

THE EFFECT OF ATTITUDE TOWARD BEHAVIOR, SUBJECTIVE NORM, AND PERCEIVED BEHAVIORAL CONTROL ON THE INTENTION TO CONDUCT ACADEMIC CHEATING ON EMPLOYEE CLASS STUDENTS AT X UNIVERSITY

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ABSTRACT

This study aimed to determine the effect of attitude toward behavior, subjective norm, and perceived behavioral control on the intention to conduct academic cheating. This study used an inferential statistic approach. The subjects in this study were students of X University employees with a sampling technique used accidental sampling. The number of samples in this study were 157 people. Measurements in this study used the Attitude Toward Misconduct, Subjective Norms, Perceived Behavioral Control, & Intention Measure Measures (Stone, Jawahar, & Kisamore, 2009). Cronbach Alpha value for Attitude Toward Behavior was 0.746, Subjective Norm was 0.948, Perceived Behavioral Control was 0.769, and Intention was 0.844. Data analysis techniques used descriptive test, classic assumption test, regression test, and comparative test. The results showed that there was a simultaneous influence of attitude toward behavior, subjective norm, and perceived behavioral control on the intention to conduct academic cheating.

Keywords: Intention to Conduct Academic Cheating, Attitude Toward Behavior, Subjective Norm, Perceived Behavioral Control.