

The Relationship Between Self-Stigma and Negative Social Perceptions on the Intention to Seek Professional Psychological Help Among Young Adults in Bandung

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Abstract

This study aims to examine the relationships between self-stigma, perceived social negativity, and the intention to seek professional psychological help among emerging adults in Bandung City. A total of 100 participants were selected using a non-probability purposive sampling technique, with the sample size determined using the Slovin formula (10% margin of error). Data were collected using standardized questionnaires measuring self-stigma, perceived social negativity, and help-seeking intention, after all statistical assumptions had been met. The findings indicate that self-stigma and perceived social negativity are significantly associated with the intention to seek professional psychological help among emerging adults in Bandung. Perceived social negativity showed a stronger relationship with help-seeking intention than self-stigma. Together, both variables substantially contributed to explaining variations in help-seeking intention. Because the help-seeking intention scale was reverse-scored, higher scores indicated a lower intention to seek professional psychological help. These findings suggest that both psychological and social factors play an important role in shaping emerging adults' intention to seek professional psychological help. Therefore, the study highlights the importance of stigma reduction and mental health literacy initiatives to encourage greater willingness to seek professional help.

Keywords: Self-Stigma, Perceived Social Negativity, Professional Psychological Help-Seeking Intention, Emerging Adults, Help-Seeking Behavior.

1. Introduction

Mental health issues among early adulthood (18–25 years) are on the rise both globally and nationally, yet rates of seeking professional help remain low. According to the World Health Organization (WHO, 2023) reports that more than 50% of mental health disorders emerge between the ages of 14 and 25, but only about 20–30% of those affected seek professional help. Early adulthood is a developmental stage characterized by demands for independence, emotional regulation, social adjustment, and increased responsibility, making individuals vulnerable to stress, anxiety, and depression (Twenge, 2008). Although young adults have various internal resources (e.g.,

coping skills and emotional regulation) and external resources (e.g., support from friends and family), not all psychological problems can be resolved on their own ([Fikri et al., 2024](#)). Professional intervention remains necessary when symptoms interfere with daily functioning, are persistent, or do not improve despite environmental support ([Rickwood et al., 2005](#)). Therefore, seeking professional help is not a necessity for all individuals, but it is an important adaptive option for young adults experiencing significant psychological distress ([Akbar et al., 2023](#)).

The prevalence of mental health issues is also reflected in various national data. In Bali, 17.3% of medical students experience depression due to academic stress ([Clairine et al., 2023](#)). Data from various regions are needed to illustrate that mental health issues are a national concern, not limited to specific areas. Meanwhile, the city of Bandung shows significant figures: 30.5% of students experience depression, and 20% have had suicidal thoughts ([Hidayat, 2022](#)). These high figures underscore the importance of understanding the factors influencing the intention to seek help among the young adult population in Bandung ([Ekanesia et al., 2024](#)).

Although the need for psychological support is projected to increase, according which reported a rise in the number of mental health cases among individuals of working age, the intention to seek professional help remains low. ([Teesson et al., 2021](#)) found that only 22.5% of individuals with mental health issues actually access professional services. In early adulthood, this trend is exacerbated by various barriers, including psychological, social, and structural factors ([Xu et al., 2018](#)). Psychological and social barriers play a significant role in the low intention to seek help. This explanation aligns with ([Rickwood et al., 2005](#)), they assert that self-awareness of the issue has a greater influence on poor help-seeking behavior than service access, acceptance of one's psychological condition, and the individual's readiness to seek professional help. These factors constitute internal barriers that often prevent individuals from accessing psychological services even when the need has arisen ([Meltareza & Redyanti, 2022](#)).

A preliminary study involving five young adult participants in Bandung did indeed reveal internal barriers such as feelings of shame and fear of being perceived as weak, as well as external barriers stemming from concerns about negative judgments from the social environment ([Febriyanti et al., 2023](#)). However, the very small number of participants cannot represent the overall conditions of Bandung City. Therefore, this preliminary study provides exploratory insights, not a representative sample of the population. These findings remain relevant in demonstrating that psychological and the decision to seek professional psychological assistance may be influenced by social influences ([Nuradina et al., 2023](#)).

