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# The effect of attitude and local wisdom

The effect of attitude and local wisdom toward community behavior in rural infrastructure development program in South Sulawesi

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## ABSTRACT

This research aims to find the dominant variables that influence <sup>1</sup> on community behavior in community empowerment by using multiple linear regression models. Sampling procedures individuals were randomized to receive <sup>2</sup> 200 respondent by using proportional stratified random sampling technique. While the types and data analysis categorized in quantitative research. The variables in this research that is empowerment attitude variable (X1), local wisdom (X2) and community behavior (Y1). From the analysis of the independent variables on the dependent variable in this study was obtained equation model  $Y = 8.074 + 0.279 X1 + 0.481 X2$ . Value Standardized Coefficients Beta attitude variable to variable behavior is positive of 0.316 and the Sig. obtained  $0.000 > 0.05$ , it can be interpreted that if the community attitude is improved, the higher community behavior in rural infrastructure development program be higher, or vice versa. Coefficients Beta Standardized value variable to variable behavior of local wisdom is positive by 0.518 and the Sig. value obtained for  $0.000 > 0.05$ , it can be interpreted that, if the community attitude is higher, at the same level the community behavior of rural infrastructure development program be higher as well, or vice versa. The conclusion of this description means that the tendency of local wisdom

<sup>1</sup> Unoriginal text: 11 words  
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variables influence more dominant variables influence the behavior despite being compared with the influence of variables that affect the weak attitude in influencing behavioral variables

Key words : Attitude, Local Wisdom, Community Behavior

## Introduction

Planning and application of development in Indonesia with top down paradigm (centralized) cannot make changes therefore the community and Indonesian Government have been evaluated and gradually transforms into bottom up. Model of Development starting since the demise of the New Order Regime in 1998 and the enactment of a policy of decentralization and regional autonomy in 1999 the <sup>3</sup> newly applied to 2001. The changes of the paradigm of centralized post-autonomy does not necessarily disappear, but gradually began to move toward the

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bottom-up pattern. Moreover, Nonstructural development opportunities in the region, based on local initiatives and managed without having a structural attachment to the administrative hierarchy thereon. Therefore, rural development is introduced and become pattern of development.

Rural development has played important role in national and regional development. It become the element of

equitable development and results, including the needs of people living in rural areas. Attention towards equitable distribution of development outcomes, especially for rural people to be very important for several reasons: (1) most of the people

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residing in rural areas; (2) The largest part of the poor live in rural areas, poverty in rural areas can lead to a variety of social unrest that could ultimately lead to instability and creates a disruption to development itself.

Inequality of development, especially in rural areas, including infrastructure development of rural basic infrastructure, cannot be separated from the implementation of urban development policies bias by the state as the main actor. Chamber (1995) referred to it as a policy development that is betting strong state policy with a strategy centered development. In this context, the state becomes the initiator, executor, as well as the overall supervisor of the construction. Through the bureaucratic system as an arm of government, almost all development processes that are both physical and non-physical determined, directed and encouraged by the government. Top-down development model not only has created a dependency community to the state, more than it has been shut off initiatives and public participation. People have become passive at once the object of development. In the context of this approach to development for the people better than the approach to development of the people.

Community empowerment is an economic development concept that combined by the social values. This concept reflects the new paradigm of development, ie, that are "people-centered, participatory, empowering, and

sustainable” (Chambers, 1995). This concept is broader than merely satisfy basic needs or provide a mechanism to prevent the further impoverishment (safety net), whose thinking lately many developed as an effort to find an alternative to the concepts of growth in the past. This concept evolved from the efforts of many experts and practitioners to find out what among others by Friedman (1992) referred to as alternative development, which requires’ inclusive democracy, Appropriate economic growth, gender equality and intergenerational equity (Kartasmita, 1996).

The concept empowerment as an effort to provide autonomy, authority and confidence to every individual in an organization, and encourage them to be creative in order to complete the task as possible. Therefore, Priyono and Pranarka (1996) stated that empowerment means a fair distribution of power thus increasing political awareness and power on vulnerable groups and to increase their influence on the process and results of development.

