

ANALISIS FAKTOR PERILAKU KESELAMATAN BERKENDARA (*SAFETY RIDING*) PADA PENGEMUDI OJEK *ONLINE* DI KOMUNITAS BAUNG SEPAT 77 TAHUN 2022

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Abstrak

Perilaku keselamatan berkendara (*safety riding*) adalah suatu perilaku yang mana seseorang dapat mengemudikan kendaraannya dengan selamat dalam upaya meminimalisir terjadinya risiko kecelakaan lalu lintas. Terdapat banyak faktor yang dapat memengaruhi perilaku *safety riding*, yaitu faktor individu itu sendiri, faktor kendaraan, dan faktor lingkungan. Penelitian ini ditujukan untuk mengetahui hubungan faktor usia, pengetahuan, sikap, persepsi, durasi kerja, dan peran rekan kerja terhadap perilaku keselamatan berkendara pada pengemudi ojek *online* di Komunitas Baung Sepat 77. Metode penelitian ini adalah metode kuantitatif dengan desain potong lintang. Populasi penelitian ialah pengemudi ojek *online* di Komunitas Baung Sepat 77 dan sampel berjumlah 55 orang yang diambil dengan teknik *total sampling*. Analisis statistik yang digunakan yaitu uji *chi square*. Hasil analisis menunjukkan faktor yang memiliki hubungan terhadap perilaku keselamatan berkendara, antara lain pengetahuan ($p\text{-value} = 0,033$), sikap ($p\text{-value} = 0,004$), persepsi ($p\text{-value} = 0,039$), dan peran rekan kerja ($p\text{-value} = 0,020$). Sedangkan, usia ($p\text{-value} = 0,460$) dan durasi kerja ($p\text{-value} = 1,000$) tidak memiliki hubungan terhadap perilaku keselamatan berkendara. Oleh karena itu, disarankan pihak komunitas tersebut dapat menyelenggarakan promosi terkait perilaku keselamatan berkendara kepada anggotanya agar dapat menambah wawasan tentang pengetahuan keselamatan berkendara, serta pengemudi dapat meningkatkan sikap, persepsi, dan peran rekan kerja terkait *safety riding*.

Kata kunci: Keselamatan Berkendara, Ojek *Online*, Sikap

ANALYSIS OF SAFETY RIDING BEHAVIOR FACTORS AMONG ONLINE MOTORCYCLE TAXI DRIVERS AT BAUNG SEPAT 77 COMMUNITY IN 2022

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Abstract

Safety driving behavior (safety riding) is a behavior where someone can drive a vehicle safely to decrease the risk of traffic accident. There are many factors that can affect safety riding behavior, such as individual factors, vehicle factors, and environmental factors. This research aims to determine the relationship between age, knowledge, attitude, perception, work duration, and the role of co-workers with safety riding behavior in online motorcycle taxi drivers at Baung Sepat 77 Community. This research method is quantitative method with cross sectional design. This research population is online motorcycle taxi drivers at Baung Sepat 77 Community and the sample are 55 people who taken using total sampling method. The statistical test used is Chi-Square test. The analysis results showed that factors that had a relationship with safety riding behavior are knowledge (*p-value* = 0,033), attitude (*p-value* = 0,004), perception (*p-value* = 0,039), and the role of co-workers (*p-value* = 0,020). Meanwhile, age (*p-value* = 0,460) and work duration (*p-value* = 1,000) had no relationship with safety riding behavior. Therefore, it is recommended that community can held a promotion related to safety riding behavior to their members so they can increase about safety riding knowledge, and drivers can improve their attitude, perception, and the role of co-workers related to safety riding.

Keyword: Safety Riding, Online Motorcycle Taxi, Attitude