This trend is consistent with the TPB formulated by [Ajzen \(1991\)](#), which asserts that three primary elements of cognitive processes and social influences shape intention: "attitude toward the behavior, subjective norm, and perceived behavioral control." In this study, the TPB constructs were operationalized using indicators developed by [Arnold et al. \(2019\)](#), which underwent PCA and reliability analysis, resulting in four factors: intentions, attitudes, subjective norms, and perceived behavioral control. The TPB is relevant for understanding young adults' tendencies to seek professional psychological help because such decisions involve personal judgment, social influence, and self-beliefs ([Yousaf et al., 2015](#)), ([Vogel et al., 2005](#)). Based on this, the selection of the variables self-stigma and negative social perception in this study is grounded in the consistency of previous findings as well as the Theory of Planned Behavior. Although prior research has shown a relationship between these two variables and the intention to seek help, these findings are not entirely consistent and have not been

specifically tested among young adults in Bandung. Self-stigma is expected to potentially reduce perceived behavioral control because individuals feel unworthy or fear being perceived as weak. Meanwhile, negative social perception influences subjective norms through the assumption that the environment evaluates help-seeking behavior negatively ([Corrigan, 2004](#)). Within the context of the TPB, both are predictors that are thought to have an impact on intention.

The conclusion that there is a connection between self-stigma and societal judgments about the intention to seek professional psychological help is also supported by several earlier studies. A study ([Sastri et al., 2024](#)) indicates that social factors are related to an individual's mental health. ([Kesyha et al., 2024](#)) found that negative views toward individuals who consult a psychologist make students reluctant to discuss their problems. ([Aurelia & Bajirani, 2022](#)) demonstrated that the likelihood of a person seeking psychological assistance declines as levels of self-stigma rise. Research ([Shahidi & Johnson, 2023](#)) In Thailand, the mediating role of self-stigma and social perception was also demonstrated. A study in Bandung ([Biladina, 2023](#)) discovered that Bandung residents are still unwilling to seek expert assistance because they fear being judged negatively.

Various previous studies have shown that self-stigma and negative social perceptions play a role in reducing individuals' tendency to seek professional psychological help. Reviews by ([Vogel et al., 2005](#)) and This indicates that there is still a limited body of research examining both variables simultaneously in the context of young adults in Bandung. This situation highlights a research gap of both conceptual and methodological nature: there are few studies that examine self-stigma and negative social perceptions simultaneously within a single analytical framework, nor have these variables been explicitly linked to the core components of the TPB. Most previous studies have only examined one of the variables; for example, ([Aurelia & Bajirani, 2022](#)) investigated self-stigma, while ([Kesyha et al., 2024](#)) focused on negative social perceptions. No study has yet integrated both variables into a single model to predict help-seeking intentions, particularly within the context of young adults in Bandung. Furthermore, within the context of young adults in Bandung, the combined effects of these two psychosocial factors on the intention to seek professional psychological assistance are not examined by any integrated predictive model. Therefore, by concurrently examining the relationship between self-stigma and negative social perception within a single integrated model, clearly connecting them to TPB components, and forecasting the intention of young adults in Bandung to seek professional psychological assistance, this study exhibits stronger methodological novelty ([Ali, 2024](#)).

Based on these phenomena, this study is to investigate the concurrent association between unfavorable social perceptions and self-stigma regarding young individuals' plans to seek out expert psychological support in Bandung. By including both factors into the TPB framework, this study is anticipated to improve theoretical understanding and add to the body of knowledge on help-seeking behavior.

2. Literature Review

2.1 Self-Stigma

Self-stigma is understood as the internalization of stereotypes and negative judgments regarding the seeking of professional psychological help, which are then directed toward oneself ([Vogel et al., 2006](#)). Individuals with high self-stigma tend to view the act of seeking help as a sign of

weakness, incompetence, or failure to resolve problems independently. This condition can lead to feelings of shame and reduce an individual's self-confidence regarding help-seeking behavior.

According to [Corrigan \(2004\)](#), self-stigma develops through the internalization of social stigma present in society, which can also influence self-evaluation, such as reduced self-esteem. When individuals believe that seeking professional psychological help will lead others to view them negatively, they tend to avoid mental health services even while experiencing psychological distress. Research [Vogel et al. \(2005\)](#) also indicates that self-stigma is associated with low individual intent to seek professional psychological help.

