

**ABSTRACT**

**FACTORS RELATED TO FIRST AID BEHAVIOR OF SURABAYA RED CROSS VOLUNTEERS ON TRAFFIC ACCIDENT BASED ON THE THEORY OF PLANNED BEHAVIOR**

Cross-sectional study in Surabaya Red Cross

**By: Zaenab**

**Introduction** : The volunteers of Surabaya Red Cross (SRC) was actively giving first aid for traffic accident victim. Although they have already trained as emergency rescuer, we discovered some failure processes when delivered first aid. This study aimed to analyze the factors related to first aid behavior based on Theory of Planned Behavior (TPB). **Methodology** : This study used a descriptive analytic with cross-sectional study approach. 121 respondents from SRC's volunteers were taken using purposive sampling according to inclusion criteria. The variables were general attitude, education, knowledge, experience, Attitude Toward Behavior (ATB), Subjective Norm (SN), Perceived Behavioral Control (PBC), intension and first aid behavior. Respondents were asked to complete 8 self-design questionnaire to evaluate first aid behavior. Data were analyzed using *Spearman's Rho* with significance level  $\leq 0,05$ . **Result** : The result showed significant relationship between general attitude and all factors variables ( $p=0,000$ ;  $p=0,007$ ;  $p=0,012$ ). Education and experience showed significant relationship only with PBC ( $p=0,005$ ;  $p=0,000$ ), whereas knowledge had no significant relationship with every variable. ATB and SN showed significant relationship with intention ( $p=0,000$ ;  $p=0,000$ ). PBC had no significant relationship with intention ( $p=0,412$ ), and intention had significant relationship with first aid behavior ( $p=0,000$ ). **Discussion** : Increasing the first aid behavior can be done through the enhancement of personal factor, education, experience and the spesific beliefs of TPB. Surabaya Red Cross should facilitate the volunteers to increase their capacity by training and education. Further reseacrh can be done with another background factor to accomodate the whole factors associated with behavior.

**Keyword** : First aid, Theory of Planned Behavior, Volunteer