**The Impact of Attitude, Subjective Norms, Perceived Behavioral Control , and**

**Personal Norms on Pro-Environmental Behavior Intention Among Students**

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ABSTRACT

Environmental issues are closely related to human behavior towards the environment. One of the deciding factors in the behavior is behavioral intention, and predictors that form the intention. The research looked at the effect of the predictors, the attitude towards pro-environmental behavior, subjective norm, perceived behavioral control, and personal norms on pro- environmental behavior intention. Where predictors of intention compiled by integrating personal norms of norm activation theory to the theory of planned behavior, so that personal norms shared position with other predictors of intentions. Subjects consisted of 275 students from the city of Surabaya, Malang and Yogyakarta. The results of this study indicate that there is an impact of attitude towards pro-environmental behavior intention, subjective norm, perceived behavioral control and personal norms on pro- environmenal behavior intention (F = 62.185; p = 0.00; p <0:01; R*square*

= 0:48).

Keywords*: pro-environmental behavior intention, attitude towards pro- environmental behavior, subjective norm, perceived behavioral control, personal norms, theory of planned behavior, norm activation theory*

INTRODUCTION

The phenomenon of environmental change is an issue that requires serious thought. Floods and erosion due to deforestation (deforestation), the energy crisis, pollution of land, population growth, unemployment, poor educational status, health problems of water and air, and the quality of human life, the phenomenon of global warming impact on climate anomalies and heat extreme earth (Swim, et al., 2011). Some human actions have been harmful and cause an alarming change for the environment. Man in her life trying to change the environmental conditions in accordance with its requirements. This activity gives most likely interfere with or damage the components and the balance in the ecosystem. The condition of the global

environmental crisis urgent agenda focused on the target solution more environmentally conscious behavior on the agenda in behavior change interventions. The challenge for the true environmental sustainability is a challenge for change in human behavior (Oskamp, 2000; Howard, 2000).

This opportunity to challenge behavioral psychology as a science, to better understand this critical situation as a way to restore the momentum that is more oriented to human behavior that are ready in sustainable development. Five complementary article in the American Psychologist (Howard, 2000; Mc Kenzie-Mohr, 2000; Oskamp, 2000; Stern, 2000; Winter,

2000) is evidence of the contribution of psychology to try to resolve environmental problems locally and globally.

A Study looking at the knowledge and behavior of environmental care was also conducted by the Ministry of Environment in 12 provinces in Indonesia. The results show that the behavior of matter under 0.57% environment, and not directly proportional to the knowledge about the environment around 60.2% (BPS, 2012). This suggests that environmental care behavior index in the low Indonesian society are not in sync with sufficient knowledge to understand environmental problems. This reality also confirmed the lack of intention to behave caring environment. The above considerations, the author set the goal of this study was to determine whether there was an effect of attitude towards pro-environmental behavior, subjective norm, perceived behavioral control, and personal norms on pro-environmental behavior intention.

*Theoretical Framework about The Effect of Attitude, Subjective Norm, Perceived Behavioral*

*Control and Personal Norms on Pro-Environmental Behavior Intention*

The theory of planned behavior has successfully worked to explain about what and how to work with each other factors and underlying behavior. Hines, Hungerford & Tomera (1986/87) in the meta-analysis concluded that the theory of planned behavior is relevant to explain the behavior of the environment concerned with classical behavior proposition that behavioral intention is relevant predictors that are directly related to the behavior, while the intention is formed of attitude, subjective norm and perceived control behavior. The theory of planned behavior theory as well organized for a certain period, has been demonstrated in explaining the behavior of environmental care in several studies (Armitage & Conner, 2001).

Support for conducting research that combines the two approaches are likely theory in this case is the theory of planned behavior, which adhered to the hedonic goal frames, with the norm activation theory, which adhered to the normative goal frames delivered by Liebe (2010); Steg & Vlek (2009); and Lindenberg & Steg (2007). Excellence combination of both is to obtain a model of behavior more comprehensive care for the environment and more recently in explaining the behavior of environmental care.

Based on the discussion that has been described on various theoretical perspectives on environmental care behaviors according to the theory of planned behavior and norm activation theory, it can be concluded that the need for the development of measurement tools to understand the factors that determine the behavior of environmentally conscious intention. Rational and moral approach can be represented by the theory of planned behavior and norm activation theory. The positive side that can be obtained from the integration of both the theoretical approach is when explaining the factors that influence the intention of environmentally conscious behavior is expected to be more comprehensive. Inclusion of personal norm variables in the structure of the theory of planned behavior predictors expected to improve the prediction of behavioral intentions and caring environment. Adaptation is done later to obtain more comprehensive models and integrating elements of rational and moral in order to know how to care for the environment on student behavior. Reasons why personal norms added to the model, due to the complexity of the complete moral perspective determinant (determinant) behavior and adapts to the context in Indonesia.

