

# Examining the Variables that Affect Community Attitudes about the Value of Protecting the Environment

**Siti Aspiah**

Puskesmas Desa Miau Baru, Kabupaten Kutai Timur, Provinsi Kaltim, Indonesia

\*Email: [sitiaspiah@gmail.com](mailto:sitiaspiah@gmail.com)

## ABSTRACT

One of the solid remnants of regular human activity and/or natural processes is garbage. The purpose of this study is to examine how community behavior is influenced by knowledge, attitudes, and motivation on the significance of preserving environmental cleanliness. In order to analyze the impact of knowledge, attitudes, and motivation on people's behavior regarding the significance of maintaining environmental cleanliness the research was designed using a quantitative observational cross-sectional approach. Using the Simple Random Sampling technique, 54 respondents were selected as the sample from the entire population of 63 respondents.

**Keywords:** behavior & attitude, knowledge, motivation

## BACKGROUND

Trash is one of the solid remnants of regular human activity and/or natural processes (Suyoto, 2013). Not only is trash generation growing at a rate that keeps pace with population expansion, but it is also growing in tandem with changing consumer habits. However, the community and local government's ability to handle garbage is still not at its best. Improper waste management has an impact on the local community's health and the environment. Six health development programs have been formed in the pursuit of a healthy Indonesia. The Healthy Environment, Healthy Behavior, and Community Empowerment Program is one of these programs, and its goal is to produce a quality, healthy environment that fosters the growth and development.

Trash has a direct impact on public health since it harbors a variety of dangerous bacteria and other disease-causing microbes, as well as insects that serve as disease vectors or carriers (Notoatmodjo, 2011). Law No. 18 of 2008 addressing waste management defines waste as the solid remnants of regular human activity and/or natural processes. The ecosystem and human health will suffer if waste is not adequately managed. rubbish is defined as materials that have no market value, yet there are also people who view rubbish as valuable items that can be sold to collectors.

An individual's attitude refers to their closed response to a stimuli or item. Attitudes do not always have outward manifestations.

Human knowledge, attitudes, and behaviors are products of a variety of experiences and interactions between people and their surroundings. These interactions and experiences shape human behavior. To put it another way, behavior is a person's response or reaction to external or internal stimuli. This reaction might be either active (doing something) or passive (thinking, debating, acting). These constraints suggest that conduct can be defined as an individual's experience and engagement with their surroundings, particularly as it relates to their self-perception and views. Passive behavior, such as knowledge, perception, or

motivation, is invisible, but active action is visible. Knowledge, attitudes, and actions are the three domains into which some experts divide conduct; we frequently hear the terms knowledge.

Fitrul Kamal's (2013) study found that whereas 58.3% of respondents had a good attitude, 41.7% of respondents had a negative attitude. The study's findings also revealed the proportion of participants who exhibited poor behavior (71.7%) and those who shown good behavior (28.3%). Asri Yeni's study (2013) Based on the research findings from the study site, behavior's action domain is significant, and the study demonstrates how action and waste handling are related. The chi square test results show that action and handling household waste in Gampong Darat Village, Johan Pahlawan District, West Aceh, are significantly correlated, with P value = 0.002 being smaller than  $\alpha = 0.05$ .

## METHODS

Researchers employed a cross-sectional, quantitative analytical design in this study to examine the dynamics of the link between risk variables and effects by approaching, observing, or gathering data all at once (a point in time approach), which means that each subject was examined once. Measurements are taken of the subject's character status or other factors at the time of the examination, and the research is only observed once. This does not imply that every research subject was watched simultaneously (Soekidjo, 2017). With a population of 63 respondents and a sample of 54, this study will examine the impact of knowledge, attitudes, and motivation on people's behavior about the significance of preserving environmental cleanliness.

## RESULTS

### Characteristics of Knowledge

Table 1. Frequency distribution of respondents based on respondents' knowledge was carried out on 3-15 September 2022 with a total of 54 respondents.

Criteria	Frequency	Percent (%)
Tall	13	24,07%
Currently	29	53,70%
Low	12	22,22%
Total	54	100%

Based on table 4.1 above, it is known that the majority of respondents have moderate category knowledge, namely 29 respondents (53.70%).

### Attitude Characteristics

Table 2. Frequency distribution of respondents based on respondents' attitudes which was held on 3-15 September 2022 with a total of 54 respondents.

Criteria	Frequency	Percent (%)
Good	10	18,52%
Enough	28	51,85%
Not enough	16	29,63%
Total	54	100%

Based on table 4.2 above, it is known that the majority of respondents have a sufficient attitude, 28 respondents (51.85%).

### Motivational Characteristics

Table 3. Frequency distribution of respondents based on respondent motivation was carried out on 3-15 September 2022 with a total of 54 respondents

Criteria	Frequency	Percent (%)
Tall	11	20,37%

Currently	31	57,41%
Low	12	22,22%
Total	54	100%

Based on table 4.3 above, it is known that the majority of respondents have moderate category motivation, namely 31 respondents (57.41%).