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While the concept of empowerment according to Friedman (1992) in this case the alternative development emphasizes the primacy of politics over the autonomy of decision-making to protect the interests of the people, which is based on private resources, directly through participation, democracy and social learning through direct observation.

Therefore, empowerment approach is an effective solution in an effort to encourage the implementation of sustainable development by putting community as subjects in the implementation of development programs through a process of empowerment and participatory development. Real efforts undertaken by the Ministry of Public Works through the Directorate General of Human Settlements to carry out activities to support poverty reduction in rural areas among others Program compensation Subsidy Reduction-Fuel Oils in Rural Infrastructure in 2005, Rural Infrastructure Support in 2006 and Program Development



Rural infrastructure which has been started since 2007 until now.

A person's behavior can be maintained over a period of time long enough. Thus the behavior is basically acts that can be physically observed in a person, and an inherent feature in that person. Walgito (2003: 15) describes the behavior as behavior or activities, and is a manifestation of psychic life. So the activity is the individual or organization does not arise by itself, but as a result of the stimulus or stimulation of the individual. Furthermore, Skinner (Walgito, 2003: 17) describes the behavior into two parts: (1) natural behavior (innate behavior), the behavior that brought since the person was born, in the form of reflexes and instincts. Reflection behavior is a behavior that occurs spontaneously to the stimulus on the person and cannot be controlled; and (2) operant behavior, that behavior is formed through a process of learning, which is controlled and regulated by the centers of consciousness or brain. Danim (2004: 46) also states that hypothetically behavior is a function of sensory acuity, its capacity to react and speed to move.

Based on the above, the issue raised in this research is how the influence of attitude and local wisdom on the behavior of community in rural infrastructure development program in South Sulawesi. So the research objectives to be achieved is to determine the effect attitude and local wisdom on the behavior of community in rural infrastructure development program.

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## Research Methods

This type of research according to the objectives included in applied research, ie research aimed to obtain information that can be used to solve problems of practical life, while the types and categorized data analysis in quantitative research (Sugiyono, 2012). This research was conducted April-May 2015 on sampling procedures were

randomized to receive 200 respondents of the population by using stratified proportional random sampling techniques in each village where the research.

Characteristics of community who become respondents, namely: men and women aged between 21 years to 60 years, physically and mentally healthy has ability to read and write. The reason for choosing respondents by age in question, based on the category of adult age at least 18 years and over. While the determination of the age limit of 60 years was taken based on the maximum limit productive age. The variables in this research consisted of the independent variable is the variable community attitude (X1), variable local wisdom (X2) and the dependent variable is behavior of the community (Y1).

## Research Results

### Normality

Basic and classical assumptions that must be met to get a good model is normality, non multicollinearity,

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non heteroscedasticity. Furthermore, one way to determine the residual normality is by comparing the observation data is approximately normally distributed on the histogram graph. Criteria for decision making with analysis chart (normal probability). If the data is spread around the diagonal line and follow the direction of the diagonal, then the model meet the assumption of normality. If the data are spread far from the diagonal line, the model did not meet the assumptions of normality. (Santoso, 2014)

By viewing the graph above it can be concluded that the histogram graph gives data on the distribution patterns or the residual value shows a normal distribution (bell form). While in the normal graph plots the visibility data (in the form of dot) spread around the diagonal line and follow the

direction of the diagonal, then the model meet the assumption of normality. If the data are spread far from the diagonal line, the model did not meet the assumptions of normality. Both graphs show that the regression model to meet the assumptions of normality or resi-due of the model can be considered normal distribu-tion.

### Heteroscedastisity

Heteroscedastisitytest aimed at testing whether the variance of the model occurred inequality residual one observation to another observation. If the vari-ance of the residuals of the observations to other

(a) (b)

Fig. 1. (a) Normality Histogram Graph, b) Normal P-P Plot



## Graph

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observations that remain, it is called homoscedasticity and if different called heteroscedasticity. A good model is the homoscedasticity. If there is a specific pattern, such as dots that no particular form regular patterns (wavy, widened and then narrowed), then the indicate has occurred

Heteroscedasticity. If there is no clear pattern, as well as the points spread above and below the number 0 on the Y axis, then it does not happen heteroscedasticity.

