

TABLE OF CONTENTS

AUTHORISATION PAGE	<i>ii</i>
ABSTRAK	<i>iv</i>
ABSTRACT	<i>v</i>
PREFACE	<i>vi</i>
TABLE OF CONTENTS	<i>1</i>
LIST OF FIGURES	<i>ix</i>
LIST OF TABLES	<i>x</i>
CHAPTER I INTRODUCTION	<i>1</i>
1.1. Research Background	1
1.2. Problem Identification	4
1.3. Research Objective	4
1.4. Research Significance	5
CHAPTER II LITERATURE REVIEW	<i>6</i>
2.1. Development of the Theory of Reasoned Action	6
2.2. Theory of Reasoned Action	7
2.3. Theory of Reasoned Action (TRA) through the lens of communication study	8
2.3.1. Knowledge	12
2.3.2. Attitudes	12
2.3.3. Future Intentions	13
2.4. Previous Study	14
2.5. Theoretical Framework	17
2.6. Research Hypothesis	18
CHAPTER III RESEARCH METHOD	<i>19</i>
3.1. Type of Research	19
3.2. Operationalization of Variables, Measurement, and Scaling.....	19
3.2.1. Measurement Scale	21
3.3. Population and Sample	21
3.3.1. Population	21
3.3.2. Sample.....	21
3.4. Data Collection Technique	23

3.4.1. Primary Data	23
3.4.2. Secondary Data	23
3.5. Validity and Reliability Test	23
3.5.1. Validity Test.....	23
3.5.2. Reliability Test.....	26
3.6. Data Analysis Technique	26
3.6.1. SEM (Structural Equation Modelling).....	26
3.6.2. Normality Test	27
3.6.3. Hypothesis Testing.....	27
CHAPTER IV RESULTS AND DISCUSSION	29
4.1. Data Collection	29
4.2. Demographic profile	29
4.3. Research Findings	33
4.3.1. Structural Equation Model (SEM)	33
4.4. Research Discussion	40
CHAPTER V CONCLUSION AND SUGGESTION.....	47
5.1. Conclusion	47
5.2. Suggestion.....	48
REFERENCES.....	49