In general, this study aims to find out how to influence attitudes, subjective norms, behavioral control individuals perceived environmental care, and personal norms on behavioral intentions caring environment. These findings are expected to help provide a solid foundation for modeling the behavior of environmental care. Another benefit of this research for environmental policy makers and practitioners focused on increasing the possibility of strengthening the behavioral intentions of environmental care in the community, particularly among Indonesian students. This is due to the strategic role of students as the next generation who are responsible for the maintenance of environmental quality.

RESEARCH METHODS

Data collection techniques used in this study is a quantitative approach. Types of research used in this research is an explanatory research is research that attempts to explain the phenomenon exists (Cooper & Schindler, 2003). The data in this study were collected with the research scales. in the city of Surabaya, Yogyakarta (representing the community of major cities) and Malang (representing the small town community) and included in the initial phase of adulthood, aged 20-25 years, using the criteria of age by Hurlock (1999). The sample size of this study were 275 people, spread across that 3 cities. Research data collection by using the concept of behavioral intention and general predictor based on the reference of Ajzen (1991, 2005). Full details specifically related behavioral intention and the intention is environmentally conscious behavior by Kaiser, et al. (2003). Measuring tools include: behavioral , attitude scale towards environmental care behavior, subjective norm scale, perceived behavioral control scale, each of which is developed based on the concept of Ajzen (1991, 2005). And the scale of personal norms developed from Schwartz (1977).

An explanation of the steps undertaken the development of measurement tools in this research are:

1. Pro-environmental behavior intention scale

Determination of the definition domain constructs and constructs based on the review of the literature on behavioral intention eco concluded that there are several dimensions: the intention to conserve energy, intention to mobility and environmentally friendly transport, the intention to refuse / garbage minimize, intention to purchase / Consumerism, intention to intention to recycle and eco-social behavior. Grating environmental care behavioral intention scale shown in Table 1. Item arranged in favorable and unfavorable item. Choice answers are provided at each statement is: STS = “sangat tidak sesuai” / was incompatible; TS = “tidak sesuai” / not appropriate; N = neutral; S = “sesuai” / match; SS = “sangat sesuai” / very appropriate. The range of scores at each assessment item moves from 1 to 4 (very not fit = 1, does not fit = 2, N = 0; according = 3, very fit = 4).

2. Attitudes towards pro-environmental behavior scale

Determination of the definition domain constructs and constructs based on the review of the literature on attitudes toward environmentally conscious behavior concluded that its dimensions are: belief or stance towards energy savings, belief or stance towards mobility and

environmentally friendly transportation, belief or stance against buying behavior / Consumerism, belief or establishment towards recycling, belief or stance on social behavior environmentalist. Item arranged in favorable and unfavorable item. Choice answers are provided at each statement is: SS = “sangat setuju” / strongly agree; S = “setuju” / agree; N = neutral (no answer); TS = “tidak sesuai” / disagree; STS = “sangat tidak sesuai” / strongly disagree. The range of scores at each assessment item moves from 1 to 4 (strongly disagree = 1, disagree = 2, N = 0; 3 = agree, strongly agree = 4).

3. Subjective norm scale

Determination of the definition domain constructs and constructs based on the review of the literature on the environmental behavior of matter is concluded that the dimensions consist of: a view of the expectations of people close to save energy, the view of the expectations of people close to use the option of mobility and environmentally friendly transport, the view of the expectations of people close to choose green purchasing / consumerism, view of the expectation of the close to recycle, the view of the expectation of the air close to the eco-social behavior.

Item arranged in favorable and unfavorable item. Choice answers are provided at each statement is: STS = “sangat tidak sesuai” /was incompatible; TS = “tidak sesuai” / not appropriate; N = neutral; S = “sesuai” / match; SS = “sangat sesuai” / very appropriate. The range of scores at each assessment item moves from 1 to 4 (very not fit = 1, does not fit = 2, N = 0; according = 3, very fit = 4).

4. The scale of perceived behavioral control

Determination of the definition domain constructs and constructs based on the review of the literature on perceived behavioral control concluded that the dimensions are: perceived self- control to make energy savings, perceived self-control to use the option of mobility / transportation environmentally friendly, self-control perceived to behave purchase / consumerism, perceived self-control to recycle, perceived self-control to behave in social care environment. Writing and assessment through validation item item item as a series of measurements preparation. Item arranged in favorable and unfavorable item. The range of scores at each assessment item moves from 1 (very easy to do) to 7 (very difficult).

5. Personal Norms scale

Determination of the definition domain constructs and constructs based on the review of the literature on personal norm concluded that the dimensions consist of: affinity morally feel

compelled to make energy savings, affinity morally prefer mobility and environmentally friendly transportation, morally affinity for refuse / garbage minimize, affinity morally in the purchase of "green" / green Consumerism, affinity to be willing to recycle and affinity for social behavior called environmentalist. Writing and assessment through validation item item item as a series of measurements preparation. Item arranged in favorable and unfavorable item. Choice answers are provided at each statement is: STS = “sangat tidak sesuai” / was incompatible; TS = “tidaksesuai” / not appropriate; N = neutral; SS = “sangat sesuai” /very appropriate; STS = “sangat tidak sesuai” / very inappropriate. The range of scores at each assessment item moves from 1 to 4 (very not fit = 1, does not fit = 2, N = 0; according = 3, it is not appropriate = 4).

