

Analisis perilaku aman mengemudi pada light vehicle driver CGI Indonesia, tahun 2011

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Abstrak

Kecelakaan kendaraan bermotor semakin meningkat sejalan dengan bertambahnya jumlah kendaraan di Indonesia. Kerugian yang ditimbulkannya luar biasa besar, baik dalam bentuk materi maupun kehilangan produktifitas. Sesungguhnya kecelakaan dapat dicegah asalkan diketahui penyebabnya. Banyak penelitian dan teori mengungkapkan bahwa faktor manusia merupakan faktor penting dalam kejadian kecelakaan. Perilaku pengemudi sangat berpengaruh pada kejadian kecelakaan. Di CGI Indonesia, sejak tahun 2007 laju kecelakaan kendaraan bermotor khususnya light vehicle menunjukkan penurunan yang berarti. Tujuan penelitian ini adalah untuk mengetahui gambaran perilaku aman pengemudi dan faktor-faktor yang mempengaruhi perilaku aman tersebut. Variabel yang diteliti adalah faktor internal manusia yaitu pengetahuan, motivasi dan persepsi, serta faktor eksternal yaitu pelatihan safety driving dan implementasi Behavior Based Safety. Penelitian ini bersifat kuantitatif dengan disain studi cross sectional. Pengumpulan data dilakukan dengan kuesioner dan wawancara. Hasil penelitian mengungkapkan mayoritas pengemudi tergolong baik dalam berperilaku aman. Dari hasil uji bivariat chi square diketahui faktor internal yang mempunyai hubungan bermakna dengan perilaku aman mengemudi adalah motivasi, sementara faktor eksternal yang berhubungan adalah pelatihan safety driving. Melalui uji regresi logistik berganda dapat diketahui bahwa faktor pelatihan safety driving yang paling dominan pengaruhnya terhadap perilaku aman pengemudi light vehicle di CGI, Indonesia tahun 2011. Kata Kunci: Light Vehicle, Safety Driving, Behavior Based Safety

Motor vehicle accidents has increased in line with the increasing number of vehicles in Indonesia. It obviously caused enormous losses, both material and productivity. Indeed accidents can be prevented as long as the cause is recognized. Many researches and theories revealed that the human factor is a critical factor in the accident. Driver behavior is very influential on the occurrence of accidents. Since 2007 in CGI Indonesia company, motor vehicle accidents has showed significant decreasing trend. The objective of this study is to identify the driver safe behaviors and the factors that influence those behaviors. The variables studied are the human internal factors i.e. the knowledge, motivation and perception, as well as external factors that are safety driving training and implementation of Behavior Based Safety. This is a quantitative research with cross sectional study design. Data was collected through questionnaires and interviews. The results revealed that the majority of drivers are classified as good in driving safe behavior. From the results of bivariate chi square test, it is known that the internal factors that significantly related to driving safe behavior is the motivation, while safety driving training is the external factor that related to driving safe behavior. Result of multiple logistic regression test showed that among those factors, safety driving training is the most dominant factor influencing the safe driving behavior of light vehicle drivers in CGI, Indonesia in the year of 2011. Keywords: Light Vehicle, Safety Driving, Behavior Based Safety.