

**CHAPTER IV**  
**THE INFLUENCE OF PERCEIVED PERSUASIVENESS OF FAMILY CONTENT AND**  
**SUBJECTIVE NORMS OF MARRIED LIFE ON THE INTENTION TO MARRY**  
**AMONG YOUNG ADULTS**

The findings of the hypothesis testing are explained in this chapter. The result of the questionnaire aims to find The Influence of Perceived Persuasiveness of Family Content (X1) and Subjective Norms of Married Life (X2) on The Intention to Marry among Young Adults (Y). This study uses SPSS as a tool to do classical assumption tests before testing the hypothesis by using a simple linear regression formula.

#### **4.1 Classical Assumption Test**

The classical assumption test includes assessments for normality, and heteroscedasticity on the questionnaire responses. If the responses meet the criteria for all these tests, hypothesis testing can proceed. This analysis is conducted using SPSS Statistics.

##### **4.1.1. Normality Test**

A normality test assesses whether the data collected from questionnaires in a regression model follows a normal distribution. This analysis uses the One-Sample Kolmogorov-Smirnov Test in SPSS. If the significance value (Sig 2-tailed) is  $> 0.05$ , the data is considered normally distributed; if it is  $< 0.05$ , the data is considered not normally distributed. The results are displayed in a One-Sample Kolmogorov-Smirnov Test table and a P-Plot graph, as shown below:

**One-Sample Kolmogorov-Smirnov Test**

|  |                         | Unstandardized Residual |      |
|--|-------------------------|-------------------------|------|
| N  |                         | 100                     |      |
| Normal Parameters <sup>a,b</sup>         | Mean                    | .0000000                |      |
|  | Std. Deviation          | 2.77620906              |      |
| Most Extreme Differences                 | Absolute                | .054                    |      |
|  | Positive                | .054                    |      |
|  | Negative                | -.042                   |      |
| Test Statistic                           |                         | .054                    |      |
| Asymp. Sig. (2-tailed) <sup>c</sup>      |                         | .200 <sup>d</sup>       |      |
| Monte Carlo Sig. (2-tailed) <sup>e</sup> | Sig.                    | .672                    |      |
|  | 99% Confidence Interval | Lower Bound             | .660 |
|  |                         | Upper Bound             | .684 |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

Table 4.1.1.1 Normality Test Result (One Sample Kolmogorov Smirnov Test)

The table above indicates that the data passes the normality test, with a significance value of 0.200, exceeding the threshold of Sig 2-tailed < 0.05. Therefore, we can conclude that the data from this questionnaire is normally distributed. Additionally, a graphical analysis, the Normal Probability Plot (P-Plot), is used to further illustrate this finding, as shown below:

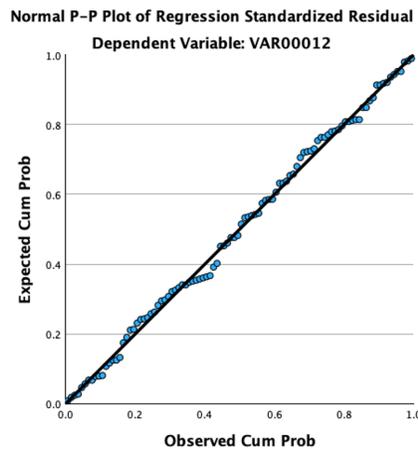


Figure 4.1.1.2 Figure Normal P-Plot Result

The figure above illustrates that the residual data aligns with the straight line on the graph, indicating that the data is normally distributed.

### 4.1.2. Heteroscedasticity Test

The heteroscedasticity test evaluates whether the residuals of a regression model exhibit unequal variance. Ideally, a regression model should show no signs of heteroscedasticity. In SPSS, this test is performed using a scatterplot. If the points on the scatterplot are randomly dispersed with no discernible pattern, the null hypothesis ( $H_0$ ) can be considered accepted.

