CHAPTER 4 – RESULT AND DISCUSSIONS

4.1. Descriptive Analysis of Respondents

After distributing the questionnaires for this study to the respondents in Jabodetabek area, a total of 341 responses were gathered during the collection period. However, only 179 respondents passed the screening tests, making them eligible and qualified to fill the variable questionnaires. In table 4.1. it shows the demographic data of the respondents that passed the screening tests, the data includes ages, gender, area of residence, monthly income, and last level of education.

Demographics		Frequencies	Percentage (Approx.)
Age	18-26	80	44.7%
	27-35	41	22.9%
	36-42	17	9.5%
	43-51	24	13.4%
	>51	17	9.5%
Gender	Male	69	38.5%
	Female	110	61.4%
Area of Residence	Jakarta	43	24%
	Bogor	17	9.5%
	Depok	21	11.7%
	Tangerang	49	27.4%
	Bekasi	49	27.4%
Monthly Income	<Rp.3,000,000	39	21.8%
	Rp.3,000,000 – Rp.5,000,000	41	23%

	Rp.5,000,001 – Rp.10,000,000	36	20.1%
	Rp.10,000,001 – Rp.15,000,000	33	18.4%
	>Rp.15,000,001	30	16.7%
Last Educational Level	Primary School	0	0.00%
	Middle School	6	3.4%
	High School	33	18.4%
	Bachelor's Degree	129	72%
	Master Degree	10	5.6%
	Doctorate	1	0.6%

Table 4. 1. Respondents Profile
Source: Field Data, 2021

As it is shown in the table, out of 179 responses there are 80 respondents that are in the age range of 18-26 years old. Thus, making it the largest respondents in this study with 44.7% from the total samples. The age group of 27-35 years old have the second largest percentage from the total samples, making it 22.9% and the age group of 43-51 years old comes after that, with 24 responses or 13.4% from the total samples. Lastly, the age group of 36-42 years old and >51 years old have the least responses, with 17 responses or 9.5%. Additionally, the majority of the responses comes from female with 110 responses or 61.4% of the total sample that has been gathered. The male respondents cover up the rest from the total samples of 38.5%.

Based from the table above, the majority of the responses that has been gathered comes from Tangerang, Jakarta, and Bekasi. There are 49 responses comes from Tangerang or 27.4% of the respondents resides in Tangerang, 43 responses or 24% of the respondents comes from Jakarta, and 49 responses or 27.4% of the respondents comes from Bekasi. The rest of the 21.2% of the responses comes from Depok and Bogor.

In terms of the monthly income from the respondents, there are 21.8% who receive less than Rp3,000,000 and there are 23% who receive between Rp.3,000,001 – Rp.5,000,000 each month. Moreover, there is 20.1% of the respondents who receive between Rp.5,000,001 – Rp.10,000,000 each month. The income category of Rp.10,000,001 – Rp.15,000,000 resulted 13.1% of the total samples, and the respondents who receive more than Rp.15,000,001 each month comes in the last place with 16.7% of them.

4.2. Classical Assumption Test

4.2.1. Normality Test

According to Santoso (2010), the Normality test is a test to recognize or identify if the sample data that has been collected has a normal distribution or not. The sample data need to be in normal distribution in order to be practical or can be used in regression analysis. There are several techniques in order to be used as Normality Test such as the P-Plot, Histogram, Chi Square, Skewness and Kurtosis, Shapiro-Wilk, and Kolmogorov Smirnov. Therefore, for the purpose of this study, the researcher is going to use P-Plot and Kolmogorov Smirnov in order to determine whether the sample data has a normal distribution or not.