Previous empirical studies consistently demonstrate that self-stigma is associated with lower help-seeking intention. [Vogel et al. \(2005\)](#) found that individuals with higher self-stigma were significantly less willing to seek professional psychological help. Similarly, [Aurelia and Bajirani \(2022\)](#) reported that self-stigma negatively influenced psychological help-seeking behavior among university students in Bali. These findings suggest that internalized stigma remains an important psychological barrier to accessing mental health services.

2.2 Negative Social Perception

Negative social perception, or public stigma, refers to a person's perception that getting professional psychological assistance will be viewed poorly by their social surroundings ([Komiya et al., 2000](#)). Individuals often worry that they will be seen as weak, unstable, or incapable of resolving personal issues if it becomes known that they have consulted a psychologist.

In the TPB, negative social perceptions are linked to subjective norms—that is, how individuals perceive social support or judgment regarding a particular behavior. According to earlier studies, social stigma can prevent people from seeking assistance because they fear rejection or negative judgment from their social surroundings. [Vogel et al. \(2005\)](#). Thus, one of the things influencing a person's decision to seek professional psychological help is unfavorable social judgments.

Previous studies have also identified negative social perception as an important barrier to professional help-seeking. [Kesyha et al. \(2024\)](#) found that social stigma significantly reduced university students' intention to seek professional psychological help in Indonesia. Similarly, [Biladina \(2023\)](#) reported that young adults in Bandung often avoid psychological services due to fear of negative evaluations from others. These findings indicate that perceived social judgment continues to influence help-seeking decisions.

2.3 Intention to Seek Professional Psychological Help

The preparedness of a person to seek professional aid when dealing with psychological issues is referred to as the intention to seek professional psychological help ([Ajzen, 1991](#)). According to the TPB, intention is considered the aspect closest to the actual occurrence of a behavior. The possibility that an activity will be carried out increases with the strength of the individual's intention.

According to the “Theory of Planned Behavior (TPB), attitudes, subjective standards, and perceived behavioral control all influence intention.” Positive attitudes toward psychological services, social support, and the belief that an individual can access professional help can increase the intention to seek help. Conversely, negative social judgments and self-stigma can

lessen a person's inclination to seek professional psychological help ([Yousaf et al., 2015](#)).

Previous studies have shown that intention is the strongest predictor of actual help-seeking behavior. [Rickwood et al. \(2005\)](#) emphasized that intention represents the most immediate determinant of whether individuals seek professional mental health services. Similarly, [Yousaf et al. \(2015\)](#) demonstrated that positive attitudes, supportive subjective norms, and perceived behavioral control significantly increase individuals' willingness to seek professional psychological help.

3. Research Method

3.1 Design and Approach

This study used a multiple correlational design and a quantitative methodology ([Creswell & Creswell, 2011](#)).

3.2 Population, Sample, and Instruments

The population in this study consists of individuals in the early adult age range (18–25 years) residing in Bandung, a city with a total population of approximately 240,000. The study involved 100 respondents selected using a non-probability purposive sampling technique. The sample size was determined using the Slovin formula with a 10% margin of error ($e = 0.10$). Respondents were selected based on the following inclusion criteria: individuals aged 18–25 years residing in the city of Bandung and willing to complete the questionnaire. Self-stigma about obtaining professional psychological help was measured using the SSOSH questionnaire ([Vogel et al., 2006](#)). The SSRPH was used to measure negative social perceptions regarding the seeking of professional psychological help ([Komiya et al., 2000](#)), and the intention to seek professional psychological assistance was measured using a modified version of the TPB-based TPB Hearing Help-Seeking Questionnaire ([Arnold et al., 2019](#)), ([Ajzen, 1991](#)) were examined for reliability (Cronbach's Alpha >0.60) and validity (Pearson).

3.3 Procedures and Data Analysis

The study participants were given an online questionnaire to complete in order to gather primary data. In the meantime, secondary data were gathered from a variety of pertinent sources, including papers and other information. Data analysis was conducted to test the research hypotheses across several stages: a normality test (Kolmogorov-Smirnov), a Pearson Product-Moment correlation test to examine relationships among variables, and a coefficient of determination (R^2) to assess the relative contributions of each independent variable to the dependent variable. Additionally, both partial and simultaneous correlation tests were conducted between self-stigma and negative social attitudes of young individuals in Bandung City who intend to seek professional psychological assistance ([Nuradina, 2022](#)). All Professional Psychological Help-Seeking Intention (ISPPH) scores were converted using reverse scoring so that a higher total score indicates a lower intention to seek professional help.

