# ABSTRAK

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Program Studi : S1 Psikologi
Judul           : Peranan sikap, norma subyektif dan *perceived behavioral control* dalam Memprediksi Intensi Mahasiswa untuk Bersepeda di Kampus.

Skripsi ini bertujuan untuk meneliti peranan komponen sikap, norma subyektif dan *perceived behavioral control* (PBC) dalam memprediksi intensi mahasiswa bersepeda di dalam kampus. Teori yang digunakan untuk menganalisis adalah teori *planned behavior* (TPB). Penelitian ini termasuk penelitian kuantitatif dengan desain *ex post facto field study*. Sampel penelitian adalah 134 mahasiswa Universitas Indonesia dari 10 fakultas yang diambil melalui metode *quota sampling*. Partisipan diminta untuk mengisi kuesioner yang mengukur komponen TPB, yaitu sikap, norma subyektif, PBC, dan intensi. Hasil analisis korelasi berganda menunjukkan bahwa: (a) intensi diprediksi oleh sikap, norma subyektif dan PBC.;(b) Hanya sikap yang berperan signifikan menjelaskan intensi, sementara norma subyektif dan PBC tidak. Implikasi dari penemuan ini terkait isu teoritis dan praktis, dan implikasi untuk desain intervensi didiskusikan kemudian.

Kata Kunci  : Bersepeda, Intensi, sikap, norma subyektif, *perceived behavioral control*.

# ABSTRACT

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Title          : Role of attitude, subjective norm and perceived behavioral
                 control to predict students cycling intention in campus.


This thesis is aimed to examine role of attitude, subjective norm, and perceived behavioral control (PBC) to predict students cycling intention in campus route. Theory of Planned Behavior (TPB) is used to analyze this problem. This research is excluded on quantitative research, which use ex post facto field study as the design research The study sample was composed of 134 college students of University of Indonesia, come from ten faculty, which is taken through quota sampling methods. They were administered a questionnaire designed to measure the components of the TPB, consist of attitude, subjective norm, perceived behavioral control (PBC) and intention. Multiple regression analyses demonstrated that: (a) Behavioral intention was significantly predictable from attitudes, subjective norm and PBC; (b) Only attitude have a fairly accurate explanation of intention to cycling in campus route, neither have subjective norm and PBC. The implications of this finding in relation to theoretical and practical issues, also implication for designing interventions were discussed later.


Keyword      :  Cycling, Intention, attitude, subjective norm, perceived
                behavioralcontrol.