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EFFECT OF SUBJECTIVE NORMS TO THE BEHAVIOR SUSTAINING ENVIRONMENT SOCIETY IN SETTLEMENT IN THE WATERSHED MAMASA

Sunardi, *Mithen and Onesimus

Lecturer State University of Makassar, Indonesia

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ABSTRACT

This study aimed to determine the influence of subjective norms of the communities in the watershed Mamasa to the behavior of preserving neighborhoods. This research was quantitative research. The population in this research was the whole community that settled in the region of watershed Mamasa. They consist of 16 700 head of family. The numbers of samples in the study were 340 head of the family. In this study variables consist of independent variables namely Subjective Norms (SN) has a relationship with the dependent variable Behavior (B). Data obtained with the questionnaire were how Subjective norms of the community in watershed Mamasa and how society's behavior toward the environmental settlements. Furthermore, researchers are using Linear Regression Analysis in order to find out the relationship of each variable. The results showed that the correlation between the variables SN with variable B shows the effect of positive and highly significant. Great influence SN variable to variable B = 2.9%; $R^2 = 0.029$; $\beta = 0.171$ and $p < 0.01$. The results of this analysis also show that the better subjective norms in the society Watershed Mamasa, the better the behavior in preserving the settlements.

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INTRODUCTION

One of the watershed is very important role in the area of South Sulawesi and West Sulawesi, is a watershed Mamasa. A watershed is an important role as a source of water hydroelectric plants Bakaru, (hydropower Bakaru) which is a source of electrical power the largest on the island of Sulawesi, in addition to acting as tributaries Saddang which is a source of water for irrigation Saddang that irrigate rice fields in Pinrang and Sidrap, as the main granary in eastern Indonesia. In addition, this region is also a sub-system of tropical forests in Indonesia that serves as the lungs of the world, to contribute oxygen, and serves to reduce global warming that the region needs to be preserved. Neighborhoods in the watershed Mamasa, initially governed by local wisdom, the noble values that apply in the governance of public life to protect and manage the environment sustainably. With these custom rules, gave birth to some indigenous villages clustered at the tops of hills and a beautiful landscape and enchanting. They live with the rules of customary law is hereditary in the region, for their ties ancestral origin, the existence of a strong

relationship with the environment, as well as their value system which determines the economic system, political, social, and law embodied in the form subjective norms are maintained for generations. The indigenous village, from generation to generation with the order preserved customs inherited from their ancestors, and are characteristic of the mountain communities, especially communities surrounding watershed Mamasa. Order traditional village like this, survived for hundreds of years, maintained and preserved by the supporters of cultural communities *Aluk Mappurondo* (ancestral religion) who inhabit a wide area around watersheds Mamasa in the past. At that time, the balance of nature is maintained. No disasters, both floods and landslides. So even springs abundant everywhere so that this region is very fertile region. In a further development in tune with the changing of the civilization in this region, and changing people's beliefs to Christianity and Muslim to the customary norms related to old beliefs left, accompanied by increasing population more and more that need to share the necessities of life so that natural resources exploited to meet their needs. As a result, the forests that had been a sanctuary slowly but surely changed into agricultural land and plantations, as well as new settlements. Based on data from the Central Statistics Agency (BPS. 2012), area watersheds Mamasa = 1034.02 km² is geographically

*Corresponding author: Mithen,
Lecturer State University of Makassar, Indonesia.

located between 2°39'216 " - 3°19'288 " South latitude and between 119°0'216 " - 119°38'144 " East Longitude (BPS 2012), consisting of 58 villages / wards, 7 districts inhabited by a population of 70 284 inhabitants. The entire land area of 32 097 hectares of land are critical so that this region can be classified as critical areas. This may be caused by the behavior of society has changed and no longer carry out subjective norms inherited from their ancestors. Therefore, researchers wanted to know whether there is a significant relationship between behavior with subjective norms to preserve the living environment in watersheds Mamasa. As a basis for knowing these two variables, need to study the theory suggested by experts, such as the theory of Debra (2012: 321) argues that: "Social norms or formal regulation that demands a change in behavior" .this theory is explained that social Cleary formal rules or norms such as laws, government regulations, or customary norms are very important things. They are requirements in order to change the behavior of a community. Ima (2011) explains that: "subjective norm is individual's perception of environmental pressures on the commission or omission of certain behavior". This perception is subjective nature so that the influence of environmental factors is also called the subjective norm. Based on some definitions above, it can be concluded that Subjective norms are rules or provisions governing community groups within a community. They are used as a controller and order behavior according to Reviews their own views in the community.

