SUMMARY


Based on the fact, some passenger ship accidents has occurred during 2003 to 2013 and it is proved that the arrangement of safety shipping is still weak. According to Malisan (2009), the ship accidents those occurred in the Indonesia’s waters tends to increase. It is heavily influenced by the poor implementation of safety shipping management and variables which have set out in the ISM Code by the company and the master together with his crew. Thus the analysis to determine compliance with the rules in this case ISM Code is required.

Based on the theory of planned behavior proposed by Ajzen (1991) which was combined with a model that has been developed by Kim et al. (2007) and Omondi et al. (2010) we can conduct a research to study behavioral intentions and compliance of the crew in performing the ISM Code. Through variables which involved such as behavioral attitudes, subjective norms, behavioral control, trust, perceived risk, benefits and knowledge, we can predict how Intentions variable will affect the compliance variable.

The purpose of this research is to develop and to analyze compliance of implementation of the ISM Code which is influenced by attitudes toward the behavior, subjective norms of trust, perceived risk, benefits, knowledge and perceived behavioral control of the ship's crew. This research has produced a novelty in the form of a new model. Factors which influencing intentions and compliance of the crew to the ISM Code were the attitude toward the behavior, subjective norms, and perceived behavioral control in giving effect to the intention and compliance which were supported by the involvement trust factor, perceived risk, the benefits and perceived knowledge. Based on the model above, the implementation can be compiled of the most dominant models jointly or individually have a significant influence. The results show that the influence of trust toward risks, the effects of risks, subjective norms, and knowledge toward intentions also the effects of intentions toward compliance jointly or individually all are significant.

The results of this research can be implemented in the synergy which involved the executive, legislative and judicial branches, the ship owners, the media and the crew also the experts to jointly initiate the implementation of the ISM Code by increasing intention supported by behavioral attitudes, subjective norms, behavioral control and trust toward behavior also the effect of trust on risk, the effects of perceived risk, benefits and knowledge toward intentions, the effects of intention toward compliance in the implementation of the ISM Code by the crew which must be supported by the government and the shipowners. Application of research related with intention and compliance to the rules can be carried out by the researchers.

Key words: ISM Code, the accident, the theory of planned behavior