ABSTRACT

Traffic accident is predicted to become fifth top causes of death around the world in 2030. In 2014, the numbers of collisions which involve teens less than 17 years-old are 39 persons in Surabaya. This study was conducted to determine factors that influence the behavior of driving a motorcycle on junior high school students in South Surabaya area based on the Theory of Planned Behavior.

This study uses observational analytic with cross sectional study design. The sampling technique was performed using two stage cluster random sampling with a total sample of 215 students. This study was conducted in December 2014 and June 2015. Questioner is an instrument used.

The results showed an association between income of parents and the experience of driving motorcycles with attitudes toward the behavior, whereas gender and knowledge haven't association with attitudes toward the behavior. There is no association between the gender, the income of parents, the experience and the knowledge with the subjective norm and perceived behavioral control. There are significant influences between the Attitudes toward the Behavior and perceived behavioral control to the intention driving the motorcycle, whereas subjective norm has no effect to the intention driving the motorcycle. A significant difference between the intention driving the motorcycle to the behavior of the motorcycle, while perceived behavioral control has no effect on the driving behavior of motorcycles on junior high school students in south Surabaya area.

It can be concluded that the factors affecting driving behavior of motorcycles in junior high school student is the intention. The intention of the behavior is influenced by attitudes and perceived behavioral control. Other factors associated with the behavior attitudes are income of parents and motorcycle driving experience.

Keywords: motorcycle, driving behavior, junior high school

ABSTRAK

Kecelakaan lalu lintas diprediksi menempati peringkat terbesar ke 5 penyebab kematian di dunia pada tahun 2030. Tahun 2014, Jumlah pelaku kecelakaan lalu lintas di Surabaya berusia kurang dari 17 tahun sebanyak 39 orang. Penelitian ini dilakukan untuk mengetahui faktor yang mempengaruhi perilaku berkendara sepeda motor pada pelajar SMPN di wilayah Surabaya selatan berdasarkan *Theory of Planned Behavior.*

Penelitian ini menggunakan metode observasional analitik dengan rancang bangun penelitian *cross sectional*. Teknik pengambilan sampel yang dilakukan menggunakan *Two Stage Cluster Random Sampling* dengan jumlah sampel sebanyak 215 orang pelajar. Penelitian ini dilaksanakan pada bulan Desember 2014 hingga Juni 2015. Instrumen yang digunakan adalah kuesioner.

Hasil penelian menunjukkan terdapat hubungan antara penghasilan orang tua dan pengalaman berkendara sepeda motor terhadap *Attitudes toward the Behavior*, sedangkan jenis kelamin dan pengetahuan tidak ada hubungan dengan *Attitudes toward the Behavior.* Tidak ada hubungan antara jenis kelamin, penghasilan orang tua, pengalaman dan pengetahuan terhadap *Subjective Norm* dan *Perceived Behavioral Control.* Pengaruh yang signifikan antara *Attitudes toward the Behavior* dan *Perceived Behavioral Control* terhadap intensi berkendara sepeda motor, sedangkan *Subjective Norm* tidak berpengaruh terhapat terhadap intensi berkendara. Hasil penelitian juga menunjukkan bahwa yang signifikan antara intensi terhadap perilaku berkendara sepeda motor, sedangkan *Perceived Behavioral Control* tidak berpengaruh terhadap perilaku berkendara sepeda motor pada pelajar SMPN di wilayah Surabaya selatan

Dapat disimpulkan bahwa faktor yang mempengaruhi perilaku berkendara sepeda motor pada pelajar SMP adalah intensi. Intensi tersebut dipengaruhi olen *Attitudes toward the Behavior* dan *Perceived Behavioral Control*. Faktor lain yang berhubungan dengan *Attitudes toward the Behavior* adalah penghasilan orang tua dan pengalaman berkendara sepeda motor.

Kata kunci: sepeda motor, perilaku berkendara, SMP.