

Abstrak

Fenomena perilaku seksual pranikah (*premarital sexual behavior*) pada mahasiswa menjadi salah satu permasalahan moral yang perlu mendapatkan perhatian secara serius. Salah satu faktor yang dapat mengurangi perilaku seksual pranikah adalah asertivitas seksual (*sexual assertiveness*) dan rasa bersalah (*sex guilt*). Tujuan dari penelitian ini adalah untuk mengetahui hubungan antara *sexual assertiveness*, *sex guilt* dengan *premarital sexual behavior*. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis uji *product moment correlation*. Subjek yang terlibat dalam penelitian ini berjumlah 153 mahasiswa di Kota Bandung, berusia 18-24 tahun, pernah atau sedang berpacaran dan belum menikah. Hasil penelitian ini menunjukkan bahwa terdapat korelasi negatif antara *sexual assertiveness* ($R = -0.512$), *sex guilt* ($R = -0.501$) dengan *premarital sexual behavior*. Nilai signifikansi yang diperoleh sebesar 0.000. Korelasi negatif tersebut dapat diartikan jika nilai *sexual assertiveness* semakin tinggi maka *premarital sexual behavior* akan menurun, begitu pula pada variabel *sex guilt* jika nilainya semakin tinggi, maka *premarital sexual behavior* akan menurun.

Kata kunci: *Sexual Assertiveness, Sex Guilt, Premarital Sexual Behavior, Mahasiswa*

Abstract

The phenomenon of premarital sexual behavior in college students is a moral problem that needs serious attention. One of the factors that can reduce premarital sexual behavior is sexual assertiveness and sex guilt. The purpose of this study was to determine the relationship between sexual assertiveness, sex guilt and premarital sexual behavior. This study uses a quantitative approach with product moment correlation analysis techniques. The subjects involved in this study were 153 students in the city of Bandung, aged 18-24 years, have ever dated or are currently dating and were not married. The results of this study indicate that there is a negative correlation between sexual assertiveness ($R = -0.512$), sex guilt ($R = -0.501$) and premarital sexual behavior. The significance value obtained is 0.000. This negative correlation can be interpreted that if the value of sexual assertiveness is higher then premarital sexual behavior will decrease, as well as for the sex guilt variable if the characteristics are higher, then premarital sexual behavior will decrease.

Keywords: *Sexual Assertiveness, Sex Guilt, Premarital Sexual Behavior, Student*