



TECHNICAL REPORT

KNOWLEDGE, ATTITUDE, BELIEF, PRACTICE AND HEALTH-SEEKING BEHAVIOUR ON COVID-19 AMONG MALAYSIANS FREQUENTLY TRAVEL TO SINGAPORE

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LIST OF ABBREVIATIONS

CIQ	-	Customs, Immigration, and Quarantine
IHBR	-	Institute for Health Behavioural Research
MOH	-	Ministry of Health
WHO	-	World Health Organization

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The completion of this technical report, entitled "Knowledge, Attitude, Belief, Practice and Health-Seeking Behaviour on COVID-19 Among Malaysians Frequently Travelling to Singapore," has been made possible through the invaluable support and collaboration of multiple key stakeholders. We extend our profound gratitude to the Director General of Health, Ministry of Health Malaysia, Tan Sri Dr. Noor Hisham bin Abdullah, whose visionary leadership and steadfast commitment provided critical guidance and encouragement throughout the research process. We also sincerely acknowledge the essential contributions of the Health Education Division and Disease Control Division, whose technical expertise and dedicated efforts significantly enhanced the quality and rigor of this study. Additionally, the Institute for Medical Research played a significant role in providing scientific insights especially during the development of research instrument that were fundamental to the project's success.

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This report represents a critical milestone for Malaysia’s public health preparedness, especially as the nation confronts the complexities associated with the initial wave of COVID-19 transmission.

EXECUTIVE SUMMARY

This executive summary presents the findings of a survey examining knowledge, attitude, belief, practice, and health-seeking behaviour related to COVID-19 among Malaysians who frequently work and travel to Singapore. Monitoring public perceptions during the COVID-19 pandemic is essential to identify risk awareness, preventive measures, preparedness, and misinformation, thereby enabling authorities to implement effective and timely public health responses.

The study involved data collection at the Sultan Iskandar Customs, Immigration, and Quarantine Complex in Johor Bahru using a structured self-administered questionnaire. A total of 299 participants (166 males, 133 females) were included in the analysis. Descriptive statistics were used to summarize the data, and multivariate regression models were applied to explore demographic correlates for each knowledge, attitude, belief, practice, and health-seeking behaviour domain.

Results indicate that participants demonstrated a high level of knowledge (mean score 89%) and positive attitudes (80.3%) toward COVID-19, while adherence to recommended preventive practices was comparatively lower (64.9%). Social media emerged as the predominant source of COVID-19 information, highlighting its influential role in public communication. Education level was a significant predictor of knowledge scores ($p < .05$), whereas ethnicity significantly influenced belief patterns ($p < .05$). These findings underscore the need for targeted messaging that reinforces accurate beliefs about COVID-19, tailored especially to diverse ethnic groups.

The study recommends further research to investigate the underlying factors contributing to the persistence of false beliefs related to COVID-19. Such insights will be vital in refining public health communication strategies to improve compliance with preventive measures and support effective pandemic control.

This study provides valuable evidence to support Malaysia's public health authorities in optimizing risk communication and behavioural interventions, particularly for populations with frequent cross-border travel exposure. These efforts will be instrumental in strengthening the nation's preparedness and response as it continues to manage the challenges posed by COVID-19.

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