Deslanie (2011) argues that: "the behavior is formed and changed is because of the process of interaction between the individual and the environment through a process of learning. Therefore, behavior change and learning process are closely associated. Behavior change is the result of a learning process ". Farozin (2004: 72) argues that: " behaviorism is a flow in the understanding of the behavior of the company ". Basic Assumptions regarding behavior According to this theory is that the behavior is entirely determined by the rules and it can be predicted and controlled. Through the process of shaping, humans Become precise figure with a particular personality. Behaviorism theory related to environmental education, both formal and non-formal, proposed by Bennett in the Swan (1974). In theory they describe the relationship between the behavior of the environment. Based on the above, it can be inferred that the behavior of people basically can be changed through the Efforts of the conditioning. It is a situation that is conditioned, for example, through the educational process of changing human behavior from behaviors that are not environmentally to be behavior that is environmental.

MATERIALS AND METHODS

This study aimed to determine whether there is influence of subjective norms of the communities in the watershed Mamasa to their behavior to preserve neighborhoods. This research was quantitative research. The primary Data were Obtained from the results of questionnaire toward the respondents. The population in this research was the whole community that settled in the region of watershed Mamasa. They Consist of 16 700 head of family. The determination of sample Refers to the theory of Isaac and Michael in Sugiono (2011: 87). Number of population (N) = 16,700, located between the range of N = 15,000 and N = 20,000 in table determination of the number of

samples. By selecting the error rate of 5%, it means that the number of samples is in the range of 340-342. Therefore, the numbers of samples in the study were 340 head of the family. In this study variables Consist of independent variables (exogenous) namely Subjektive Norms (SN) has a relationship with the dependent variable (endogenous) Behavior (B). Data Obtained with the questionnaire were is how Subjective norms of the community in watershed Mamasa toward environmental preservation in the settlements and how society's behavior in watershed Mamasa toward the environmental settlements. Furthermore, Researchers are using Linear Regression Analysis in order to find out the relationship of each variable.

RESULTS AND DISCUSSION

Results

Prior to examine the relationship between a variable Subjective Norms (SN) with Behavior (B), it must first be known whether the second data variables are normally distributed or not. For this, the researchers used the help of software SPSS 20, and the analysis results can be seen in (Table 1). The analysis showed that the value Asymp. Sig (2-tailed) variable Subjective Norms (SN) and Behaviour (B) significantly because of greater than 0.05 (SN 0.449 > 0.05 and B 0.274 > 0.05). So the second data normally distributed variables that are qualified to perform regression testing. Next, to calculate how large the Pearson correlation between variables SN and variable B, the results of statistical tests (Table 2) shows: The analysis showed a value of 0.171 with significance level <0.01. (0.001 <0.01). So there is a positive and highly significant between variable SN with variable B. In other words, the better subjective norms in the society Watershed Mamasa, the better the behavior in preserving the neighborhoods in that area. To find out how the value of R Square (correlation coefficient) and how large the contribution of SN variables influence to variable B, statistical test results showed as follows: (Table 3). Statistical calculation results show the value of R Square (R²) = 0.029 x 100 = 2.9%. This means that the contribution SN variable to variable B = 2.9%, so there are still 97.1% influence of other variables. Although small value, but it is positive that its influence should not be overlooked. To calculate the correlation coefficients SN variable influence to variable B, with the help of SPSS 20 software obtained the results as shown in Table 4 as follows: The results of the calculations in Table 4 show that the value of sig of 0.002 is smaller than 0.01 (0.002 <0.01). So there is a significant effect on the variable SN variabl B. The results of this analysis indicate that the effect of variable linear regression test SN to variable B proved to be significant. Great influence SN variable to variable B = 2.9%; R² = 0.029; β = 0.171 and p <0.01.

