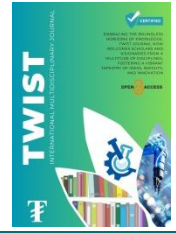




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Impact of PPKM on the NTB People's Economy with People Obedience to Health Protocols as a Moderating Variable

Jamshed Jamal*

Department of Engineering Technology, King Khalid University, College of Dentistry, Abha, Saudi Arabia
[*Corresponding author]

Waris Ayoub

Department of Engineering Technology, King Khalid University, College of Dentistry, Abha, Saudi Arabia

Abstract

The aim of this study was to explore the PPKM impact of the Covid19 pandemic on the NTB population's economy with people's adherence to healthcare protocols as a moderation variable. This study used the descriptive quantitative method. Descriptive research is research done to describe the conditions under which research is conducted. Data collection is done using the Google Form tool, which is distributed through various existing social media, such as WhatsApp, Facebook, and Twitter groups. The data scale used is a Likert scale and uses path analysis with intelligent PLS 3.0. The interviewees in this study are individuals, namely residents of West Nusa Tenggara. The sample used in this study was 100 respondents. The results suggest that adherence to this health protocol can act as a variable that strengthens the relationship between PPKM and the NTB population's economy, meaning that more rules enforce restrictions. People's Actions (PPKM) issued by the government will improve the economy. of the NTB, in the condition of the obedient. The conclusion of this study shows that the NTB provincial government's policy on the application of People's Activity Restriction (PPKM) to people's compliance with health protocols is good enough, especially to increase the income of NTB people's.

Keywords

Covid-19 Pandemic, PPKM Impact, NTB's People Economy, Obedience of health Protocol

The full length manuscript can be sought from the corresponding author or upon requesting the editorial office with due intensions for usage and implementation.