

EFFECT OF ATTITUDE, SUBJECTIVE NORMS AND LOCUS OF CONTROL OF THE CUMMUNITY IN MAMASA RIVER BASIN

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EFFECT OF ATTITUDE, SUBJECTIVE NORMS AND LOCUS OF CONTROL OF THE CUMMUNITY IN MAMASA RIVER BASIN

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Abstract

This study aims to determine the influence of Attitude, Subjective Norms and Locus of Control to Intention, of the community in the Mamasa River Basin in the preservation of the environment. This research is correlational quantitative research. The population of this research is 116,700 and involves all heads of families in the Mamasa river basin. The sample of 340 family heads was chosen by incidental random sampling. Data collection was done using questionnaires and data analysis involved path analysis. The results showed that Attitude, Subjective Norms and Locus of Control had a direct and positive effect on Intention. This means that the high Intention to preserve the settlement environment is influenced by Attitude. Similarly, the higher the Subjective Norms and Locus of Control on the preservation of the settlement environment, the higher the community intention to preserve the settlement environment.

Key words : Attitude, social norms, locus of control, intention.

Introduction

One of the most important watersheds and roles in Sulawesi Island, particularly in South Sulawesi and West Sulawesi is the Mamasa River Basin. This plays an important role as a source of water for the Bakaru power plant, which is the largest source of electricity in Sulawesi Island. Beside acting as a Saddang creek, which is a source of water for Saddang irrigation and is a source of water for paddy fields in the Pinrang and Sidrap regencies, which is a major rice granary in eastern Indonesia. It also serves as a place of settlement for the people. In addition, this area has a stretch of tropical forests and is one area contributing to the needs of oxygen of living things.

The Mamasa river basin is located in the Mamasa Regency, West Sulawesi Province, consisting of seven sub-districts, 58 villages and six urban villages, inhabited by a population of 70,284 people (BPS, 2012). These inhabitants are both rural and urban residents with their own behaviour in building their settlement environment. The role of humans living in the Mamasa watershed area is very important to preserve the environment in this region. Therefore, the function of environmental education

holds an important role to provide knowledge to the community so that they can form a caring attitude, and will eventually be able to influence the preservation of the settlement environment.

Watershed management, both upstream and downstream should be viewed as a unity of natural resources, so that the management of the watershed can work well, wisely and not based on the relationship between human needs and the availability of resources. Tejowulan and Sawardji (2010) said: "The treatment of upstream watersheds is the most important part of the overall management of the watershed, as it will determine the gains, or open opportunities in the downstream river basin management." Similarly, Waryono (2008) said that: "recovery of river banks, should be community-based in the sense of focusing more to boost public awareness for occupation of residents to the banks of the river will be reduced".

Watersheds are very important in their role and importance in maintaining ecosystems, particularly as water catchment areas. If the area is damaged and not well maintained, it can cause drought during the dry season, and vice versa can cause flood disaster in the

rainy season. Due to the destruction of forests in this region, so that falling rain water will be streamed quickly to the rivers can even lead to erosion and landslides. Conversely, if the forest area in this area is maintained, it will be able to accommodate water and seep naturally into the soil so that water reserves will continue, not causing floods, erosion and landslides so that natural conservation can be guaranteed.

Human systems are closely related to settlements that may be equated with nests or habitats when viewed as a biological system, that is, the dwelling place of a living being (including humans), where it always returns, raises offspring, searches and stores food, places of social interaction, organization, etc. (Kuswartoyo *et al.*, 2005). He further explained that: "Settlements are defined as housing or a collection of dwellings with all the elements and related activities in the settlement".

The environment of the settlement according to WHO is: "A physical structure for shelter that is equipped with facilities and services so as to benefit the physical health and become a good social condition for all its inhabitants" (Ahira, 2011).

The term settlement, began to be popular in the era of the sixties, which is defined as a mix of housing and human life that occupy it (Kuswartojo, 2005). Furthermore, Constantions (2003) explain that the settlement contains five elements, namely: nature, shells, networks, people, and society. According to Doxiad is, nature is the basic element because it is created in this world as a place where people live and carry out various activities. Then the network (roads and utilities) is a facility that connects between human beings and other elements. Doxiadis concludes that "settlements are a blend of the human element with its people, nature and artificial elements".

The theory of attitude raised by Rory (2009) argues that attitude is a tool to measure environmental behavior. He further said that "attitudes are measured by the New Ecological Paradigm (NEP)" He says that attitudes can be used to measure new paradigms about ecology that is closely linked to environmental behavior and encouragement as an attitude towards purchasing power and using environmentally friendly products.