Psychological assessment requires measuring instrument (scale) are eligible. According to Groth-Marnat (2003) before measuring instrument used must be studied and understood in advance theoretical orientation, practical considerations, the accuracy of standardization as well as the validity and reliability. Implementation of the research include: (1) preparation of assessment theory and preliminary data through a preliminary study; (2) evaluation of the scale; based on the results of the initial study and the results of research on professional judgment of the scale; (3) The pilot-scale study (4) take the research data; to disseminate research scale; (5) analyze the research data.

1. Preparation of initial data assessment and theory through the early study

This stage is conducted literature reviews theoretically based reference source. Then from a better understanding of theoretical conducted empirical understanding in the field through a preliminary study to submit written questions openly to 150 students spread in the city of Malang, Surabaya and Yogyakarta. Basic empirical findings made background, scientific confirmation and consideration in formulating the instrument, in addition to first create a blueprint instrument.

2. Evaluation of the scale

Evaluation of the scale with professional judgment with Aiken's V method is intended to reveal whether the scales are used if the grains have the scale relevant to its theoretical description. Evaluation is done by psychologists, who have experienced working on the theory of environmental psychology and behavioral sciences (10 panelists), one person as an ecologist and one person as a linguist.

3. Test-scale research

This stage is done on the grounds that by knowing the validity and reliability of scales used in the study. Tests conducted at the State University of Malang student members of the Student Activity Unit 60 people. Scale Test results obtained after the grain analysis using SPSS with the internal consistency approach as shown in Table 1.

Table 1. Item Analysis Results

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Scales | Item-Total  Correlation | Reliability  Coefficient  (Alpha) | Number of items | |
| Before | Valid |
| Pro-environmental  Behavior Intention | 0,326 – 0,635 | 0,867 | 24 | 24 |
| Attitude towards  Pro-Environmental  Behavior | 0,334 – 0,623 | 0,887 | 24 | 24 |
| Subjective Norms | 0,322 – 0,605 | 0,876 | 24 | 24 |
| Perceived  Behavioral Control | 0,380 – 0,673 | 0,911 | 24 | 24 |
| Personal Norms | 0, 319 – 0,625 | 0,885 | 24 | 24 |

4. Data Collection

Data captured by spreading the research instrument, originally diberilan to 300 students, but because there are 25 subjects who are less complete in filling the research instrument, the only instrument of 275 pieces of 275 subjects were treated as research data.

5. Results of Data Analysis

Based on the results of the regression analysis with the help of SPSS for Windows computing, the correlation coefficient caring attitude towards the behavior of the environment with the intention of environmentally conscious behavior of r = 0.516; correlation coefficient subjective norm and intention environmentally conscious behavior of = 0.341; correlation coefficient of perceived behavioral control and intention of environmentally conscious behavior

= 0.536; correlation coefficient with the intention of personal norms of behavior for environmental care = .639. With each value of p <0.01. This means that:

a. There is a positive relationship between attitude towards environmental pro- environmental behavior with the pro-environmental behavior intention . This means that if the higher attitude towards pro-environmental behavior, pro-environmental behavior intention the higher.

b. There is a positive relationship between subjective norm and pro-environmental behavior intention. This means that if the higher subjective norm then the pro-environmental behavior intention higher.

c. There is a positive relationship between perceived behavioral control and pro- environmental behavior intention. This means that if the perceived behavioral control of the higher, the pro-environmental behavior intention of the higher.

d. There is a positive relationship between personal norms on pro-environmental behavior intention. This means that if the higher the personal norms behave environmentally conscious intention higher.

e. Other results show that the coefficient value F = 62.185, with significance = 0.00 (p

<0.01), this indicates that there is a relationship between attitudes towards pro- environmental behavior, subjective norm, perceived behavioral control and personal norms with the pro-environmental behavior intention in which the student is the subject of this study.

f. R-*square* value of 0.480 provides additional information that the four variables that influence attitudes toward pro-environmental behavior, subjective norm, perceived behavioral control and personal norms, together forming influence on pro-environmental behavior intention by 48%, and the remaining 52% is formed by other variables.

CONCLUSION

Conclusions from the validity and reliability of this shows that the scales that exist in this study has been qualified as a measuring tool that is used to retrieve data about the pro- environmental behavior intention, attitudes towards pro-environmental behavior, subjective norm, perceived behavioral control and personal norms the student. This study shows that the influence of attitudes toward pro-environmental behavior, subjective norm, perceived behavioral control and personal norms on pro-environmental behavioral intention. So that is the norm personal predictors of intention in this case is actually from the norm activation theory, it can be integrated together with other predictors of the theory of planned behavior in terms of giving effect to the pro-environmental behavior intention. The benefits of this research as a basis for the development of the learning model to improve the pro-environmental behavior intention among students.

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