4. Findings and Discussions

4.1 Findings

The purpose of this study was to investigate the connection between young adults in Bandung's self-stigma and unfavorable social judgments about their intention to seek professional psychological help. All data were collected via an online questionnaire distributed to young adults in Bandung. The data collection process was conducted to obtain a comprehensive

overview. Gender, group, residence, and status were used to examine characteristics in this study. To aid in comprehension, the distribution of these traits was then displayed graphically.

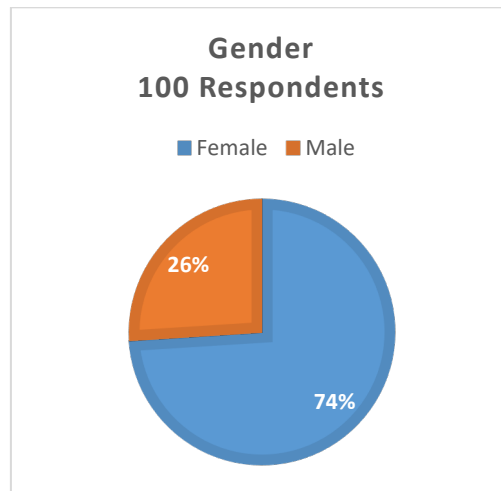


Figure 1. Respondent Demographics by Gender
Source: Primary Data Processed by the Researcher (2026)

Figure 1 makes it clear that women make up 74% of the responses. Meanwhile, male respondents constitute 26%. This finding indicates that the young adult participants in this study are predominantly female.

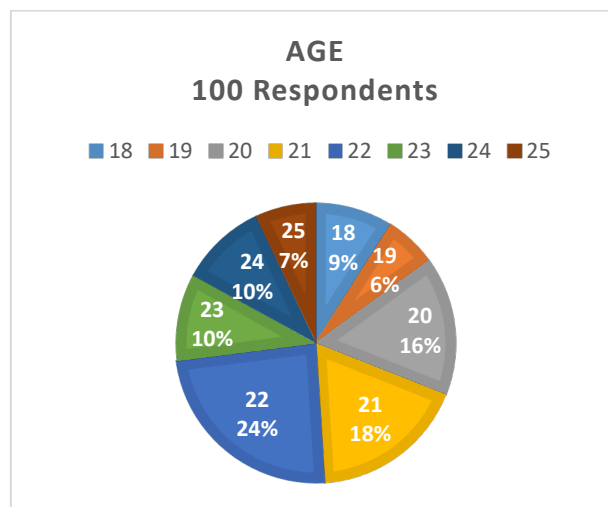


Figure 2. Respondent Demographics by Age
Source: Primary Data Processed by the Researcher (2026)

Based on Figure 2, the distribution of respondent age groups shows considerable variation. The largest group is 22 years old (24%), followed by 21 years old (18%) and 20 years old (16%). Meanwhile, 10% were 23 years old, 9% and 7% were 18 and 24 years old, respectively, and 6% and 7% were 19 and 25 years old, respectively. Overall, the respondents were predominantly from the early adult age group.

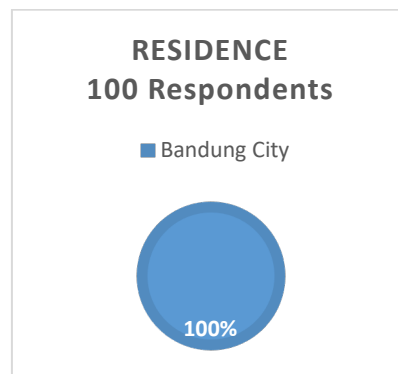


Figure 3. Respondent Demographics by Residence
Source: Primary Data Processed by the Researcher (2026)

According to Figure 3, 100% of the study's participants live in Bandung. This indicates that the participants involved are entirely from the same region.

