

**ANALISIS MODERASI *SOCIAL MEDIA ENGAGEMENT* PADA  
PENGARUH SIKAP, NORMA SUBJEKTIF, DAN KONTROL PERILAKU  
TERHADAP NIAT BERSEPEDA  
(SURVEI PADA PENGGUNA SEPEDA DI KOTA BANDUNG)**

**TESIS**

**Diajukan untuk memenuhi sebagian syarat untuk memperoleh  
Gelar Magister Program Studi Manajemen Konsentrasi Manajemen  
Pemasaran Pada Program Studi Magister Manajemen Bisnis**



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**SEKOLAH PASCASARJANA  
UNIVERSITAS PENDIDIKAN INDONESIA  
2019**

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Mei 2019

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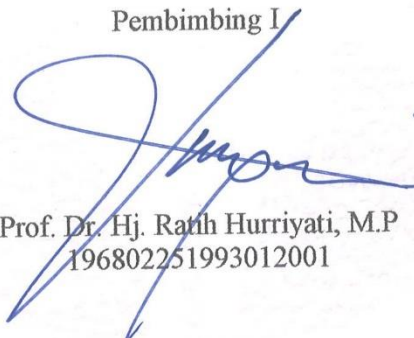
*ANALISIS MODERASI SOCIAL MEDIA ENGAGEMENT PADA PENGARUH SIKAP, NORMA SUBJEKTIF, DAN  
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(SURVEI PADA PENGGUNA SEPEDA DI KOTA BANDUNG)

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## LEMBAR PERNYATAAN BEBAS PLAGIARISME

Dengan ini saya menyatakan bahwa tesis dengan judul “Analisis Moderasi *Social Media Engagement* pada Pengaruh Sikap, Norma Subjektif, dan Kontrol Perilaku terhadap Niat Bersepeda (Survei pada Pengguna Sepeda di Kota Bandung)” ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan. Atas pernyataan ini, saya siap menanggung risiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

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**ABSTRAK**

Tingginya jumlah penggunaan kendaraan bermotor pribadi di Kota Bandung telah menyebabkan berbagai masalah di kota ini. Meningkatkan niat masyarakat untuk bersepeda merupakan solusi paling mudah dan murah untuk mengatasi masalah tersebut. Berbagai promosi pun telah dilakukan, termasuk melalui media sosial mengingat tingginya *social media engagement* masyarakat. Penelitian ini mengkaji dampak moderasi *social media engagement* pada pengaruh sikap, norma subjektif, dan kontrol perilaku terhadap niat bersepeda untuk merespon penelitian terdahulu yang menunjukkan bahwa moderasi *social media engagement* memiliki dampak negatif pada pengaruh sikap, norma subjektif, dan kontrol perilaku terhadap niat. Penelitian tersebut mendeteksi adanya fenomena *moral licensing* dimana para pengguna media sosial menggantikan penerapan perilaku perjalanan berkelanjutan secara nyata dengan keaktifan secara *online* melalui *social media engagement* yang dilakukan. Penelitian lebih lanjut perlu dilakukan untuk memastikan usaha promosi yang dilakukan tidak menjadi bumerang. Pengumpulan data dilakukan melalui pembagian kuesioner kepada 228 pengendara sepeda yang merupakan pengguna aktif media sosial di Kota Bandung. Hasil pengujian menunjukkan bahwa moderasi *social media engagement* tidak memiliki dampak signifikan pada pengaruh sikap, norma subjektif, dan kontrol perilaku terhadap niat bersepeda. Dengan demikian, fenomena *moral licensing* tidak terdeteksi di Kota Bandung. Sejumlah implikasi yang dapat dimanfaatkan dalam perancangan promosi budaya bersepeda selanjutnya dibahas dalam penelitian ini.

***INFLUENCE OF SOCIAL MEDIA ENGAGEMENT MODERATION ON  
THE IMPACT OF ATTITUDE, SUBJECTIVE NORM, AND BEHAVIORAL  
CONTROL ON CYCLE COMMUTING INTENTION  
(EVIDENCE FROM BANDUNG)***

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***ABSTRACT***

*The high number of private motor vehicle use in Bandung has caused various issues in the city. Increasing people's intentions to cycle is the easiest and cheapest solution to overcome this problem. Various promotions have been conducted to address the issue, including through social media because of the high level of social media engagement of the community. This study explores the influence of social media engagement moderation on the impact of attitude, subjective norm, and behavioral control on cycle commuting intention as a response to a previous research that shows that social media engagement has a negative impact on the influence of attitudes, subjective norms, and behavioral control on intention. The study detected moral licensing phenomenon where social media users replaced sustainable travel behavior in real life with online activities through social media engagement. Further research needs to be done to ensure that promotional efforts made through social media do not backfire. The data was collected from 228 cyclists who are active users of social media in the City of Bandung through self-administered questionnaires. Results of the study show that social media engagement moderation does not have any significant impacts on the influences of attitudes, subjective norms, and behavioral control on cycling intentions. Thus, moral licensing phenomenon is not detected in Bandung. Practical implications that can help in designing cycling promotion interventions are discussed.*

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