



**THE IMPACT OF ATTITUDE TOWARD BEHAVIOR,  
SUBJECTIVE NORMS AND PERCEIVED BEHAVIOR CONTROL  
TOWARD BEHAVIOR MEDIATING BY INTENTION TO THE  
COMPLIANCE OF 5M HEALTH PROTOCOL PROGRAM  
(STUDY IN CIRACAS, EAST JAKARTA REGENCY, INDONESIA)**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain  
Sarjana Manajemen**

**By:**

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**FACULTY OF BUSINESS**

**MANAGEMENT STUDY PROGRAM**

**CIKARANG**

**SEPTEMBER, 2022**

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## **ABSTRACT**

The purpose of this study was to determine the impact of all variables in the theory of planned behavior with the perception of compliance with the 5M health protocol program in the Ciracas District community. 350 young adults in Ciracas Sub-District, East Jakarta, Indonesia, ranging in age from 19 to 48 years, were given an offline questionnaire as part of the quantitative research approach used in this study, which was processed with the Amos 24 SEM. A total of 350 respondents were identified as adults, with purposive sampling method consisted of the study population. To analyze the data, SEM Amos 24 was used. All perceptions proposed by the researcher in this study were substantial. which shows that attitudes toward behavior, subjective norms, and perceived behavioral control all have a significant influence and impact on whether the 5M health protocol program is followed in Ciracas Sub-District, East Jakarta. And has positive and comprehensive results about the relationship between intention and behavior in Ciracas Sub-District, East Jakarta, Indonesia's 5M health protocol program. According to the research findings, each of the seven hypotheses was found to have a significant positive impact and was approved.

**Keywords: 5M health protocol program, Subjective Norms, Behaviour, Intention.**



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Jakarta, Indonesia, 28 September 2022

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the bottom.

Ariel Nabilah Athallia

# TABLE OF CONTENTS

PANEL OF EXAMINERS .....	2
STATEMENT OF ORIGINALITY .....	3
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST .....	4
ADVISOR APPROVAL FOR JOURNAL OR INSTITUTION’S REPOSITORY .....	5
PLAGIARISM RESULT / TURNITIN .....	6
RESULT OF GPTZERO .....	7
ABSTRACT .....	8
ACKNOWLEDGEMENT .....	9
TABLE OF CONTENTS.....	11
LIST OF TABLES .....	13
LIST OF FIGURES.....	14
CHAPTER I.....	ERROR! BOOKMARK NOT DEFINED.
INTRODUCTION .....	ERROR! BOOKMARK NOT DEFINED.
1.1 RESEARCH BACKGROUND.....	ERROR! BOOKMARK NOT DEFINED.
1.2 PROBLEM STATEMENT.....	ERROR! BOOKMARK NOT DEFINED.
1.3 RESEARCH QUESTION .....	ERROR! BOOKMARK NOT DEFINED.
1.4 RESEARCH OBJECTIVE .....	ERROR! BOOKMARK NOT DEFINED.
1.5 OUTLINE OF RESEARCH .....	ERROR! BOOKMARK NOT DEFINED.
CHAPTER II.....	ERROR! BOOKMARK NOT DEFINED.
LITERATURE REVIEW .....	ERROR! BOOKMARK NOT DEFINED.
2.1 REVIEW OF LITERATURE .....	ERROR! BOOKMARK NOT DEFINED.
2.1.1 ATTITUDE TOWARD BEHAVIOUR .....	ERROR! BOOKMARK NOT DEFINED.
2.1.2 SUBJECTIVE NORMS.....	ERROR! BOOKMARK NOT DEFINED.
2.1.3 PERCEIVED BEHAVIOURAL CONTROL.....	ERROR! BOOKMARK NOT DEFINED.
2.1.4 INTENTION.....	ERROR! BOOKMARK NOT DEFINED.
2.1.5 BEHAVIOUR .....	ERROR! BOOKMARK NOT DEFINED.
2.2 HYPOTHESES DEVELOPMENT .....	ERROR! BOOKMARK NOT DEFINED.
2.2.1 PREVIOUS STUDIES.....	ERROR! BOOKMARK NOT DEFINED.
2.3 THEORETICAL FRAMEWORK .....	ERROR! BOOKMARK NOT DEFINED.
2.3.1 RESEARCH FRAMEWORK .....	ERROR! BOOKMARK NOT DEFINED.
2.4 RESEARCH GAP .....	ERROR! BOOKMARK NOT DEFINED.
CHAPTER III .....	ERROR! BOOKMARK NOT DEFINED.
METHODOLOGY .....	ERROR! BOOKMARK NOT DEFINED.
3.1 RESEARCH DESIGN.....	ERROR! BOOKMARK NOT DEFINED.
3.2 SAMPLING PLAN .....	ERROR! BOOKMARK NOT DEFINED.
3.3 OPERATIONAL DEFINITIONS/INSTRUMENT.....	ERROR! BOOKMARK NOT DEFINED.
3.4 DATA COLLECTION DESIGN .....	ERROR! BOOKMARK NOT DEFINED.
3.4.1 RESPONDENT PROFILE.....	ERROR! BOOKMARK NOT DEFINED.
3.4.2 VALIDITY AND RELIABILITY TEST .....	ERROR! BOOKMARK NOT DEFINED.
3.4.3 STRUCTURAL EQUATION MODEL (SEM).....	ERROR! BOOKMARK NOT DEFINED.
3.5 DATA ANALYSIS DESIGN.....	ERROR! BOOKMARK NOT DEFINED.