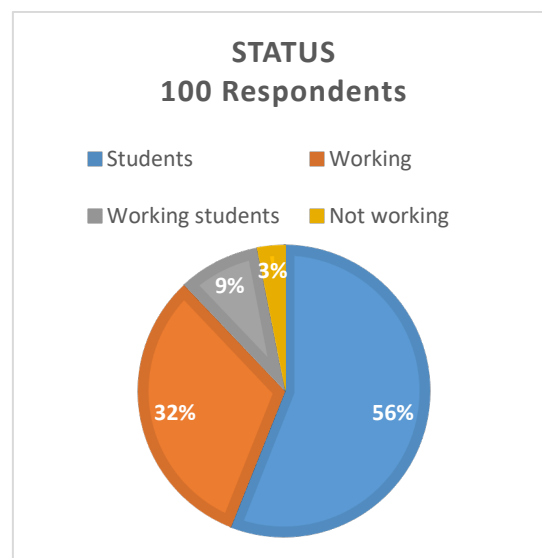


Figure 4. Respondent Demographics by Status
Source: Primary Data Processed by the Researcher (2026)

Figure 4 shows that students account for 56% of all participants, making them the majority of responders. Next are respondents who are employed (32%), students who work (9%), and those who are unemployed (3%). These findings indicate a predominance of participants from the student group.

4.2 Hypothesis Testing

4.2.1 Descriptive Statistics

Table 1. Descriptive Statistics Results

	N	Minimum	Maximum	Mean	Std. Deviation
Self-Stigma (SS)	100	10.00	50.00	25.7000	10.78486
Negative Social Perception	100	5.00	25.00	12.6100	5.15594

(NSP)					
Intention to Seek Professional Psychological Help (ISPPH)	100	10.00	50.00	33.3400	8.39820
Valid N (Listwise)	100				

Source: Data processing by the researcher

The Self-Stigma (SS) variable had a mean of 25.70, a standard deviation of 10.78486, and a range of 10 to 50, based on descriptive analyses of 100 respondents. The Negative Social Perception (NSP) variable had a mean of 12.61 and a standard deviation of 5.15594, with a minimum score of 5 and a maximum score of 25. The Intention to Seek Professional Psychological Help (ISPPH) variable, on the other hand, had a mean of 33.34 and a standard deviation of 8.39820, with a score range of 10 to 50. A five-point Likert scale was used to measure each variable. According to the mean ratings, respondents' levels of self-stigma are moderate, their negative social perception is relatively low to moderate, and their intention to seek professional help is low. Additionally, the standard deviations for each variable indicate significant variation in respondents' experiences.

4.2.2 Reliability Test

Table 2. Results of Cronbach's Alpha Reliability Test

Variable	Number of Items	Cronbach's Alpha	Desc.
Self-Stigma (SS)	10	0,965	Reliable
Negative Social Perception (NSP)	5	0,933	Reliable
Intention to Seek Professional Psychological Help (ISPPH)	10	0,924	Reliable

Source: Data processing was conducted by the researcher

The Cronbach's Alpha reliability test revealed that the Self-Stigma (SS) variable has an Alpha coefficient value of 0.965 with ten items. With five items, the Negative Social Perception (NSP) variable had an Alpha value of 0.933. In contrast, the 10-item Intention to Seek Professional Psychological Help (ISPPH) measure has an Alpha value of 0.924. Every Cronbach's Alpha value exceeded the minimal reliability requirement of $\alpha > 0.70$. Thus, it can be concluded that all three research instruments demonstrate excellent reliability and are deemed reliable for use in subsequent analysis stages.

4.2.3 Normality Test

Table 3. Normality Test Results

Tested Data	N	Kolmogorov – Smirnov Z	Sig. (Asymp, Sig. 2-tailed)
Unstandardized Residual	100	0,103	0,200

Source: Data processing by the researcher .

The One-Sample Kolmogorov-Smirnov Test was used to assess the normality of the unstandardized residuals. The analysis results show that the Kolmogorov-Smirnov Z value is 0.103 with an Asymp. Sig. (2-tailed) of 0.200 at N = 100. Since the p-value is greater than the α criterion of 0.05, the residual data are normally distributed. Thus, the dataset is considered to meet the assumption of normality and is suitable for use in parametric statistical analysis in the

next stage.

4.2.4 Multikolinearity Test

Table 4. Results of the Multicollinearity Test

Variable	Collinearity Statistics		Criteria
	Tolerance	VIF	
Self-Stigma (SS)	0,213	4,691	Tolerance > 0,10 and VIF < 10
Negative Social Perception (PSN)	0,213	4,691	Tolerance > 0,10 and VIF < 10

Source: Data processing by the researcher

Based on the results of the multicollinearity test, both independent variables—Self-Stigma (SS) and Negative Social Perception (NSP)—have identical tolerance values of 0.213 and VIF values of 4.691. These values stay within permissible bounds (VIF < 10 and tolerance > 0.10). It is feasible to use both predictor variables simultaneously without compromising the model's validity because the regression model shows no signs of multicollinearity.