#### Behavioral Characteristics

Table 4. Frequency distribution of respondents based on respondent behavior was carried out on 3-15 September 2022 with a total of 54 respondents

Criteria	Frequency	Percent (%)
Good	7	12,96%
Enough	33	61,11%
Not enough	14	25,93%
Total	54	100%

Based on table 4.4 above, it is known that the majority of respondents have behavior in the adequate category, namely 33 respondents (61.11%).

#### Statistical Test Results

Table 5. Results of linear regression analysis analysis of factors that influence community behavior regarding the importance of maintaining environmental with a total of 54 respondents.

No	Variabel	Sig	B	R <sup>2</sup>	Sig
1	(Constant)	0,007	2,371		
2	Pengetahuan	0,001	0,826	0.819	0.000
3	Sikap	0,002	0,879		
4	Motivasi	0,000	0,714		

#### Partial

##### The Influence of Knowledge on Behavior

Based on the results of the Linear Regression analysis, it shows that the p-value is  $0.001 < 0.05$ , so H1 is accepted so it can be concluded that partially there is an influence of knowledge on community behavior regarding the importance of maintaining environmental cleanliness.

##### The Influence of Attitudes on Behavior

Based on the results of the Linear Regression analysis, it shows that the p-value is  $0.002 < 0.05$ , so H1 is accepted so it can be concluded that partially there is an influence of attitudes on people's behavior regarding the importance of maintaining environmental cleanliness.

##### The Influence of Motivation on Behavior

Based on the results of the Linear Regression analysis, it shows that the p-value is  $0.000 < 0.05$ , so H0 is rejected and H1 is accepted, so it is concluded that partially there is a motivational influence on people's behavior regarding the importance of maintaining environmental cleanliness.

#### Simultaneous

Based on the results of the Multiple Linear Regression analysis, it shows that with a p-value of  $0.000 < 0.05$ , H1 is accepted so it can be concluded that simultaneously there is an influence of knowledge, attitudes and motivation on community behavior regarding the importance of maintaining environmental cleanliness.

## DISCUSSION

### Public Awareness of the Value of Preserving Environmental Cleanliness

According to the research findings, 29 respondents (53.70%) possessed moderate category knowledge, which was the majority of the respondents. Aside from that, good category

knowledge was had by 13 respondents (24.07%). In contrast, 12 respondents (22.22%) knew very little about their categories.

According to Mubarak et al. (2014), knowledge is a perception that arises from the use of the five senses in the human mind. Human sensing, or an individual's understanding of items through their senses, is the source of knowledge (eyes, nose, ears, etc.) (2013) Notoatmodjo. According to the Ciamis Regency Regional Regulation No. 10 of 2012 concerning Order, Cleanliness and Beauty, a clean environment is one that is free of trash, air pollution, and water pollution. Arifin (Hardiana, 2018: 501) defines cleanliness as the state of being orderly, beautiful, and healthy.

The environment in which humans live is known as the natural environment, but the environment in which an individual or group of individuals is shaped and influences their behavior and personality is known as the social environment. Because of their intimate relationship, each one's sustainability depends on the other. If a positive social environment does not exist, the natural environment will not be properly preserved. Conversely, in the absence of a healthy natural environment, the social environment will not develop as intended (Wibowo, 2019).

Environmental cleanliness is a proxy for people's quality of life, say researchers. Communities that place a high value on environmental cleanliness are thought to have a higher standard of living than communities that don't.

#### **Community Perceptions on the Value of Preserving Environmental Cleanliness**

The study's findings demonstrated that 28 respondents, or 51.85%, had an adequate attitude. Aside from that, negative attitude was reported by 16 respondents (29.63%). Ten responders (18.52%), however, expressed positive sentiments.

An individual's attitude is intimately associated with them as a personal trait. In general, attitude is frequently understood to be a response that a person takes to anything. According to Saifudin Azwar (2010), attitude is defined as a reaction or response that results from a person's interaction with an object and subsequently influences that person's conduct toward that object in particular ways.

Additionally, Gerungan (2014) defines attitude as a response to a person's thoughts or emotions.

An individual's attitude refers to their closed response to a stimuli or item. This attitude's outward representation is invisible and must first be understood in light of closed behavior. Personal experiences that take place in emotional contexts will facilitate the formation of attitudes. The majority of respondents had generally positive sentiments, but there were still a significant number of respondents who had negative attitudes, according to the research's findings. Respondents' lack of understanding of the dangers of environmental degradation from home garbage is the root cause of their lack of attitudes. People usually participate in and don't seem to mind if others discard trash irresponsibly.

