

KAJIAN PERILAKU PENGENDARA SEPEDA MOTOR TERHADAP KESELAMATAN BERKENDARA BERDASARKAN GENDER DI KOTA BANDUNG (Syahrul Kautsar Akbar, NRP 22 2016 182, Pembimbing Dr. Dwi Prasetyanto, Ir., M.T., dan Ko-Pembimbing Muhammad Rizki S.T., M.T., Jurusan Teknik Sipil Fakultas Teknik Sipil dan Perencanaan, Institut Teknologi Nasional Bandung)

ABSTRAK

Perilaku berkendara, yang mempengaruhi kepada keselamatan berkendara, sangat berkaitan dengan karakteristik personal, termasuk jenis gender. Penelitian ini bertujuan untuk menganalisis faktor-faktor perbedaan perilaku para pengendara sepeda motor antara pria dan wanita dari aspek karakteristik pengendara, pengalaman negatif, serta lingkungan dan infrastruktur terhadap keselamatan berkendara. Penelitian ini menggunakan data kuantitatif hasil dari kuesioner yang disebarakan secara online kepada pengguna sepeda motor yang dianalisis menggunakan metode structural equation modeling-partial least square. Ukuran sampel sebesar 406 responden. Hasil analisis menunjukkan bahwa variabel perilaku pengendara sepeda motor pria yang berpengaruh terhadap perilaku safety riding yaitu, kepatuhan dan intensi terhadap safety riding, serta lingkungan dan infrastruktur. Untuk perilaku pengendara sepeda motor wanita variabel yang berpengaruh terhadap perilaku safety riding yaitu, kepatuhan dan intensi terhadap safety riding, serta lingkungan dan infrastruktur. Nilai besaran pengaruh perilaku pengendara pria terhadap perilaku safety riding sebesar 22,11%, sedangkan untuk pengendara wanita sebesar 43,71%.

Kata kunci: Perilaku Berkendara, Keselamatan Berkendara, Metode SEM-PLS

STUDY OF MOTORCYCLE RIDER BEHAVIOR TOWARDS VEHICLE SAFETY BASED ON GENDER IN BANDUNG CITY (Syahrul Kautsar Akbar, NRP 22 2016 182, Supervisor Dr. Dwi Prasetyanto, Ir., M.T., and Co-Supervisor Muhammad Rizki S.T., Departemen of Civil Engineering, Faculty of Civil Engineering and Planning, National Institut of Technology)

ABSTRACT

Driving behavior, which affects driving safety, is closely related to personal characteristics, including gender. This study aims to analyze the factors of differences in the behavior of motorcyclists between men and women in terms of driver characteristics, negative experiences, and the environment and infrastructure for driving safety. This study uses quantitative data from the results of questionnaires distributed online to motorbike users who are analyzed using the structural equation modeling method-partial least square. The sample size is 406 respondents. The results of the analysis show that the male motorcyclist behavior variables that affect the safety riding behavior, namely compliance and intention to safety riding, as well as the environment and infrastructure. For the behavior of female motorcyclists, the variables that affect safety riding behavior are compliance and intention of safety riding, as well as the environment and infrastructure. The value of the influence of male rider behavior on safety riding behavior was 22.11%, while for female drivers it was 43.71%.

Keywords: Driving Behavior, Safety Riding, SEM-PLS Method.