

Abstrak

Dewasa awal di Kota Bandung masih kerap memberikan bantuan secara langsung kepada pekerja jalanan meskipun Peraturan Daerah Nomor 9 Tahun 2019 melarang praktik tersebut. Fenomena ini memunculkan pertanyaan mengenai faktor psikologis yang mendorong perilaku tersebut. Penelitian ini bertujuan menguji pengaruh *Agreeableness* dan *Moral Identity* secara simultan dan parsial terhadap Perilaku Prososial pada pemberi bantuan informal dewasa awal di Kota Bandung. Pendekatan kuantitatif korelasional digunakan dengan teknik *purposive sampling* pada 235 responden berusia 18–25 tahun. Data dikumpulkan menggunakan *BFI-2*, *SMIS*, dan *PTM-R*, kemudian dianalisis menggunakan regresi linear berganda. Hasil menunjukkan bahwa *Agreeableness* dan *Moral Identity* secara simultan berpengaruh signifikan terhadap Perilaku Prososial ($F = 196.132$, $p < .001$, $R^2 = .628$). Secara parsial, *Agreeableness* merupakan prediktor dominan ($\beta = .713$, $\Delta R^2 = .618$, $p < .001$), sedangkan *Moral Identity* tetap berpengaruh signifikan dengan kontribusi yang lebih kecil ($\beta = .123$, $\Delta R^2 = .010$, $p = .014$). Temuan ini mengindikasikan bahwa dalam konteks perilaku prososial spontan yang berhadapan dengan hambatan normatif, trait kepribadian lebih determinan dibandingkan dengan identitas moral.

Kata Kunci: *agreeableness*, *moral identity*, *perilaku prososial*, *dewasa awal*, *relawan*

Abstract

Young adults in Bandung City continue to provide direct assistance to street workers despite Regional Regulation Number 9 of 2019 prohibiting such behavior, raising questions about the psychological factors underlying this conduct. This study aimed to examine the simultaneous and partial effects of Agreeableness and Moral Identity on Prosocial Behavior among young adult informal helpers in Bandung City. A quantitative correlational approach was employed using purposive sampling with 235 respondents aged 18–25 years. Data were collected using the BFI-2, SMIS, and PTM-R, then analyzed through multiple linear regression. The results indicated that Agreeableness and Moral Identity simultaneously had a significant effect on Prosocial Behavior ($F = 196.132, p < .001, R^2 = 0.628$). Partially, Agreeableness emerged as the dominant predictor ($\beta = 0.713, \Delta R^2 = 0.618, p < .001$), whereas Moral Identity contributed less but remained significant ($\beta = 0.123, \Delta R^2 = 0.010, p = 0.014$). These findings suggest that, in the context of spontaneous prosocial behavior facing normative constraints, personality traits are more influential than moral identity.

Keywords: *agreeableness, moral identity, prosocial behavior, emerging adulthood, volunteer*