<b>CHAPTER IV</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>ANALYSIS AND DISCUSSION FINDINGS</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.1 RESPONDENTS PROFILE</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.1.1 AGE</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.1.2 GENDER</b> .....	ERROR! BOOKMARK NOT DEFINED.
FIGURE 4.2 IS SHOWS THAT THE PERCENTAGES OF RESPONDENT’S GENDER. AS IT CAN SEE, THE MOST RESPONDENT IN THIS RESEARCH ARE MALE WITH THE PERCENTAGES 68% AND THE PERCENTAGES OF FEMALE ARE 32% .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.2 VALIDITY AND RELIABILITY TEST</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.3 THEORETICAL MODEL DEVELOPMENT</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.3.1 PATH DIAGRAM</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.3.2 CONVERT PATH DIAGRAMS INTO STRUCTURAL EQUATIONS</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.4 SELECTING AN INPUT MATRIX FOR DATA ANALYSIS</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.5 ASSESS THE DEGREES OF FREEDOM MODEL</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.6 ASSESSING THE GOODNESS OF FIT CRITERIA</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.7 INTERPRETATION AND MODIFICATION OF THE MODEL</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.8 DATA ANALYSIS CONCLUSION</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.8.1 DIRECT EFFECT</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.8.2 INDIRECT EFFECTS</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.8.3 TOTAL EFFECTS</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.9 DISCUSSION</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.9.1 THE INFLUENCE ATTITUDE TOWARD BEHAVIOUR ON INTENTION</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.9.2 THE INFLUENCE SUBJECTIVE NORMS ON INTENTION</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.9.3 THE INFLUENCE PERCEIVED BEHAVIOURAL CONTROL ON INTENTION</b> ..	ERROR! BOOKMARK NOT DEFINED.
<b>4.9.4 THE INFLUENCE PERCEIVED BEHAVIOURAL CONTROL ON BEHAVIOUR</b>	ERROR! BOOKMARK NOT DEFINED.
<b>4.9.5 THE INFLUENCE INTENTION ON BEHAVIOUR</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.9.6 THE INFLUENCE SUBJECTIVE NORMS ON BEHAVIOUR</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>4.9.7 THE INFLUENCE ATTITUDE TOWARD BEHAVIOUR ON BEHAVIOUR</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>CHAPTER V</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>CONCLUSION</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>5.1 INCLUDING IMPLICATIONS FOR POLICY AND PRACTICE</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>5.2 SUGGESTION FOR GOVERNMENT</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>5.3 SUGGESTION FOR FUTURE RESEARCH</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>REFERENCES</b> .....	ERROR! BOOKMARK NOT DEFINED.
<b>ATTACHMENTS</b> .....	ERROR! BOOKMARK NOT DEFINED.
QUESTIONNAIRE .....	ERROR! BOOKMARK NOT DEFINED.
NORMALITY TEST .....	ERROR! BOOKMARK NOT DEFINED.
OUTLIER TEST .....	ERROR! BOOKMARK NOT DEFINED.
MULTICOLLINEARITY TEST .....	ERROR! BOOKMARK NOT DEFINED.

## LIST OF TABLES

TABLE 2.1 PREVIOUS STUDIES 1 .....	24
TABLE 3.1 INSTRUMENT 1 .....	40
TABLE 4.1 VALIDITY AND RELIABILITY TEST 1 .....	56
TABLE 4.2 DEGREES OF FREEDOM MODEL 1 .....	60
TABLE 4.3 GOODNESS OF FIT CRITERIA 1 .....	61
TABLE 4.4 DATA ANALYSIS CONCLUSION 1 .....	62
TABLE 4.5 DIRECT EFFECT 1 .....	63
TABLE 4.6 INDIRECT EFFECTS 1 .....	64
TABLE 4.7 TOTAL EFFECTS 1 .....	65

## LIST OF FIGURES

FIGURE 1.1 POSITIVITY RATE CHART BY SUB-DISTRICT IN EAST JAKARTA.....	16
FIGURE 1.2 POSITIVITY RATE CHART BY GENDER AND AGE OF CIRACAS SUB-DISTRICT IN EAST JAKARTA.....	16
FIGURE 1.3 GRAPH OF THE VACCINATION OF RESIDENTS IN THE CIRACAS AREA IN EAST JAKARTA.....	19
FIGURE 2.1 THEORITICAL FRAMEWORK .....	43
FIGURE 2.2 RESEARCH FRAMEWORK .....	44
FIGURE 4.1 RESPONDENT AGE .....	65
FIGURE 4.1 RESPONDENT GENDER.....	66
FIGURE 4.2 SEM AMOS 24 STRUCTURAL MODEL 1 .....	67
FIGURE 4.3 SEM AMOS 24 STRUCTURAL MODEL 1 .....	67
FIGURE 4.4 PATH DIAGRAM 1 .....	68