

ABSTRACT

Telkom University Landmark Tower (TULT) is a high-rise building that is vulnerable to earthquakes. However, the evacuation effectiveness of students in this building remains low due to a lack of understanding of procedures, limited training, inadequate safety facilities, and suboptimal mental preparedness. This study aims to analyze the evacuation perceptions of the academic community in the TULT building during earthquake emergencies and to identify the factors that influence them.

The method used is a quantitative approach with multiple linear regression analysis. Data were collected through questionnaires from 88 respondents using a simple random sampling technique. The independent variables examined include knowledge of evacuation procedures, evacuation socialization and training, the condition of evacuation infrastructure, and students' psychological conditions, with evacuation effectiveness as the dependent variable.

The results show that all four variables significantly influence evacuation effectiveness, with knowledge and training being the most dominant factors. Recommendations from this study include increasing routine training, improving evacuation facilities, and providing clearer information on procedures to enhance student preparedness for earthquakes on campus.

Keywords: *emergency evacuation, earthquake, student behavior, multiple linear regression, TULT.*