

PSYCHOLOGICAL FACTORS THAT INFLUENCE COMPLIANCE WITH TRAFFIC RULES AMONG ADOLESCENT MOTORCYCLISTS

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Abstract

Psychological factors play an important role in traffic compliance. Some psychological aspects that can influence driver behavior include self-safety motivation, self-control, and legal awareness. In psychology, the problem of compliance with the law alone is indeed less effective in implementing the law in society. Returning to the definition above, compliance is limited to only not violating the rules or avoiding punishment, so the attitude of compliance is only temporary. It would be ideal if traffic regulations were not only obeyed but also not internalized. If people have internalized the rules, they will obey them very much at all times. Because if they violate what has been internalized, then conflict will arise within themselves, in general people try to avoid conflicts. The relationship between psychological factors and compliance with traffic regulations is very complex and is influenced by various elements, including individual motivation, self-control, and legal awareness. Efforts to improve compliance must consider these aspects to create a safer traffic environment. Adolescent compliance with traffic regulations, especially for motorcyclists, is influenced by various psychological factors. Overall, these psychological factors interact with each other and influence adolescent behavior in traffic. Efforts to improve compliance with traffic regulations must consider these psychological aspects to be more effective.

Keywords: Psychological factors, compliance, traffic regulations, among adolescent

INTRODUCTION

Transportation has a very important function and role in human life. Transportation has become a primary need for people to carry out their activities. According to Himawan, A. (2023) transportation is the movement of

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the transportation activity from its starting point, or the origin, to its destination, or the destination of the transportation activity. Transportation involving the movement of people and goods has essentially been known naturally since humans were on earth, although the movement or transfer was carried out simply throughout the history of transportation, both volume and technology have developed rapidly. As an effort by the government to create an orderly society in traffic, it has been regulated in Law Number 22 of 2009 concerning Traffic and Road Transportation, which also contains articles that regulate traffic procedures. These functions and roles aim to realize security, safety, order, and smooth traffic, minimize victims of facilities as a result of traffic accidents, public compliance with traffic laws and regulations, and improve public services in the field of traffic. However, in reality, public awareness (Watson et al., 2007) in traffic is still low. Many traffic violations that often occur are committed by two-wheeled vehicle drivers. Of the many vehicles used by the public, motorbikes are one of the choices of the majority of Indonesian people (Sukor et al., 2017).

The Central Statistics Agency showed that in 2015 the number of motorized vehicles reached 121.9 units, of which 98.88 were motorbikes. According to Joewono, T. B., & Susilo, Y. O. (2017) consider adolescence as a time of storms and stress because they want the freedom to determine their own destiny. This can be seen from the high number of traffic accidents, most of which are experienced by early adolescents (Wang et al., 2018). Tunnicliff et al., (2012) stated that motorcycle accidents are the most vulnerable problem to occur worldwide. With the many traffic violations that are often committed by two-wheeled vehicle drivers, where many are driven by students to carry out daily activities such as going to school, so many students commit traffic violations. This happens due to several factors. Factors causing young teenagers to ride motorbikes according to Twisk et al., (2015) are, the absence of strict sanctions from the police such as fines and sanctions, parents allow and facilitate children to ride motorbikes even though they are not equipped with a Driving License, the habit of society allowing or not caring about traffic violations such as minors riding motorbikes, and the condition of the surrounding environment makes minors drive motorbikes. The high level of violations committed by students is the result of low discipline and awareness of students in traffic. Where it should be, a student who becomes a successor to the nation in the midst of studying should be aware of the law and obey the applicable regulations as one form of participation in the government's efforts to create a disciplined society. Therefore, socialization in learning and the

formation of discipline in traffic requires participation from families, educational institutions, and the community. Underage motorcyclists often increase every year because they cannot restrain themselves from the urges that arise from within the individual to commit deviations. This happens because every behavior that is carried out cannot be separated from various influences, both from within and from outside.