DISCUSSION

The magnitude of the effect of variable Subjective Norms (SN) to variable Behavior (B) has a positive correlation showed a significant relationship. Based on the analysis, it can be said that society Subjective Norms Mamasa watersheds but not strong influence in determining community behavior to preserve neighborhoods. Its influence is weak, most likely caused by the behavior of people who have a lot to forget, and

Table 1. Variable SN Normality Test and the variable B

One-Sample Kolmogorov-Smirnov Test			
		PLK	NS
N		340	340
Normal Parameters ^{a,b}	Mean	68,8088	71,5382
	Std. Deviation	10,40033	7,19564
Most Extreme Differences	Absolute	,054	,047
	Positive	,044	,047
	Negative	-,054	-,047
Kolmogorov-Smirnov Z		,996	,861
Asymp. Sig. (2-tailed)		,274	,449
a. Test distribution is Normal.			
b. Calculated from data.			

Table 2. Correlation of variables with the variable B NS

Correlations			
		P	NS
Pearson Correlation	P	1,000	,171
	NS	,171	1,000
Sig. (1-tailed)	PLK	.	,001
	NS	,001	.
N	PLK	340	340
	NS	340	340

Table 3. Results of calculations R Square SN against B

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,171 ^a	,029	,026	10,26217
a. Predictors: (Constant), NS				

Table 4. Correlation Coefficients SN against B

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	51,120	5,569		9,179	,000
	NS	,247	,077	,171	3,192	,002
a. Dependent Variable: PLK						

refrain from habits of their ancestors, when in fact they are aware that the habit is still much that is relevant to modern culture today. Indicators of behavioral variables in this study, consisting of:

- Conduct a community manages neighborhoods, involving clean up trash around their settlements, making rubbish pits and not throw garbage directly into the river, and behavior work together to repair roads around the township.
- The behavior of the people who live in disaster-prone areas, concerning the behavior of people who build houses on a cliff or sloping ground, and build houses that do not correspond to the border road and river border.
- The behavior of the public to conserve land settlement, concerning environmental protection efforts such as planting trees that are useful around the house, groom yard and planting plants and flowers around the house, seeks to reproduce the type of plants that have economic value and efficacious (pharmacy live) around the house , making trasing on sloping land arable land as land conservation efforts and maintain soil fertility, and do not use chemicals such as herbicides to kill weeds in arable land.
- The behavior of people maintain environmental sanitation, on efforts to make sewer and maintaining sewers around the house, maintaining the street gutter to prevent flooding, do not dispose of household waste water directly into the river, but to attempt to make the pool water purification waste to prevent pollution (treatments) before being discharged into rivers and (5) community behavior to comply with customary rules relating to the construction of houses, and comply with government regulations relating to the provision of building permits and provisions border road and river border.

In terms of the relationship Norms Subjective against Conduct, the results of this analysis are also consistent with the theory of Ajzen's (1991) that there is a relationship between variables norms are subjective (SN) on behavior (B), although in the analysis model research results expressed with indirect relationships and through the intermediate variable is Intention.

Conclusions and Recommendations

Based on the results and the above discussion shows that the correlation between variables SN with B variable linear

regression analysis results show the influence of both variables proved to be significant and is positive. Great influence SN variable to variable B = 2.9%; $R^2 = 0.029$; $\beta = 0.171$ and $p < 0.01$. The results of this analysis also shows that the better subjective norms in the society Watershed Mamasa, the better the behavior in preserving the neighborhoods in that area. Therefore, it is recommended that people with the local administration tried to dig up the norms of the subjective with regard to environmental preservation, then attempted to comply with the norms of subjective areas were mainly matters relating to customary rules that are still relevant, and the rules from the Government relating to the Protection of the environment in general, and in particular neighborhoods, for the preservation of natural resources, particularly water resources is not only needed in this area, but also very beneficial to the surrounding area, even contribute globally as a producer of oxygen and lowers global warming.

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