

**Pengaruh *Attitude Towards Gambling* terhadap *Online Gambling Intention*
Mahasiswa**

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INTISARI

Maraknya situs-situs judi *online* di internet serta kemudahan akses dan transaksinya, menjadikan perjudian banyak diminati oleh masyarakat luas, tak terkecuali para mahasiswa. Munculnya *online gambling intention* pada mahasiswa dipengaruhi oleh banyak faktor, salah satunya sikap mahasiswa terhadap perjudian *online*. Penelitian ini bertujuan untuk mengetahui pengaruh dari *attitude towards gambling* terhadap *online gambling intention* pada mahasiswa.

Desain penelitian ini adalah penelitian kuantitatif korelasional. Subjek penelitian ini berjumlah 155 mahasiswa Universitas X yang mengenal judi *online* dengan teknik *non-probability sampling*. Instrumen penelitian ini menggunakan dua skala, yakni *Gambling Intention Scale* oleh Moore & Ohtsuka (1999) berjumlah 7 item dengan nilai reliabilitas *Cronbach alpha* sebesar 0.935, dan *Gambling Attitudes Scale* oleh Moore & Ohtsuka (1999) berjumlah 12 item dengan nilai reliabilitas *Cronbach alpha* sebesar 0.703. Teknik analisis data penelitian menggunakan analisis regresi sederhana.

Hasil analisis regresi menunjukkan terdapat pengaruh yang signifikan antara *attitude towards gambling* terhadap *online gambling intention* mahasiswa ($F = 99,547$; $p < 0,05$). *Attitude towards gambling* memberikan pengaruh positif terhadap *online gambling intention* ($t = 9,977$; $p < 0,05$) artinya semakin positif sikap mahasiswa terhadap perjudian, maka *gambling intention* akan semakin kuat. Penelitian selanjutnya disarankan untuk lebih memperhatikan metode pengambilan data yang lebih terkontrol sehingga dapat mengurangi kecenderungan respon yang *faking good*.

Kata Kunci: *Attitude Towards Gambling, Gambling Intention, Judi Online, Mahasiswa, Theory of Planned Behavior.*

1. Peneliti
2. Dosen Pembimbing 1
3. Dosen Pembimbing 2

*The Influence of Attitude Towards Gambling on Online Gambling Intention
Among College Students*

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ABSTRACT

The rise of online gambling sites and the ease of access and transactions have made gambling increasingly popular among the wider community, including college students. The intention to engage in online gambling among college students is influenced by various factors, one of which is their attitude toward gambling. This study aims to examine the effect of attitudes toward gambling on online gambling intention among college students.

This research employs a correlational quantitative design. The study's subjects consisted of 155 college students at University X who were familiar with online gambling, selected using non-probability sampling techniques. The research instrument included two scales: the Gambling Intention Scale by Moore & Ohtsuka (1999), consisting of seven items with a Cronbach alpha reliability of 0.935, and the Gambling Attitudes Scale by Moore & Ohtsuka (1999), consisting of 12 items with a Cronbach alpha reliability of 0.703. The data were analyzed using simple regression analysis.

The results of the regression analysis indicate a significant influence of attitude towards gambling on online gambling intention among college students ($F = 99.547$; $p < 0.05$). Attitude toward gambling has a positive influence on online gambling intention ($t = 9.977$; $p < 0.05$), meaning that the more positive college students' attitudes toward gambling, the stronger their intention to gamble. Future research is recommended to adopt more controlled data collection methods to minimize the tendency of faking good responses.

Keywords: *Attitude Towards Gambling, College Students, Gambling Intention, Online Gambling, Theory of Planned Behavior.*

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