Regulations regarding traffic violations are officially governed by Law Number 22 of 2009 on Road Transportation and Traffic. Violations can also result in a variety of penalties, such as fines, incarceration, or detention. Traffic offense offenders may also face further sanctions, such as having their driver's license revoked or receiving damages for losses they have caused. The Republic of Indonesia's Law Number 22 of 2009 regarding traffic and road transportation states that one of the reasons why traffic accidents is caused by motorbikes which can be classified into four factors, namely: negligence of road users, vehicle unworthiness, road unworthiness and the environment (Umniyatun et al., 2021). Traffic compliance is an attitude of obedience to the law. All activities related to legal compliance that are assessed are in accordance with the rules, statutory policies. Compliance with the law is seen as an obligation as good citizens are those who obey and comply with the regulations. If we can review the factors that are the background to the level of compliance of road users, among others, first, individuals feel afraid because of the sanctions that will be obtained if they violate traffic regulations, Second, the level of individual awareness regarding safety and security in traffic, Third, an attitude of mutual respect and respect between road users. If these three factors are understood by road users, then at least it can minimize the level of violations in traffic. Drivers who have a disciplined attitude in traffic can be seen from their compliance in driving. Being alert and careful in driving is a disciplined attitude towards traffic regulations. Personal knowledge and experience in traffic is one form of traffic discipline so that it is hoped that individuals in driving vehicles on the highway can obey in order to prioritize safety and security. Compliance is a state where individuals are willing to accept orders from others. The existence of obedient behavior towards someone shows the existence of an attitude of compliance possessed by the individual in any form. For example, there is a behavior of compliance with the regulations that have been set. Regulations as something that contains elements of orders or prohibitions that contain things that should be done and things that are prohibited from being done and contain a little coercion (Kusumadewi, 2012). Compliance or obedient behavior is an

adjustment to what a person must do in order to achieve a goal which will be deeply embedded in behavioral tendencies. So, there is something that forces a person to behave in accordance with the provisions given. Goh et al., (2020) explain the dimensions of compliance, namely trusting, accepting, and doing something at the request or order of others. Trusting and accepting are dimensions of compliance related to individual attitudes. While doing or acting is a dimension of compliance related to a person's obedient behavior. According to Zamani-Alavijeh et al., (2011) explained that there are three factors that influence a person's level of compliance, the three factors are personality, beliefs and environment. Conversely, Tang et al. (2021) state that internal elements are what affect an individual's compliance including self-control, emotional conditions, and adjustment to school. Other factors are external factors, including family, peer relationships, school systems in the form of regulatory policies, school environment, demographics (age, ethnicity, gender), teacher figures, and punishments given by teachers. Low self-control over regulations can also cause individuals to violate or disobey the rules. Factors that influence compliance according to Kumar, S. (2023) are peer support, the position of authoritative figures, the legitimacy of those in positions of power, the proximity of those in power, the status of those in authority, and individual accountability. According to Brown et al. (2018), self-adjustment, emotional states, and self-control are examples of internal variables that affect compliance. External factors also play a role in this regard. Brown then lists punishment, family, peers, demography, and authoritative figures as external variables. Self-control is another element that affects compliance.

According to Rusli et al., (2020) explains that self-control is an individual's ability to regulate desired and unwanted information, a person's ability to choose one action based on something they believe in, and the ability to change behavior. Self-control is a condition or state where a person is able to control themselves not to behave in a way that is considered to violate the rules. This is in line with previous research conducted by Lajunen, T., & Räsänen, M. (2004) which explains that there is a significant positive relationship between self-control and compliance. The better a person's self-control, the more obedient the person will be to traffic regulations.

RESEARCH METHOD

This study in-depth investigates the psychological factors that influence compliance with traffic regulations among adolescent motorcyclists using a

literature review approach. The results include a comprehensive understanding of psychological factors, the definition of compliance with traffic regulations, the relationship between psychological factors and compliance with traffic regulations, types of psychological factors that influence compliance with traffic regulations among adolescent motorcyclists. The literature analysis involves an in-depth review of the literature on psychological factors that influence compliance with traffic regulations among adolescent motorcyclists. With a strong conceptual foundation, this study provides an important contribution to enrich the discussion on what psychological factors influence compliance with traffic regulations among adolescent motorcyclists.

RESULT AND DISCUSSION

Psychological Factors

According to Martinez-Calderon et al., (2020) psychological factors are something that can influence actions from within each individual, studying or analyzing Given the variety of factors at play and their propensity to interact, consumer behavior is exceedingly complex. both during the selection or utilization of a good or service. psychological elements that are influenced by his current surroundings while also taking into account influences from the past and hopes for the future. A person's choice of items is further influenced by significant psychological aspects, such as (Röthlin et al., 2020):

1. Motivation

A person's needs will lead them to look for solutions to meet those wants. Physiological requirements, security needs, social needs, appreciation needs, and self-actualization needs are the levels of needs in order of significance. An individual first attempts to meet their most basic wants. After that need is met, it ceases to be a motivator, and the individual will attempt to meet the next most essential need. A person in hunger, for instance, has little interest in the art world (self-actualization need), in other people's opinions of them or their own worth (social or esteem need), or even in whether they are breathing clean air (safety need).