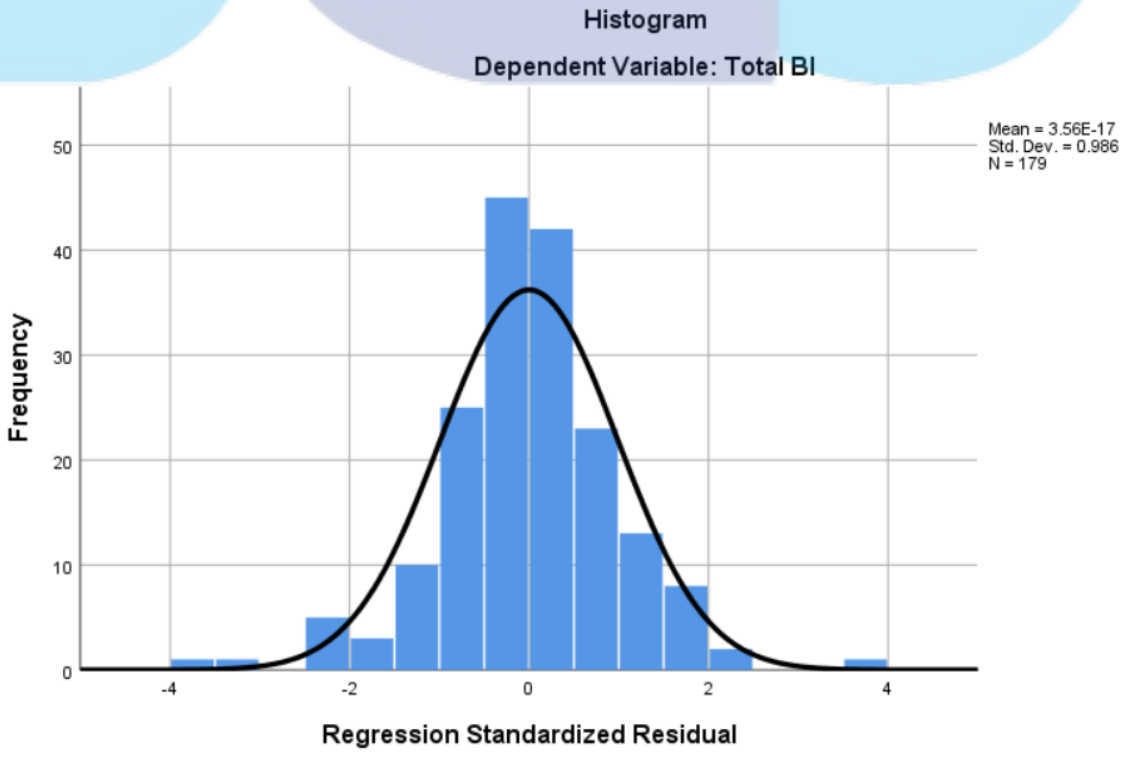

Figure 4. 1. Histogram
Source: Author, SPSS Output, 2021

As it shown in figure 4.1 above, the result of normality test of Histogram, the graph shows a bell-shaped. This means that the data is normally distributed, since most of the information is in the middle of the Histogram.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		179
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.50380873
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.062
Test Statistic		.066
Asymp. Sig. (2-tailed)		.053[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Table 4. 2. One-Sample Kolmogorov-Smirnov Test
Source: Author, SPSS Output, 2021

As it shown above, the significance value of Kolmogorov-Smirnov Test or Asymp. Sig. (2-tailed) is 0.053, which is greater than 0.05. According to Adam (2018, p. 67) mentioned that, if the Asymp. Sig. (2-tailed) score is above 0.50, then the score is considered to be normally distributed.

4.2.2. Linearity Test

It was mentioned before by Jr & Joiner (1967) regarding the P-Plot, if the dots are forming around the straight line, then it is considered to be normally distributed.