Johnson *et al.* (2011) propose the theory of ecological attitudes, saying: "The theory of ecological attitudes posits that people who have strong preservation (biocentric) attitudes do not necessarily have weak utilization (anthropocentric) attitudes...".

This theory explains that through ecological attitudes, humans will have a strong attitude towards environmental

conservation. Humans will be biocentric and will not be easily influenced by anthropocentric attitudes that assume that everything that exists in nature must be managed as much as possible to be enjoyed by humans. With this theory, it is expected that human behavior will change from anthropocentric behavior to biocentric behavior, or behavior that is not environmentally friendly.

Levine (2012) says that "social norms or formal regulation that demands a change in behavior". He explains that social norms or formal rules are the demands of a change in behavior. This theory is very clear that subjective norms or formal rules such as laws, government regulations, or customary norms are very important and demand an order to change the behavior of a community.

Ho (2011) suggests that the theory posits that behavioural intention is affected by both attitudes and the subjective norms. Ho said among other things "attitudes refer to individual thoughts on behavior, while the subjective norm refers to social customs, opinions, or pressure from others". He explained that attitudes relate to one's mind above behavior, while subjective norms relate to social habits, opinions, or pressures from others.

From this theory, he explains that subjective norms are more related to customs in society, such as customary norms, habits, matters relating to opinions developed within a community, or things related to the pressures of community groups, especially those more dominant in a particular community that will better color the behavior of the community.

Subjective norms according to Fish be in and Ajzen (1975) and Darnton (2008) is the perception of the individual relating to most of the people, who are important to him, expecting individuals to display or not to display certain behaviours, that are important to him then referenced or benchmarks to guide behavior. Subjective norms are determined by normative beliefs and motivation to comply. Perceived behavioral control (PBC) according to Ajzen is the individual's perception of whether or not the individual is able to display the behavior and is assumed to be a reflection of previous experiences and anticipated obstacles. PBC has two factors: belief control and perceived facilitation.

Based on some of the above under standings, it can be concluded that subjective norms are rules or provisions that bind a community that is used as a structure and controlling behavior according to their own views within the community.

Locus of control is one of the personality variables, defined as individual beliefs about the ability to control

destiny itself (Kreitner *et al.*, 2005). Robbins *et al.* (2007) define the locus of control as the level at which individuals believe that they are determinants of their own destiny. Internals are individuals who believe that they are in control of whatever happens to them, while the external is the individual who believes that whatever happens to them is controlled by outside forces such as luck and opportunity.

Based on the above explanation, it can be concluded that Individuals who have confidence that the fate or events in his life are under his control, said the individual has an internal locus of control. While individuals, who have the belief that the environment that has control over the fate or events that occur in his life said that the individual has an external locus of control.

Thus, it can be concluded that the locus of control relates to the work attitude and self-image of a person, and is a concept of self-belief about events occurring in his life, and simultaneously describes how far a person views the relationship between action.

The difference between internal and external locus of control is that internally, it is the tendency of a person to assume that skills, abilities and effort are more likely to determine what they gain, and they feel responsible for the events. Externally it is a tendency to assume that their lives are determined by forces from outside of themselves, such as fate, destiny, luck, and so on. They often blame or give thanks for luck, disaster, fate, and so on because this is determined by forces that come from outside themselves.

Ajzen (2002) put forward the theory of planning may cause change, highlighting many internal and external factors, which are important variables in behavioral change. He also explained the relevance to the locus of control, saying that “the internal versus external locus of a control factor is often confused by control or lack of control over performance of the behavior” (Ajzen, 2002). He explains that internal factors versus external locus of control are often confusing with the lack of control in addition to the appearance of behavior. In this connection, Ajzen explains that the locus of control is also an important variable in the theory of behavioral change, and is closely related to the other two variables, namely internal factors and external factors. This is fundamental because according to the locus of control theory, it is also known as internal locus of control, and external locus of control, so that internal factors may be closely related to internal locus of control, while external factors may be related to external locus of control, but there is also the possibility of no relationship at all.

Based on some opinions of experts mentioned above, it can be concluded that the locus of control is a self-control related to community interest in a community.

Intention theory, proposed by Fishbein and Ajzen (1975) in Chedzoy *et al.* (2007), it is believed that “they originally proposed the theories of reasoned action and behavior.” From this theory, it can be concluded that intention or purpose, is one of the important variables in behavior planning.

Ajzen (1991) argues that the “intention to perform a given behavior is the central factor in the theory of planning behavior and the theory includes the three determinants of intention: attitude toward behavior, subjective norms, and perceived behavior control”. He explains that intention is a major factor in behavioral planning theory and includes three determinants of purpose, namely attitudes toward behavior, subjective norms and behavioral sense control.