Fig. 2. Scatter Plot Heteroscedasticity

Based on the results of the scatter plot seems that the plot formed spreads do not have a specific pattern or spread above and below zero on the Y axis as well as on the right and left on the X axis. This indicates that the model is not happening with the relationship between the independent variables residual value. Thus the assumption of non heteroscedasticity models is fulfilled.

## Multicollinearity

Multicollinearity shows the relationship between the independent variables in the model. Fit models do not show any symptoms of multicollinearity. Detecting the presence or absence of multicollinearity done by looking at the value of VIF and Tolerance. If the value of VIF  $< 10$  and the value of Tolerance  $> 0.10$  then the model is free from multicollinearity (Santoso, 2014). Here is the value of VIF and Tolerance generated:

From the table above shows that VIF of all independent variables in the model above is smaller than 10 and Tolerance value greater than 0.10. So it can be said to be a model free from multicollinearity.

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Table 1. Collinearity Statistics

Model	Tolerance	VIF
Attitude	.441	2.270
Local wisdom	.441	2.270

Thus non multicollinearity on the model assumptions are fulfilled.

## Multiple Linear Regression

The correlation coefficient (R) and coefficient of determination (R-Square)

The correlation coefficient (R) indicates how much the linear relationship and the direction of the relationship between the independent variables (X1, X2, ..... Xn) simultaneously to the dependent variable

(Y). The correlation coefficient (R) ranges from 0 to 1, the value closer to 1 means that the relationship is getting stronger, otherwise the value closer to 0 then the relationship is getting weaker. The coefficient of determination (R-Square) shows how much influence the independent variables are able to explain the change in the dependent variable in a study. This value can be seen in table 2 below.

Table 2. Model Summary Dependent Variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768	.613	.608	4.96682

Table 2 above shows the correlation coefficient

(R) and the coefficient of determination (R-Square) obtained from analysis using SPSS program. The correlation coefficient (R) which is obtained for 0.768 which means that the independent variables (attitude and local wisdom of communities) on the dependent variable (behavior of the community) have a strong linear relationship.

The coefficient of determination (R-Square) obtained for 0.613 or 61.30%. This indicates that the independent variable is the attitude and local wisdom of communities to the dependent variable is behavior of the community has the effect of 61.30% while the remaining 38.70% influenced by variables or other factors outside research.

Furthermore, to see whether all the independent variables included in the model have influence together on the dependent variable is usually called

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simultaneous testing. Simultaneous testing done by looking at the value of Sig. provided that if the Sig.<0.05 means the models have influence together on the dependent variable and vice versa, the value can be seen in Table 3 below.

Then to perform partial test or test aims to determine the regression coefficients of the variables used or not significant to the regression model obtained, this partial test can be done by looking at the value of Sig. (P-value) provided that if the Sig.<0.05 means that the variable of the model in use is significant and vice versa, the value can be seen in Table 4 below.

Table 4 above shows the results of the analysis in the form of independent variables on the dependent variable in this study was obtained with a coefficient equation model constants and coefficients of the variables in the column unstandardized Coefficients B produces the following equation:

$$Y = 8.074 + 0.279 X1 + 0.481 X2$$

Specification :

Y = Community Behavior X1 = Empowerment Attitude

X2 = Local Wisdom

Then it can be observed in Figure 3 in the form of

a research model by using multiple linear regression analysis and its influence between independent variable is the attitude and local wisdom of community toward the dependent variable is the community behavior.

From Figure 3 shows that the effect obtained for 0.316 between the variable attitude toward behavior and then obtained the effect amount 0.518 between the variable local wisdom toward community behavior.