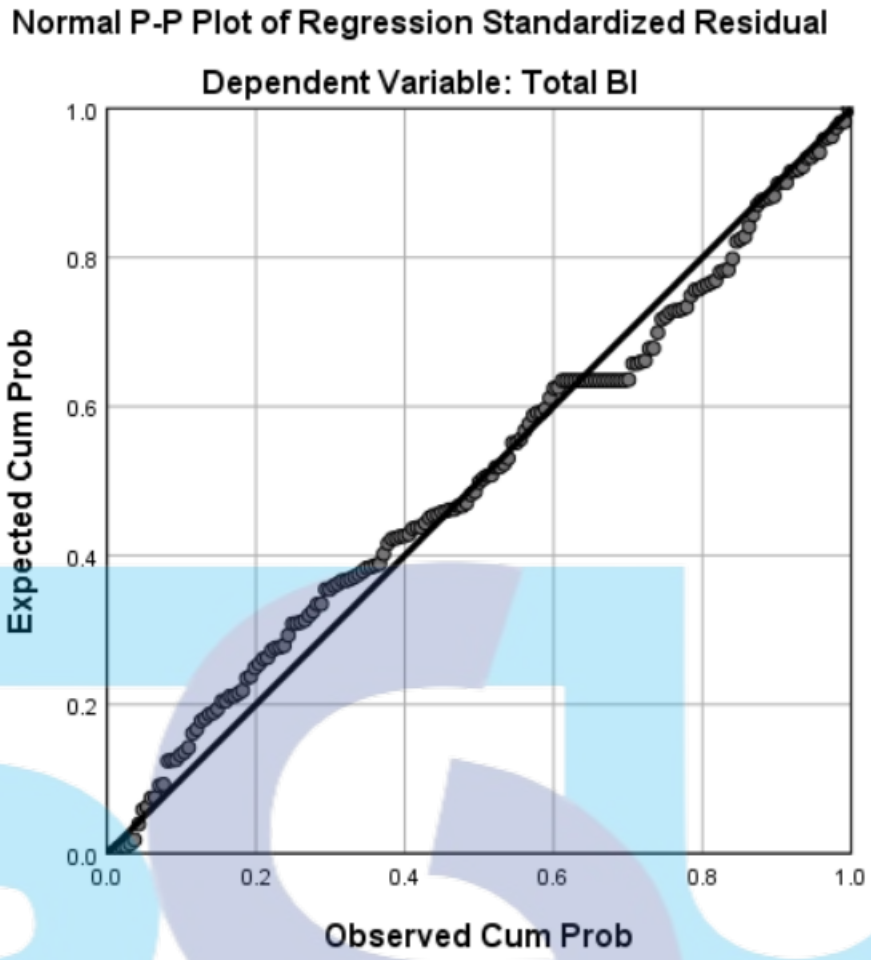

Figure 4. 2. Normal P-Plot
Source: Author, SPSS Output, 2021

As for the result of P-Plot above, the dots are forming around the straight line, this means that the residuals are normally distributed.

4.2.3. Heteroscedasticity Test

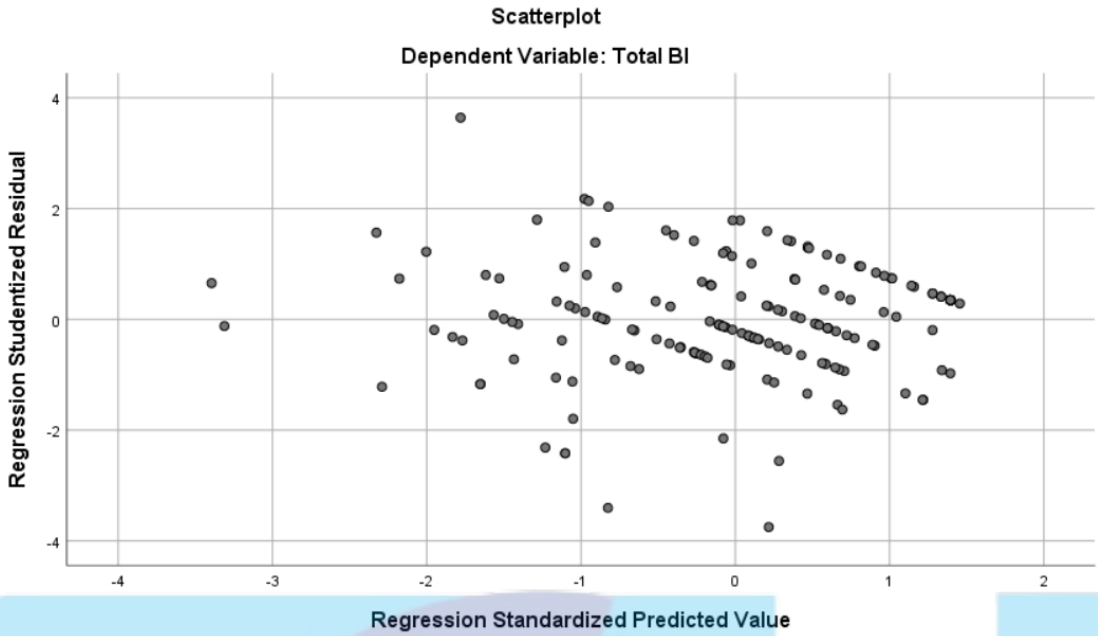

Figure 4. 3. Scatterplot
Source: Author, SPSS Output, 2021

In the Heteroscedasticity Test for Behavioural Intention, it can be seen in the scatterplot that the dots are spread off around the number zero and do not show any particular pattern. Therefore, regression model can be used further in this research since there are no mistakes in the heteroscedasticity test.

4.2.4. Auto Correlation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.718[a]	.515	.501	1.525	1.957

a. Predictors: (Constant), Total PMO, Total ATT, