

ABSTRACT

Roy Prawira Putra (705050099)

Preview Perceived Behavioral Control, subjective Norm, and Behavioral Attitude of Toward Buyers Porn At Adult Early. (Yohanes Budiarto, SPd., M.Si. & Sandi Kartasasmita, M.Psi.) Undergraduate Degree Program in Psychology Tarumanagara University. (1-56 pages, P1-P6).

The purpose of this study was to determine the image perceived behavioral control, subjective norm, and attitude toward the behavior of buyers in early adult porn movies.

The data administration in this research is done by using non-experimental quantitative method. The data administration result sourced from questionnaire and processed by SPSS 17.0 for Windows program. The total number of the subject in this research are 92 subject. The subjects of thus research were young adulthood whose age ranged from 20-40 years old.

From the analysis of the results of this study indicate that attitude toward the behavior tends to be high, subjective norm tends to be high, and Perceived behavior control tends to be low.

Keywords: Perceived behavioral control, subjective norm, Attitude toward behavior.