

Intensi mematuhi peraturan lalu lintas pada pejalan kaki: analisis berdasarkan teori planned behavior = Pedestrians intention to comply with traffic regulations: analysis based on theory of planned behavior

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Abstrak

ABSTRAK

Penelitian ini dilakukan berdasarkan fenomena banyaknya pejalan kaki yang melanggar peraturan lalu lintas ketika menyeberang jalan. Penelitian ini bertujuan untuk mengetahui pengaruh sikap terhadap tingkah laku, norma subjektif, dan perceived behavioral control terhadap intensi menyeberang jalan melalui zebra cross dan jembatan penyeberangan. Pengukuran seluruh variabel dilakukan dengan mengadaptasi kuesioner Theory of Planned Behavior (TPB) yang dikembangkan oleh Ajzen (2006). Sebanyak 194 partisipan dengan kriteria menyeberang jalan melalui zebra cross dan jembatan penyeberangan dalam waktu satu bulan terakhir didapat melalui teknik accidental sampling. Berdasarkan teknik statistik regresi berganda yang digunakan, diketahui H0 ditolak ($R^2 = .247, p < .05$ (zebra cross); $R^2 = .264, p < .05$ (jembatan penyeberangan)), yang berarti bahwa sikap, norma subjektif, dan perceived behavioral control secara bersama-sama memengaruhi intensi menyeberang jalan melalui zebra cross dan jembatan penyeberangan. Selain itu, ditemukan pula bahwa pada intensi menyeberang jalan di jembatan penyeberangan sikap terhadap perilaku menyeberang jalan di jembatan penyeberangan tidak berkontribusi secara signifikan.

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ABSTRACT

This study was based on the phenomenon that many pedestrian was break the traffic regulations when crossing the street. This study attempts to know the influence of attitude toward behavior, subjective norms, and perceived behavioral control on intention to cross the street on zebra cross and pedestrian bridge among pedestrian. The measurement of all the variabels is made by adapting the Theory of Planned Behavior (TPB) Questionnaire that was develop by Ajzen (2006). 194 participants with the criteria that has crossed the street on zebra cross and pedestrian bridge in the past month, that obtained through accidental sampling. Based on regression statistical technique that used, the result showed that the null hypothesis is rejected ($R^2 = .247, p < .05$ (zebra cross); $R^2 = .264, p < .05$ (pedestrian bridge)), which means there was a significant influence of attitude toward behavior, subjective norms, and perceived behavioral control on intention to cross the street on zebra cross and pedestrian bridge. Another result of this study is attitude toward behavior didn't has a significant contribution to intention to cross the street on pedestrian bridge.