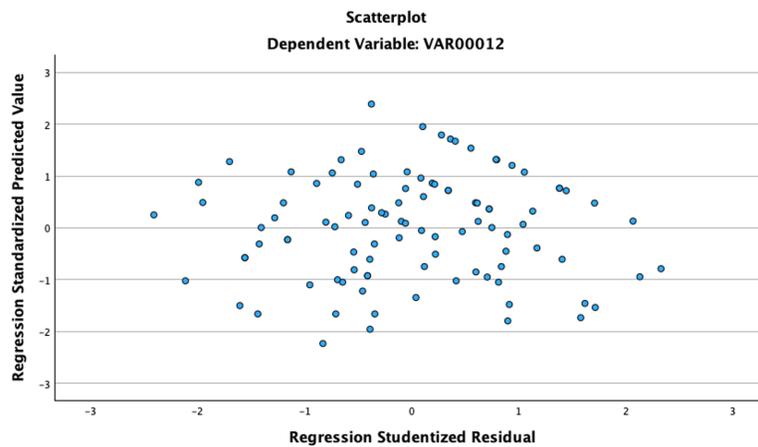


Figure 4.1.2 Scatterplot Result

The data presented above indicates that the points on the scatterplot are widely dispersed and do not follow any discernible pattern. The test criterion states that the null hypothesis ( $H_0$ ) is accepted if the points on the scatterplot are randomly dispersed and do not form a recognizable pattern.

### 4.2 Hypothesis Test

Hypothesis testing in this study was conducted using simple linear regression analysis. The hypotheses tested in this research are as follows:

1. If the significance value  $< 0.01$  = highly significant, meaning variable X affects variable Y and the hypothesis can be accepted.
2. If the significance value  $< 0.05$  = significant, meaning variable X affects variable Y and the hypothesis can be accepted.
3. If the significance value  $> 0.05$  = not significant, meaning variable X does not affect variable Y and the hypothesis is rejected.

#### **x4.2.1. The Influence of Perceived Persuasiveness of Family Content on The Intention to Marry among Young Adults**

##### **4.2.1.1. Coefficient of Determination**

The coefficient of determination is used to measure the percentage of influence that the independent variable has on the dependent variable. The results of the coefficient of determination test in this study are as follows:

| <b>Model Summary</b> |                   |          |                   |                            |
|----------------------|-------------------|----------|-------------------|----------------------------|
| Model                | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                    | .535 <sup>a</sup> | .286     | .279              | 3.45691                    |

a. Predictors: (Constant), total.x1

##### Data 4.2.1.1. Coefficient of Determination Result

The data above presents the model summary of correlation between perceived persuasiveness of family content (X1) and Intention to Marry among Young Adults (Y), This indicates that the perceived persuasiveness of family content influences the intention to marry among young adults by 28.6%. The correlation coefficient between X1 and Y is 0.535, indicating a medium influence relationship. A score of 0.535 reflects a moderate level of influence, as described by Sekaran and

Bougie (2016). This suggests that there is a meaningful, yet not overwhelming, connection between the variables in question

#### 4.2.1.2. Simple Linear Regression Analysis

| Model |            | Unstandardized Coefficients<br>B | Std. Error | Standardized Coefficients<br>Beta | t     | Sig.  |
|-------|------------|----------------------------------|------------|-----------------------------------|-------|-------|
| 1     | (Constant) | 3.353                            | 1.717      |                                   | 1.953 | .054  |
|       | total.x1   | .438                             | .070       | .535                              | 6.271 | <.001 |

a. Dependent Variable: total.y

#### Data 4.2.1.2. Simple Linear Regression Result

The table above shows that the significance value of perceived persuasiveness of family content (X1) is < 0.001, meaning the influence of perceived persuasiveness of family content (X1) on the intention to marry among young adults (Y) is significant.

### 4.2.2 The Influence of Subjective Norms of Married Life on The Intention to Marry among Young Adults

#### 4.2.2.1. Coefficient of Determination

The coefficient of determination quantifies the percentage of variation in the dependent variable that can be explained by the independent variable. The results of the coefficient of determination analysis in this study are as follows:

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .648 <sup>a</sup> | .420     | .414              | 3.11563                    |

a. Predictors: (Constant), total.x2

Table 4.2.2.1 Coefficient of Determination Result

The data above presents the model summary of the correlation between subjective norms of married life (X2) and intention to marry among young adults (Y). The coefficient of determination ( $R^2$ ) is 0.420, indicating that subjective norms account for 42% of the variance in young adults' intention to marry. Additionally, the correlation coefficient between X2 and Y is 0.648, suggesting a strong influence. A score of 0.648 reflects a high level of influence (Sekaran & Bougie, 2016)