Based on the theory of behavioral model by Ajzen (1975) in Chedzoy *et al.* (2007) the intention is a function of the basic determinant of the attitude of the individual in behaving and is concerned with subjective norms. Norm is defined as the probability that there is a relationship between one subject and another. Simply put, this theory states that intention is seen as the closest determinant of behavior.

Based on the opinions of experts mentioned above, it can be concluded that intention is a desire or intent or purpose or intention in a person who is very influential and plays an important role to determine a person's behavior.

Research Methods

This study aims to determine the direct influence of attitude, subjective norms, and locus of control of intention, of the community in the Mamasa River Flow in the preservation of the environment settlement. This type of research is correlational quantitative research. The sample was chosen by incidental random sampling of 340 family heads. Data collection was performed with questionnaires and data analysis techniques is by path analysis.

Results and Discussion

Direct Influence of attitude to Intention

Based on the result of structural model analysis, the magnitude of direct influence of attitude to intention is was 0.297, with a critical ratio (CR) value of 3,408, and probability (P) is 0.000. As the value of CR > 1.96, and the value of P < 0.05, it can be concluded that there is a significant direct influence of attitude to intention. The

amount of direct effect coefficient of attitude to intention is marked positive (0.246). This indicates the effect of attitude on intention is positive. That is, the better the attitude of the people in the Mamasa watershed towards the preservation of the settlement environment, the higher the level of their intention for the preservation of the settlement environment. Conversely, if their attitude is low, the lower the level of their intention towards the preservation of the settlement environment.

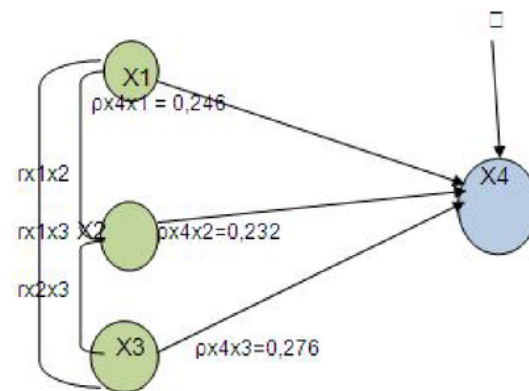
Direct Influence Subjective Norms against Intention

Based on the results of structural model analysis, the magnitude of direct influence of subjective norms to intention was 0.370, with a critical ratio (CR) of 3.177, and probability (P) of 0.001. Because the value of $CR > 1.96$, and the value of $P < 0.05$, it can be concluded that there is a significant direct influence of subjective norms on intention. The magnitude of the coefficient of direct influence of subjective norms on intention was marked positive (0.232). This indicates that the effect of subjective norms on intention is positive. That is, subjective norms are increasingly obeyed by people in the Mamasa watershed, with the higher their level of intention for the preservation of the settlement environment. Conversely, if subjective norms are ignored, the lower the intention level for them to preservation of the settlement environment.

The Direct Influence of Locus of Control against Intention

Based on the results of structural model analysis, the magnitude of locus of control's direct influence on intention was 0.436, with a critical ratio (CR) of 3.782, and probability (P) of 0.000. Because the value of $CR > 1.96$, and the value of $P < 0.05$, it can be concluded that there is a significant direct influence of the locus of control on intention. The magnitude of the direct influence coefficient of self-control on intention is marked positive (0.276). This indicates that the influence of the locus of control on intention is positive. That is, the better the locus of control of the community in the Mamasa watershed towards the preservation of the settlement environment, the higher the level of their intention for the preservation of the environment. Conversely, if their locus of control is low, the lower the level of their intention towards the preservation of the settlement environment.

The influence of attitude, subjective norms, and locus of control on intention, interest in conservation of the settlement environment in the Mamasa watershed can



be seen in the picture below :

Structural Relationships X1, X2, X3 and X4

- 1) X1 = Attitude People in the Mamasa watershed
- 2) X2 = Subjective Norms people in the Mamasa river basin
- 3) X3 = Locus of Control people in the Mamasa watershed
- 4) X4 = Intention of people in the Mamasa watershed towards the preservation of the settlement environment.

Conclusion

From the analysis results obtained attitude, subjective norms, and locus of control have a direct and positive effect on intention. This means that the high intention to preserve the settlement environment is influenced by attitude. Similarly, the higher the subjective norms and locus of control on the preservation of the settlement environment, the higher the community intention in the Mamasa river basin to preserve the settlement environment.

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