4.2.5 Pearson Correlation Test

Table 5. Results of the Pearson Correlation Test

Variable	Intention to Seek Professional Psychological Help (NMBPP) (r)	Sig. (p)	Category
Self-Stigma (SS)	0,426	< 0,001	Currently
Negative Social Perception (NSP)	0,677	< 0,001	Strong

Source: Data processing by the researcher

The Pearson correlation test revealed a significant relationship between the Self-Stigma (SS) variable and the Intention to Seek Professional Psychological Help (ISPPH; $r = 0.426$, $p < 0.001$). This score indicates a modest association between the two variables. Meanwhile, the Negative Social Perception (NSP) variable showed a stronger correlation with IPSB, with $r = 0.677$ and $p < 0.001$. This value falls into the strong category, indicating that the greater the negative social perception an individual feels, the lower the tendency for variation in the individual's intention to seek professional psychological help. Both independent variables showed a significant positive correlation with ISPPH scores. These results imply that the more self-stigma and poor social impression a person has, the less likely they are to seek professional psychological assistance, since high ISPPH scores indicate a lesser intention to do so.

4.2.6 Multiple Regression Analysis Test

Table 6. Results of the Multiple Regression Analysis Test Coefficient of Determination (R^2)

Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	.775a	0.601	0.593	5.360

Source: Data analysis was conducted by the researcher .

The results of the regression analysis showed that the R-Square was 0.601 and the Adjusted R-Square was 0.593. According to these results, the variables Negative Social Perception (NSP) and Self-Stigma (SS) combined account for 60.1% of the variation in the Intention to Seek Professional Psychological Help (ISPPH). Meanwhile, other factors beyond the purview of this study affect the remaining 39.9%.

4.2.7 F – Test

Table 7. F-Test Results

	Model	Sum os Square	Df	Mean Square	F	Sig.
1	Regression	4195.562	2	2097.781	73.015	<.001b
	Residual	2786.877	97	28.730		
	Total	6982.440	99			

a. Dependent Variable: Intention to Seek Professional Psychological Help (ISPPH)

b. Predictors: (Constant), Negative Social Perception (NSP), Self-Stigma (SS)

Source: Data analysis was conducted by the researcher.

At degrees of freedom $df1 = 2$ and $df2 = 97$, the F-test produced an F-value of 73.015 with a significance level of $p < 0.001$. Because the significance level is less than 0.05, the regression model is statistically significant. These results suggest that the intention to seek professional psychological assistance (ISPPH) is significantly impacted when Self-Stigma (SS) and Negative Social Perception (NSP) are examined concurrently. As a result, the regression model used in this study is considered appropriate and trustworthy for characterizing the dependent variable.

4.2.8 Parsial T - Test

Table 8. Results of the Partial T-Test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std.Error	Beta		
1	(Constant)	31.290	1.370		22.837	0.000
	Self-Stigma (SS)	0.751	0.105	1.034	7.116	0.000
	Negative Social	-1.895	0.184	-1.499	-10.314	0.000
	Perception (NSP)					

a. Dependent Variable : Intention to Seek Professional Psychological Help (ISPPH).

Source: Data analysis was conducted by the researcher

With a t-value of 7.116 and $p = 0.000$ and a positive coefficient of $B = 0.751$, the Partial T-test revealed that Self-Stigma (SS) significantly affects the Intention to Seek Professional Psychological Help (ISPPH), meaning that the higher the self-stigma, the higher the ISPPH score. Given that ISPPH was reverse-scored, this implies that the higher the self-stigma, the lower the intention to seek professional help. Additionally, Negative Social Perception (NSP) also exerts a significant influence, as evidenced by a t-value of -10.314 and $p = 0.000$, with a negative regression coefficient $B = -1.895$. Although the regression coefficient is negative, the previous Pearson correlation indicated a positive relationship with the ISPPH score. With reverse scoring, these regression results still indicate that an increase in negative social

perception is associated with a decrease in the intention to seek professional psychological help.