2. Knowledge

Learning is the term used to characterize behavioral changes brought about by experience. Because marketers may create demand for a product by linking it with strong impulses, employing motivational cues, and giving it a positive role, the theory of knowledge is practically important to them.

3. Beliefs and Attitudes

People pick up attitudes and opinions through experience and education. Over time, both of these have an impact on consumer behavior. A person's beliefs are their descriptive ideas about a particular subject. Beliefs might be emotionally charged or not, and they are based on real information, ideas, or beliefs. descriptive ideas that someone has regarding a subject. Beliefs might or might not be supported by factual information, viewpoints, or beliefs. Businesses are curious about people's attitudes on particular goods and services because these beliefs create the product and brand perceptions that affect consumer purchasing decisions. If there are misconceptions that prevent people from making purchases, marketers should try to dispel them. A person's generally constant assessments, emotions, and inclinations toward a thing or concept are characterized by their attitudes. People's attitudes determine how they feel about loving or hating something, as well as whether to approach or avoid it.

4. Perception

The way individuals perceive and interpret information can influence their decisions. For example, if a teenager sees that traffic violations often result in accidents, they may be more likely to obey the rules.

5. Learning Process

Prior experiences and learning from specific situations can shape behavior. Teenagers who have experienced or witnessed traffic accidents may be more careful and obey the rules.

6. Social Influence

The social environment, including peers and family, also plays a role in shaping behavior. Teenagers tend to follow the norms and behaviors that exist around them, so positive environmental influences can increase compliance with traffic rules.

These psychological factors interact with each other and can influence the level of individual compliance with traffic regulations, especially among teenage motorcyclists.

Understanding Compliance with Traffic Regulations

Compliance is or a change in behavior in accordance with what is expected by the source that wants the behavior to occur. Varet et al., (2021) emphasizes simply that compliance is a form of response in the form of agreement to do according to demands. People who are the target of behavioral change are encouraged to respond in the desired way. Kim, S., & Kim, J. K. (2017) explain compliance. Compliance is a condition where there is a

demand to make changes to behavior with pressure in the process of influencing it. Bottoms, A. (2019) explains that compliance will be achieved when there is external pressure. This pressure can be in the form of social pressure, rewards, unpleasant feelings or providing a convincing reason so that it will give rise to the required behavior.

Tabibi, Z., & Pfeffer, K. (2015) explain that many social scientists who study a study of compliance related to laws, emphasize that people in general who obey regulations accept laws and officials as something that has authority and legitimacy. Susilo et al., (2015) added that compliance in this case will arise when there is a source or party that has influence in controlling and supervising the behavior of people who receive compliance treatment. Based on the various explanations, it can be concluded that compliance is basically a behavior that responds to demands requested by other parties, ranging from simple ones to those that require pressure to emerge.

Compliance with traffic regulations is the willingness of individuals to follow and obey the rules that govern traffic activities on the highway. This includes various aspects, such as obeying traffic signs, speed limits, and driving safety provisions. This compliance is important to create a safe and comfortable traffic environment for all road users, including pedestrians and motorists. This compliance can be influenced by various factors, both internal (such as legal awareness and personal motivation) and external (such as environmental influences and law enforcement). By increasing compliance with traffic regulations, it is expected to reduce the number of accidents and improve road safety.

The Relationship between Psychological Factors and Compliance with Traffic Regulations

Creating traffic compliance is not easy. Moreover, the situation is indeed not good in the sense that too many people ignore the rules. There are three factors involved in the process of creating compliance. The first is the person who is the target in this case the driver, the second is the source or holder of power in this case the police and other officers, and the third is the conditions that exist at that time. The driver factor is very difficult to treat its characteristics so that they are appropriate and easy to comply with. A thousand people have a thousand characteristics (Pourshams, M., & JanFada, 2017).

Therefore, it will be difficult to achieve the success of the compliance operation if you rely on driver awareness. What seems easier to do is to work

on the power holder aspect and create appropriate conditions. Quoting the opinion of psychology expert Herbert Kelman in his writing *Compliance, Identification, and Internalization* in order to grow compliance, in this case traffic compliance, the police must have at least two powers. First, the power of coercion and second, the power of reinforcement. In psychology, the problem of compliance with the law alone is indeed less effective in implementing the law in society. Returning to the definition above, limited compliance only does not violate the rules or avoid punishment, so the attitude of compliance is only temporary. It would be ideal if traffic regulations were not only obeyed but also not internalized. If people have internalized the rules, they will obey them very much at all times. Because if they violate what has been internalized, then conflict will arise within themselves, in general people try to avoid conflicts.

