

Perilaku Melawan Arah pada Pengendara Sepeda Motor: Peran Kewajiban Moral dan Variabel dalam Teori Planned Behavior = Counterflow Riding Behavior of Motorcyclists: The Role of Moral Obligation and Variables in The Theory of Planned Behavior

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Abstrak

Sepeda motor menjadi salah satu moda transportasi terpopuler di Indonesia karena berbagai kelebihannya. Namun, kelebihan ini diikuti oleh peningkatan pelanggaran lalu lintas, salah satunya perilaku melawan arah. Penelitian ini bertujuan untuk menguji hubungan yang lebih konsisten antara variabel Planned Behavior, yaitu sikap, norma subjektif, dan persepsi kontrol perilaku, yang selama ini telah banyak diteliti dan variabel kewajiban moral dengan perilaku melawan arah. Studi korelasional dilakukan terhadap 151 pengendara motor berusia 18-64 tahun, berdomisili di Jabodetabek, memiliki SIM C aktif, dan pernah melawan arah. Hasil penelitian menunjukkan bahwa sikap dan kewajiban moral berhubungan secara signifikan dengan perilaku melawan arah. Di antara kedua variabel, kewajiban moral berhubungan lebih konsisten dengan perilaku melawan arah dibandingkan sikap. Implikasi dari hasil temuan ini adalah diperlukan upaya yang serius dan konsisten dari aparat penegak hukum untuk menggalakkan sanksi dalam menertibkan perilaku melawan arah pada pengendara sepeda motor.

.....Motorcycles are one of the most popular modes of transportation in Indonesia because of the various benefits. However, these benefits are followed by an increase in traffic violations, one of which is counterflow riding behavior. This study aims to examine the more consistent relationship between the variables in The Theory of Planned Behavior, namely attitude, subjective norm, and perceived behavioral control, which have been extensively researched and the variable of moral obligation with counterflow riding behavior. A correlational study was conducted on 151 motorcyclists aged 18-64, domiciled in Jabodetabek, have an active driver's license, and have done counterflow riding behavior. The results show that attitude and moral obligation significantly correlate to the counterflow riding behavior. Among the two variables, moral obligation is more consistently correlated with counterflow riding behavior compared to attitude. The implication of these findings is that serious and consistent efforts are needed from law enforcement officials to promote sanctions in curbing counterflow riding behavior of motorcyclists.