#### 4.2.2.2. Simple Linear Regression Analysis

| Coefficients <sup>a</sup> |            |                                  |                            |                                   |       |       |
|---------------------------|------------|----------------------------------|----------------------------|-----------------------------------|-------|-------|
| Model                     |            | Unstandardized Coefficients<br>B | Coefficients<br>Std. Error | Standardized Coefficients<br>Beta | t     | Sig.  |
| 1                         | (Constant) | 5.813                            | 1.009                      |                                   | 5.762 | <.001 |
|                           | total.x2   | .436                             | .052                       | .648                              | 8.429 | <.001 |

a. Dependent Variable: total.y

Table 4.2.2.2 Simple Linear Regression Result

The table above shows that the significance value of subjective norms of married life (X2) is < 0.001, meaning the influence of subjective norms of married life (X2) on the intention to marry among young adults (Y) is significant.

## **4.3 Discussion**

### **4.3.1. The Influence of Perceived Persuasiveness of Family Content on The Intention to Marry among Young Adults**

Based on the findings of this study, there is a significant positive influence of the perceived persuasiveness of family content (X1) on young adults' intention to marry (Y). The coefficient of determination ( $R^2$ ) is 28.6%, indicating that the perceived persuasiveness of family content explains 28.6% of the variance in young adults' marriage intentions.

In the context of the Theory of Planned Behavior (TPB), perceived behavioral control reflects an individual's sense of ease or difficulty in performing a particular behavior, influenced by supportive or obstructive factors. It demonstrates how strongly a person believes they have control over engaging in a behavior, which can affect their intentions to follow through. The perceived persuasiveness of family content aligns with this concept, as it can shape young adults' intentions to marry. When young adults find family content on social media compelling, it can create a sense of possibility or desire around marriage, enhancing their belief that achieving a similar lifestyle is attainable. The more persuasive the content appears, the more likely they are to feel encouraged and capable of pursuing marriage.

This study's findings contrast with those of Gbemisola Simbiat Odejide in her research on "Students' Perception of Instagram's Influence on Celebrity Marriages," which suggests that celebrity marriages on social media have a negative influence on shaping marriage intentions. In contrast, this study highlights that family-oriented content on social media has a positive influence on young adults' marriage intentions. The portrayal of positive family life, particularly in the context of shared experiences such as holidays or emotional support, sets an idealized

standard for marriage. When such content resonates with young adults, it helps shape a positive intention toward marriage by reinforcing the notion that a fulfilling family life is within reach.

#### **4.3.2 Subjective Norms of Married Life on The Intention to Marry among Young Adults**

Based on the findings of this study, subjective norms surrounding married life (X2) have a significant positive influence on young adults' intention to marry (Y). The coefficient of determination ( $R^2$ ) value is 42%, meaning that subjective norms account for 42% of the variance in young adults' marriage intentions.

In Ajzen's Theory of Planned Behavior (TPB), subjective norms represent the social pressures to engage or not engage in specific behaviors, shaped by the expectations of influential individuals, such as family, friends, or society. When individuals believe that important people in their lives approve of a behavior, they are more likely to be motivated to act in accordance with these expectations. This aligns with the current study, which explores how subjective norms related to marriage influence young adults' intention to marry. Young adults may feel social pressure to consider marriage due to the expectations of their family, friends, or cultural norms that view marriage as a desirable or expected milestone. When these norms are strong, young adults are more likely to develop a positive intention toward marriage, driven by the perceived approval of their social circle. This reflects the TPB, where subjective norms help predict behavioral intentions—in this case, the intention to marry.

The findings of this study are consistent with previous research. For example, a 2022 study by Jianwei Xei and Xiaochang Hong, titled "Research on Factors Affecting Chinese College Students' Marriage Intention: Applying the Theory of Planned Behavior," found that attitudes, subjective norms, and perceived behavioral control were positively associated with students'

marriage intentions. Similarly, Juhee Park's 2016 study, "The Effects of Family Values and Expectation for Social Support on Marriage Intention among Male and Female College Students," found that informal social support, particularly from family and friends, had the most significant impact on students' marriage intentions.

These previous studies support the current study's findings, which also demonstrate a positive influence of subjective norms on young adults' intention to marry. Specifically, the influence of family, friends, and social expectations plays a significant role in shaping young adults' marriage intentions, highlighting the continued impact of close social circles on their attitudes toward marriage.