al. (2016), that the main factor determining community compliance with environmental regulations is awareness of these regulations. Lack of public understanding of a regulation result in low awareness of the regulation to comply with it (Athumani & Minja, 2017). Behavior patterns are formed from obeying the rules in everyday life.

Effect of legal Socialization on legal compliance

Legal socialization will shape perceptions of the law and will determine legal behavior. The study of legal socialization in this study was in the form of community assessments of the socialization of the Covid-19 prevention health protocol carried out by the government. The analysis of construct indicators shows that a significant indicator forming a legal socialization variable is an indicator of providing information and guidance. In contrast, le the indicator of providing facilities is not substantial. These results explain that the efforts made by the government in providing information and advice on preventing Covid-19 have built a public perception of the regulation. However, based on the results of the path analysis test shows a negative effect on legal compliance. This means that the higher the level of socialization of the Covid-19 prevention health protocol, the community does not comply with the regulation and vice versa. If the level of socialization of the Covid-19 prevention health protocol is low, the public's compliance with the law becomes high. The first case occurred due to the ineffectiveness of the government's Covid-19 prevention health protocol socialization program. The socialization of the Covid-19 prevention health protocol is seen as too excessive, causing boredom and apathy toward the regulation. In the second case, the government is seen as influential in disseminating the Covid-19 prevention health protocol to clarify the rule. Compliance with the law is due to the clarity and legitimacy of the law and has a rational basis and attachment to group authority. If the rule obeys, then the community will abide by it, and if the authority does not obey, then the community will not obey (Barak-Corren & Perry-Hazan, 2021).

To make effective socialization of the Covid-19 prevention health protocol more effective, it can be done through the example of the authorities in implementing it. This example is needed to clarify the normative content of social identity that will be used as a guide to protect and be good for the community compared to violations of the norms that apply amid society (Neville et al., 2021). The effectiveness of socializing the Covid-19 prevention health protocol can also be done through social media. As stated by Djalante et al. (2020), that social media is very effective in building public awareness to comply with the Covid-19 prevention health protocol, such as mobilizing community economic solidarity and increasing awareness of self-isolation through short videos in various regional languages. However, social media can also play a role in spreading hoax news, such as the use of chloroquine, considered a powerful drug to cure Covid-19, and the use of alcohol-based materials to clean hands as the most effective way to prevent it.

The results of this study also reveal the mediating role of the legal awareness variable and the effect of legal socialization on legal compliance. The increasing influence of the legal socialization variable on legal compliance through the legal awareness variable evidences this role. These results explain that the socialization of the Covid-19 prevention health protocol has made the public aware of the importance of these regulations in social life, so they are encouraged to comply with them. Legal socialization provides formal information, both from the mass media and the government, to build awareness of the health crisis due to the spread of Covid-19, thereby forming a protective attitude and trying to reduce its spread (Qazi et al., 2020).By obtaining complete information, someone will be motivated to use it (Calman, 2002). According to (Johnson & Hariharan, 2017), this attitude will form protective behavior towards hygiene and self-protection. Thus, people aware of the dangers of Covid-19 will try to find information about the disease, both in terms of symptoms, impacts, and treatment methods, as an effort to take precautions by complying with the health protocols that the government has determined. The socialization of the health protocol regarding the prevention of Covid-19 to the public is a reference in understanding the form of the disease, its impact on health, and its prevention efforts.

Effect of social status on legal compliance

Social status shows the position of the individual during community life. The social status of the people studied in this study was viewed from the income level and type of work. The analysis of construct indicators shows that both indicators are significant as forming social status variables. The path analysis results also show a significant effect of the social status variable on the compliance with the Covid-19 prevention health protocol. People who have higher incomes and better jobs will be more obedient to the Covid-19 prevention health protocol. These results are supported by the results of research conducted by Papageorge et al. (2021), who revealed that people with low incomes find it more difficult to comply with regulations to protect themselves from Covid-19. Self-protection is an expensive prospect for low-income earners and more accessible for high-income earners to undertake. Community compliance to self-quarantine is determined by compensation for lost income. If the community is compensated for the lost revenue, the compliance rate reaches 94 percent. However, if it is abolished, compliance will decrease to 57 percent (Bodas & Peleg, 2020). People who work have a higher level of awareness of the Covid-19 health protocol because at work, optimal protection and prevention are needed against the spread of Covid-19, as well as people with undergraduate education who are more aware of health protocol regulations than those with high school education (Mukhlis et al., 2022). People with undergraduate education have a more heightened awareness of Covid-19 because they have a better understanding of the disease, so they try to take precautions (Labban et al., 2020).

The results of this study also reveal the significant role of legal socialization and legal awareness variables in mediating the influence of community social status on compliance with the Covid-19 prevention health protocol. People with higher social status can easily shape their perceptions about the importance of the Covid-19 prevention health protocol through socialization by the government to raise awareness in contrast to the results of research conducted by Raude et al. (2020), which revealed that the social status of people in France had no relationship with the level of compliance with the Covid-19 prevention health protocol.

Efforts to prevent Covid-19 will be practicable if the community believes in the recommended preventive measures and is concerned about others taking the same action. The public does not need to worry about the vulnerability of Covid-19 transmission and the disruption caused by the Covid-19 outbreak and government actions in handling the spread of Covid-19 because it is not significant in predicting the level of voluntary community compliance (Clark et al., 2020). Public compliance with the health protocol will increase if the level of public trust is high in the government and believes in the truth of the health protocol in preventing Covid-19 (Pak et al., 2021). Prevention of the spread of Covid-19 is difficult if (1) people underestimate the impact caused by Covid-19, (2) view self-isolation efforts to protect others as an effort that is contrary to human nature, (3) act recklessly that endangers themselves as well as others (Bavel et al., 2020).

Conclusion

Public compliance with the Covid-19 prevention health protocol is urgently needed to stop the spread of Covid-19 which is endemic throughout the world. Compliance with the law is a form of submission or obedience to a rule that applies during people's lives. The analysis results conclude that the legal awareness of the people of Jambi City is a factor that greatly determines the level of compliance with the Covid-19 prevention health protocol. The legal awareness variable mediates the effect of social status and legal socialization on compliance with the Covid-19 prevention health protocol. The legal socialization variable mediates the impact of social class on legal awareness of the Covid-19 prevention health protocol. The legal culture variable directly affects compliance with the Covid-19 prevention health protocol.

The demand to comply with the Covid-19 prevention health protocol must be viewed universally. Obedience is not a compulsion, but obedience is a form of awareness. The results of the analysis recommend several things that must be done to form public awareness in complying with the Covid-19 prevention health protocol, namely: (1) providing education and understanding through effective socialization programs, the public needs to know about the Covid-19 outbreak and its prevention efforts, but the information provided does not cause anxiety and tension, (2) build collaboration with community leaders, especially religious leaders and traditional leaders to make people aware of the importance of complying with the Covid-19 prevention health protocol, and (3) provide concessions to people with low social status so that they are not constrained in complying with the Covid-19 prevention health protocol.

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