

***THE ROLE OF ATTITUDE, SUBJECTIVE NORM, AND PERCEIVED BEHAVIORAL CONTROL TO PREDICT WOMEN'S INTENTION TO CONDUCT BREAST SELF-EXAMINATION (BSE)***

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***ABSTRACT***

*This study is aimed to examine the role of attitude, subjective norm and perceived behavioral control (PBC) in predicting women's intention to conduct early detection of breast cancer with the technique of breast self-examination (BSE). The theory used to understand and analyze the data is theory of planned behavior (TPB). This study employed quantitative research with the design of ex post facto field study and used attitude scales as research instruments. The research samples were 120 Mercu Buana University's female students who was taken with accidental sampling technique. Results of multiple regression analysis showed that: a) attitude, subjective norm and perceived behavioral control (PBC) was interactively influential in predicting intention; b) attitudes and perceived behavioral control (PBC) independently significantly predicted intention; and c) subjective norm alone did not significantly predict intentions.*

**MERCU BUANA**

*Key words: theory of planned behavior, intention, attitude, subjective norm, perceived behavioral control, breast self examination (BSE).*

**PERAN SIKAP, NORMA SUBJEKTIF, DAN PERSEPSI KENDALI  
PERILAKU DALAM MEMPREDIKSI INTENSI WANITA MELAKUKAN  
PEMERIKSAAN PAYUDARA SENDIRI (SADARI)**

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**ABSTRAK**

Penelitian ini bertujuan untuk meneliti peranan sikap, norma subjektif dan persepsi kendali perilaku dalam memprediksi intensi wanita untuk melakukan deteksi dini kanker payudara dengan teknik pemeriksaan payudara sendiri (SADARI). Teori yang digunakan untuk memahami dan menganalisis data adalah teori perilaku terencana. Penelitian ini merupakan penelitian kuantitatif dengan desain ex post facto field study dan menggunakan skala sikap sebagai instrumen penelitian. Sampel penelitian sebanyak 120 mahasiswi Universitas Mercu Buana yang diambil dengan metode accidental sampling. Hasil analisis regresi berganda menunjukkan bahwa: a) sikap, norma subjektif dan persepsi kendali perilaku secara interaksional berpengaruh dalam memprediksi intensi; b) sikap dan persepsi kendali perilaku secara sendiri-sendiri signifikan memprediksi intensi; dan c) norma subjektif secara sendirian tidak signifikan untuk memprediksi intensi.

Kata kunci: teori perilaku terencana, intensi, sikap, norma subjektif, persepsi kendali perilaku, pemeriksaan payudara sendiri (SADARI).