4.3 Discussion

The findings of the data analysis show that among young adults in Bandung, self-stigma and unfavorable societal judgments about the intention to seek professional psychological help are significantly correlated. The results of the simultaneous analysis showed a coefficient of determination of ($R^2 = 0.601$), indicating that the two variables account for 60.1% of the variation in the intention to seek professional psychological help. These results imply that young individuals' propensity to seek assistance is significantly influenced by psychological and social factors.

Partially, The Intention to Seek Professional Psychological Help and Self-Stigma had a moderately significant connection ($r = 0.426$; $p < 0.001$). This positive correlation indicates that greater self-stigma is associated with higher ISPPH scores. Because the ISPPH score has been reversed, these results lend credence to the hypothesis that self-stigma plays a role in a person's diminished intention to seek professional psychological assistance, meaning that a higher score denotes a lower intention to seek treatment. In the context of the TPB ([Ajzen, 1991](#)), self-stigma can be connected to the elements of attitude toward behavior and perceived behavioral control because people who have low self-esteem frequently question if asking for assistance is a reasonable or practical course of action.

This finding differs from some previous literature and may indicate that, among young adults in Bandung, awareness of stigma is actually associated with greater self-reflection about the need for professional help. This finding suggests that awareness of stigma is not always followed by a rejection of professional psychological help, but can trigger a process of self-evaluation regarding one's psychological condition. However, such reflection does not necessarily translate directly into seeking professional help.

Meanwhile, Negative Social Perception showed a stronger relationship compared to Self-Stigma ($r = 0.677$; $p < 0.001$). This positive correlation indicates that as negative social perception increases, ISPPH scores rise, thereby reducing the intention to seek help. In the context of the Theory of Planned Behavior ([Ajzen, 1991](#)), these results relate to the subjective norms component—specifically, how individuals perceive social expectations and judgments regarding a particular behavior. When the environment is perceived as still stigmatizing psychological services, individuals tend to consider social judgments before deciding to seek help.

These findings align with a study [Kesyha et al. \(2024\)](#), which demonstrated that social stigma remains the primary barrier to help-seeking behavior. These results also support a study in Bandung City, which found that concerns about social judgment still influence individuals' decisions to access psychological services. However, this study offers an additional contribution by simultaneously testing Self-Stigma and negative social perceptions within a single predictive model based on the Theory of Planned Behavior ([Ajzen, 1991](#)).

These results show that, in Bandung, young individuals' intentions to seek professional psychological assistance are impacted by societal conceptions about mental health in their immediate surroundings in addition to personal considerations. Although mental health issues are increasingly discussed through social media and educational settings, stigma toward psychological services appears to remain a significant consideration in the decision-making process. Therefore, efforts to improve mental health literacy and normalize the behavior of

seeking professional psychological help need to be carried out more broadly, particularly among the young adult population in the city of Bandung.

5. Conclusion

This study was conducted to understand how self-stigma and negative social perceptions influence young adults' intentions to seek professional psychological help in Bandung. Based on the analysis of 100 respondents, this study indicates that self-stigma has a significant relationship with the intention to seek professional psychological help, with a moderate correlation ($r = 0.426$; $p < 0.001$), while negative social perceptions show a stronger relationship ($r = 0.677$; $p < 0.001$). Together, these two variables explain 60.1% of the variation in the intention to seek professional psychological help ($R^2 = 0.601$). Given that the ISPPH scores have been reverse-scored, this positive relationship indicates that the higher the self-stigma or negative social perception, the lower the individual's intention to seek help.

The research findings indicate that the decision of young adults to seek professional psychological help is influenced by both internal and social factors simultaneously. Self-stigma relates to an individual's behavior toward themselves when considering seeking professional psychological help, whereas negative social perception relates to concerns about social judgment. Both factors contribute to shaping an individual's considerations when facing the need for professional psychological help.

Overall, this study demonstrates that the behavior of seeking professional psychological help is a complex process influenced by the interaction of psychological and social factors. These findings reinforce the TPB (Ajzen, 1991) which clarifies how "attitude, perceived behavioral control, and subjective norms affect a person's intention." The most crucial actions to encourage people's willingness to seek professional psychological assistance in the context of young adults in Bandung are raising mental health literacy, lowering stigma, and creating more inclusive psychological services.

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