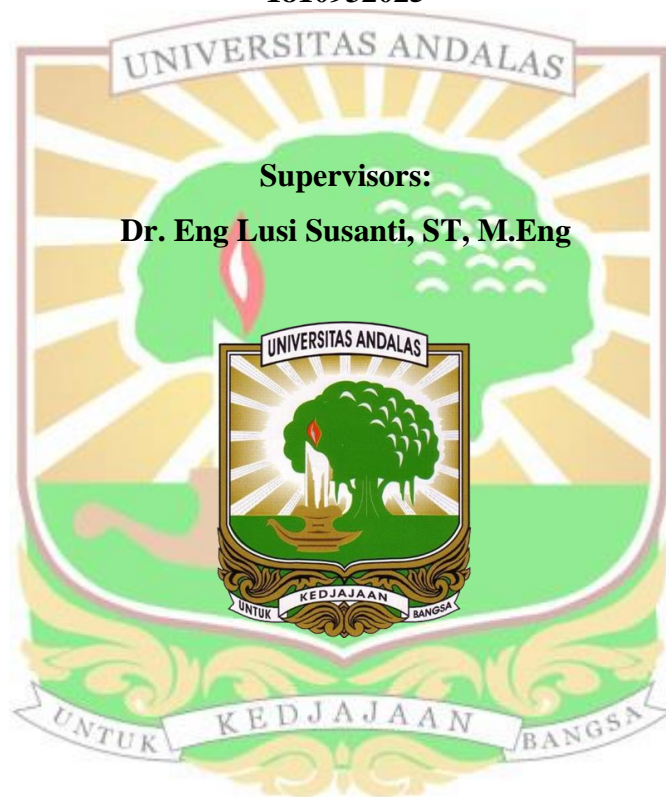


**MITIGATION OF PEDESTRIAN ACCIDENTS IN PADANG CITY WITH  
A THEORY OF PLANNED BEHAVIOR APPROACH**

**FINAL PROJECT REPORT**

**FAUZAL SYUKRI RAHMAN**

**1810932025**



**Supervisors:**

**Dr. Eng Lusi Susanti, ST, M.Eng**

**DEPARTMENT OF INDUSTRIAL ENGINEERING  
FACULTY OF ENGINEERING  
ANDALAS UNIVERSITY**

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## ABSTRACT

Pedestrians do not realize that they are the most vulnerable road users in the event of an accident, so often pedestrians neglect safety when moving in road space. Observations of pedestrian crossings were carried out at the Basko Hotel in Padang City in 2022, out of 48 crossings only 7 crossings were carried out with safe acts, meaning that 85.42% of pedestrians crossed with unsafe behavior. In addition, the supporting facilities for crossing and the inappropriate behavior of other road users worsen safety for pedestrians. Therefore, this study tries to minimize the potential for pedestrian accidents by intervening in unsafe acts and unsafe conditions when crossing. The methods used in this research are TPB (Theory of Planned Behavior) and Risk Assessment. The results obtained are the actions of pedestrians who cross outside the zebra crossing sign and cross behind parked vehicles are dangerous behaviors categorized as high risk. The biggest trigger factor for the intention to cross outside the zebra crossing sign is perceived behavioral control, followed by attitude toward behavior. Furthermore, the biggest trigger factor for pedestrians' intention to cross behind a vehicle is the attitude toward behavior, followed by subjective norm and perceived behavioral control. Mitigation refers to the biggest trigger factor, then several alternatives are collected from previous studies. Then the available alternatives were reconsidered by considering the available regulations.

**Keywords:** accident, behavior, pedestrian, and mitigation

## **ABSTRACT**

*Pejalan kaki tidak menyadari bahwa mereka adalah pengguna jalan yang paling rentan jika terjadinya kecelakaan, sehingga seringkali pejalan kaki mengabaikan keselamatan saat beraktivitas di ruang jalan. Observasi penyebrangan pejalan kaki dilakukan di basko hotel kota Padang tahun 2022, dari 48 penyebrangan hanya 7 penyebrangan dilakukan dengan safe act artinya 85,42 % pejalan kaki menyebrang dengan perilaku tidak aman. Selain itu fasilitas penunjang penyebrangan dan perilaku pengguna jalan lain yang tidak sesuai memperburuk keamanan bagi pejalan kaki. Oleh karena itu penelitian ini mencoba meminimalisir potensi kecelakaan pejalan kaki dengan mengintervensi unsafe act dan unsafe condition pada saat melakukan penyebrangan. Metode yang digunakan dalam penelitian ini adalah TPB (Theory of Planned Behavior) dan Risk Assessment. Hasil yang di dapatkan adalah tindakan pejalan kaki yang menyebrang diluar tanda zebra cross dan menyebrang dibalik kendaraan yang sedang parkir merupakan perilaku berbahaya yang dikategorikan sebagai high risk. Faktor pemicu niat menyebrang di luar tanda zebra cross paling besar adalah perceived behavioral control kemudian diikuti attitude toward behavior. Selanjutnya faktor pemicu paling besar terhadap niat pejalan kaki menyebrang di balik kendaraan adalah attitude toward behavior selanjutnya disusul oleh subjective norm dan perceived behavioral control. Mitigasi mengacu kepada faktor pemicu paling besar, kemudian dikumpulkan beberapa alternatif dari studi terdahulu. Selanjutnya alternatif yang tersedia diperhitungkan kembali dengan menimbang regulasi yang tersedia.*

**Kata Kunci:** *kecelakaan, perilaku, pejalan kaki, dan mitigasi*