#### **Community Motivation About the Importance of Maintaining Environmental Cleanliness**

According to the research findings, 31 respondents, or 57.41 percent, had moderate motivation. Aside from that, 12 respondents (22.22%) fell into the low group of motivation. Eleven responders (20.37%), however, demonstrated strong category motivation. Motivation is what propels and sustains an individual. As stated by Mashlow (1984) in Sunaryo (2013), people are driven to satisfy their wants at the exact moment when they become the most intense. Should it be true that a person's conduct at a given moment is dictated by wants with high strength, then it is critical for managers to understand which needs their subordinates see as being most pressing.

Ngalim Purwanto (2010) asserts that motivation is everything that propels someone to act.

As per Sunarya (2013), motivation stems from an individual's needs and aspirations, which in turn propels them to fulfill their goals and steer their behavior towards achieving them. Motivation, as defined by Nancy Stevenson (2011), is any combination of physical, verbal, or psychological cues that elicit a reaction in a person. Furthermore, motivation, according to Suwarno, SW (2010), is the process of movement, encompassing settings that are supportive and originate from within the individual, the behavior that the situation causes, and the movement's or action's final aim.

The foundation for someone's willingness to engage in an activity is motivation. A person will be motivated to take action. A person or group that is motivated will feel stimulated, encouraged, or enthusiastic, which will make them want to accomplish tasks correctly.

### **Community Behavior Regarding the Importance of Maintaining Environmental Cleanliness**

According to the study's findings, 33 respondents, or 61.11%, exhibited conduct that fell into the adequate category. Aside from that, the behavior of 14 responders (25.93%) was considered unsatisfactory. In the meantime, the behavior of 7 responders (12.96%) was considered good.

Human knowledge, attitudes, and behaviors are products of a variety of experiences and interactions between people and their surroundings. These interactions and experiences shape human behavior. To put it another way, behavior is a person's response or reaction to external or internal stimuli. This reaction might be either active (doing something) or passive (thinking, debating, acting). Given these constraints, conduct can be defined as an individual's experience and interaction with their surroundings, particularly with reference to their attitudes and knowledge.

According to researchers, behavior is a person's response or reaction to a stimulus. Behavior is also the actions or activities of humans themselves which have a very wide range, such as walking, talking, crying, working and so on, apart from that, it is also like managing household waste in the community independently. Based on the research results, it was found that the majority of respondents had behavior in the adequate category, but there were still many people whose behavior in maintaining environmental cleanliness was still in the inadequate category. This is due to the lack of good public attitudes towards the importance of having a clean and healthy environment, but it is also due to the low motivation of the public to want to move to create an environment that is safe from rubbish.

### **The Influence of Knowledge, Attitudes and Motivation on Community Behavior Regarding the Importance of Maintaining Environmental Cleanliness**

The Multiple Linear Regression analysis results indicate that, at a p-value of  $0.000 < 0.05$ , H1 is accepted. This suggests that, in RT 06 RW 1, Bandar Lor Kota Subdistrict, Kediri, there is a simultaneous influence of knowledge, attitudes, and motivation on community behavior regarding the importance of maintaining environmental cleanliness, with an influence size of 81.9%.

Trash is one of the solid remnants of regular human activity and/or natural processes (Suyoto, 2013). Not only is trash generation growing at a rate that keeps pace with population expansion, but it is also growing in tandem with changing consumer habits. However, the ability of the local community to handle garbage.

Trash has a direct impact on public health because it harbors a variety of dangerous bacteria and other disease-causing microbes, as well as insects that serve as disease vectors or transmitters (Notoatmodjo, 2011). Law No. 18 of 2008 addressing waste management defines waste as the solid remnants of regular human activity and/or natural processes. The ecosystem and human health will suffer if waste is not adequately managed. rubbish is defined as materials that have no market value, yet there are also people who view rubbish as valuable items that can be sold to collectors.

An individual's attitude refers to their closed response to a stimuli or item. Attitudes do not always have outward manifestations.

A number of internal and external factors can have an impact on how an individual forms or modifies their behavior. Perception, motivation, and emotions are three aspects of a person that are crucial in influencing behavior. Observation, which combines senses of sight, sound, smell, and prior knowledge, is perception. Driven by a need, motivation is the desire to do action. Motivational encouragement takes the form of action (Sarwono, 2013). Fitrul Kamal's (2013) study found that whereas 58.3% of respondents had a good attitude, 41.7% of respondents had a negative attitude. The study's findings also revealed the proportion of participants who exhibited poor behavior (71.7%) and those who shown good behavior (28.3%). study conducted in 2013.

## CONCLUSION

Of the responders, 29 (53.70%) possessed a moderate level of category knowledge. 28 respondents, or 51.85%, had a sufficient attitude, which was the majority. Thirty-one respondents, or fifty-seven percent, indicated that they were motivated in the moderate group. 33 respondents, or 61.11%, exhibited conduct that fell into the adequate group. In RT 06 RW 1, Bandar Lor Village, Kediri City, there is an 81.9% influence size of knowledge, attitudes, and motivation on community behavior about the significance of preserving environmental cleanliness.

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