Psychological factors play an important role in compliance with traffic regulations. Several psychological aspects that can influence driver behavior include self-safety motivation, self-control, and legal awareness according to Poulter et al., (2008):

1. Self-Safety Motivation

Motivation to maintain self-safety can increase traffic discipline. Adolescents who are aware of the risk of accidents tend to obey traffic regulations more. This awareness is often influenced by personal experience or the influence of the social environment, such as family and friends.

2. Self-Control

Self-control is the ability of individuals to control their behavior in accordance with existing norms. Individuals who have good self-control are more likely to obey traffic regulations, because they can resist the urge to break the rules. Research shows that non-compliance is often related to a lack of self-control.

3. Legal Awareness

Society's legal awareness also contributes to compliance. When individuals understand the legal consequences of traffic violations, they are more likely to comply with regulations. Education and socialization regarding traffic laws can increase this awareness.

4. Other Emotional and Psychological Factors

Stress and fatigue can also affect driving behavior. Drivers who experience stress may be more likely to take risks and violate regulations. Therefore, it

is important to consider the psychological condition of drivers in efforts to improve traffic safety.

Overall, the relationship between psychological factors and compliance with traffic regulations is very complex and is influenced by various elements, including individual motivation, self-control, and legal awareness. Efforts to improve compliance must consider these aspects to create a safer traffic environment.

Types of Psychological Factors that Influence Compliance with Traffic Regulations in Adolescent Motorcyclists

Adolescent compliance with traffic regulations, especially for motorcyclists, is influenced by various psychological factors. Here are some types of factors that play an important role (Njå, O., & Nesvåg, 2007):

1. **Self-Safety Motivation:** Adolescents who are motivated to maintain their safety tend to be more disciplined in complying with traffic regulations. They are aware of the risks associated with violations and try to avoid them. However, this motivation can vary depending on experience and the influence of the surrounding environment.
2. **Immaturity of Thinking:** Adolescents often show immaturity in decision-making. They may not fully understand the consequences of their actions, which can lead to violations of traffic regulations. This immaturity is often caused by a lack of experience and a deep understanding of the situation at hand.
3. **Peer Influence:** The social environment, especially the influence of peers, is very strong in shaping adolescent behavior. Adolescents tend to follow the behavior of their friends, which can be positive or negative. If their friends often violate traffic regulations, they are likely to do the same.
4. **Self-Control:** The ability to control impulses and emotions also plays a role in compliance with traffic regulations. Teenagers who have good self-control are better able to refrain from risky behavior, such as driving at high speeds or violating traffic signs.
5. **Legal Awareness:** Knowledge of traffic laws and regulations can influence adolescents' attitudes toward compliance. Teenagers who understand the legal consequences of violations are more likely to comply with the rules.

Overall, these psychological factors interact with each other and influence adolescent behavior in traffic. Efforts to improve compliance with traffic regulations must consider these psychological aspects to be more effective.

CONCLUSION

Compliance of adolescent motorcyclists with traffic regulations is influenced by several psychological factors. Several psychological factors that play a role in influencing this compliance include:

1. Awareness and Knowledge

Understanding of Rules: Adolescents who have good knowledge of traffic regulations tend to be more obedient. Good traffic education can increase awareness of the importance of safety.

Awareness of Risk: Awareness of the dangers and risks of accidents can affect their behavior on the road. Adolescents who are aware of the risk of accidents will be more careful.

2. Attitudes and Perceptions

Attitudes toward Rules: A positive attitude toward traffic regulations, such as seeing them as an important step for safety, will increase compliance.

Perception of the Chance of Being Caught: The perception that they can be caught and punished if they break the rules can also affect their compliance.

3. Social Influence

Peer Influence: Adolescents are often influenced by the behavior and attitudes of their friends. If their friends obey the rules, they tend to follow.

Family Influence: Support and supervision from the family, as well as examples from parents who obey traffic rules, can increase adolescent compliance.

4. Personality and Emotions

Impulsivity: Adolescents with low levels of impulsivity are more likely to obey traffic rules.

Self-Control: The ability to control emotions and actions can affect their behavior while driving.

Anxiety and Stress: The level of anxiety or stress can affect an adolescent's ability to obey traffic rules.

Understanding these psychological factors can help design more effective educational and intervention programs to improve adolescent compliance with traffic rules.

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