

## **Peran Aspek Kognitif dan Afektif Terhadap Penggunaan Trans Jogja dalam Kegiatan Sehari-hari**

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**Abstract.** Yogyakarta ranks as the third most jammed city in Indonesia. Trans Jogja, the largest public transportation in Yogyakarta is expected to be the solution to the traffic jams. However, the number of Trans Jogja passengers is relatively low. Therefore, this study aims to examine the role of cognitive (attitude toward behavior, subjective norms, and perceived behavioral control) and affective (positive and negative) aspects on the use of Trans Jogja. The research hypotheses were (1) attitudes toward behavior, subjective norms, perceived behavioral control, positive affect, and negative affect would predict the use of Trans Jogja and (2) positive affect has the greatest role compared to the other four aspects studied. Participants were recruited using a non-probability sampling technique through social media outlets. The participants of this study were 150 people who lived in Daerah Istimewa Yogyakarta (DIY) during the conduction of the study for at least the past 1 month with a low level of anxiety about the coronavirus. Data analysis was performed using binary logistic regression. The results showed that only the perceived behavioral control predicted the use of Trans Jogja.

**Keywords:** *affective, BAAM, cognitive, TPB, Trans Jogja*

**Abstrak.** Yogyakarta menempati peringkat tiga kota termacet di Indonesia. Transportasi umum Trans Jogja diharapkan menjadi solusi dari kemacetan Yogyakarta. Akan tetapi, jumlah penumpang Trans Jogja justru tergolong rendah. Oleh karena itu, penelitian ini bertujuan untuk mengetahui dan membandingkan peran aspek kognitif (sikap terhadap perilaku, norma subjektif, dan persepsi terhadap kontrol perilaku) dan afektif (afek positif dan afek negatif) terhadap penggunaan Trans Jogja dalam kegiatan sehari-hari. Hipotesis penelitian ini yaitu (1) sikap terhadap perilaku, norma subjektif, persepsi terhadap kontrol perilaku, afek positif, dan afek negatif mampu berperan dalam memprediksi penggunaan Trans Jogja dalam kegiatan sehari-hari dan (2) afek positif memiliki peran paling besar dibanding empat aspek lain yang diteliti. Teknik pengambilan data menggunakan *non-probability sampling* melalui media sosial. Partisipan penelitian ini yaitu 150 masyarakat yang berdomisili di Daerah Istimewa Yogyakarta (DIY) minimal 1 bulan terakhir dengan tingkat kecemasan terhadap virus corona rendah. Analisis data dilakukan menggunakan regresi logistik biner. Hasil penelitian menunjukkan bahwa hanya persepsi terhadap kontrol perilaku yang mampu memprediksi penggunaan Trans Jogja.

**Kata kunci:** *afektif, BAAM, kognitif, TPB, Trans Jogja*