### Fig. 3. Multiple Linear Regression Model Research

#### Discussion

#### Influence of attitude Toward Community Behavior

#### Hypothesis:

H0 : Attitude is effect on community behavior

H1 : Attitude is not effect on community behavior

#### Base Decision :

H0 is rejected if the Sig. < 0.05 H0 is accepted if the Sig. > 0.05

From the analysis of the Standardized Coefficients Beta values obtained from variable attitude to the variable of the behavior are positive amount 0.316 and the Sig. obtained for 0.000 is smaller 0.05 then H0 is accepted and H1 rejected.

Based on these results, which means the attitude of community is positive and significant effect on community behavior that can be interpreted that if the community attitude is the higher, community behavior in rural infrastructure development pro-gram be higher as well, or vice versa.

Influence of attitude on the behavior of community obtained in this research for 0.316. Thus the influence of attitude tends to be weak to community



Table 3. ANOVA Dependent Variable

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	7251.956	2	3627.478	147.044	.000
Residual	4588.483	186	24.669		
Total	11843.439	188			

Table 4. Coefficients Dependent Variable

Model	Unstandardized		Standardized	t	Sig.
	Coefficients				
	B	Std. Error	Beta		
(Constant)	8.074	1.465		5.512	.000
Empowerment Attitude	.279	.061	.316	4.593	.000
Local Wisdom	.481	.064	.518	7.531	.000

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behavior, especially in the implementation of rural infrastructure development program. Attitude in this case is everything that includes memories of things that are learned and stored in memory. This could include facts, concepts and socialize the em-powerment program.

Moreover affirmed by research Nur(2015) that influence and a positive correlation between at-titude of the environment with the participation of preserving the environment is very reasonable be-cause of the tendency of a person to act or do very much influenced by his attitude of the case or mat-ter to be done. Attitude of someone about something very big influence on the underlying background to do something and attitude of the impact of actions and actions will determine the person in the act.

Influence of Local Wisdom Toward Community Behavior

Hypothesis:

H<sub>0</sub> :local wisdoms effect on community behavior H<sub>1</sub>

:local wisdoms not effect on community behavior

Base Decision :

H<sub>0</sub> is rejected if the Sig. < 0.05 H<sub>0</sub> is accepted if the Sig. > 0.05

From the analysis of the Standardized Coefficients Beta values obtained from variable local wisdom to the variable of the behavior are positive amount 0.518 and the Sig. obtained for 0.000 is smaller 0.05 then H<sub>0</sub> is accepted and H<sub>1</sub> rejected.

Based on these results, which means the local wisdom of community is positive and significant effect on community behavior that can be interpreted that if the community local wisdom is the higher, community behavior in rural infrastructure development program be higher as well, or vice versa.

Influence of local wisdom on the behavior of community obtained in this research for 0.518. Thus the influence of local wisdom tends to be moderate to community behavior, especially in the implementation of rural infrastructure development program. Local wisdom in this case is a hereditary attitude possessed by the community is the attitude that spawned behavior as a result of the attitude of the environment adaptation.

Conclusion

From the analysis, it can be concluded that: the independent variables on the dependent variable in this research was obtained equation model with con-

stant coefficients and variable coefficients produces the equation  $Y = 8.074 + 0.279 X_1 + 0.481 X_2$ . Standardized Coefficients Beta value of a variable attitude towards behavioral is positive for 0.316 and the Sig. obtained for 0.000 is smaller 0.05 then  $H_0$  is accepted. Based on these results, which means the community attitude positive and significant effect to community behavior can be interpreted that if the community attitude is the higher, community behavior in rural infrastructure development program be higher as well, or vice versa. Standardized Coefficients Beta values obtained from variable local wisdom to the variable of the behavior is positive amount 0.518 and the Sig. obtained for 0.000 is smaller 0.05 then  $H_0$  is accepted. Based on these results, which means the local wisdom of community is positive and significant effect on community behavior that can be interpreted that if the community local wisdom is the higher, community behavior in rural infrastructure development program be higher as well, or vice versa. From the description means that the tendency of variables attitude more dominant (strong) affect the behavioral variables than the variable local wisdom.

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