

ABSTRACT

**THE INFLUENCE OF UNDERSTANDING OF MORAL VALUES, THE ROLE
OF OTHERS, THE ROLE OF MASS MEDIA, AND EMOTIONAL
INTELLIGENCE TOWARD PREMARITAL PERIOD**

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The purposes of this research are to determine that there is a direct and indirect effect between the understanding of moral values, the role of others, the role of mass media, and emotional intelligence toward premarital attitudes of students. The form of this research uses quantitative with the type of associative and to determine the effect of the variables, either directly or indirectly on data analysis using path analysis. The population of this research is all students at class XI and XII in MAN 1 North Lampung with 456 students. The sample of this research uses propositional random sampling by using the pattern of Slovin and Taro Yamane, so it is gotten 82 students as the sample. Data collecting technique uses questionnaire and test. The result of this research is concluded that there is a direct and indirect influence of the understanding of moral values, the role of others, the role of mass media, emotional intelligence toward premarital attitudes of students.

Keywords: Understanding of moral values, the role of others, the role of mass media, emotional intelligence, premarital period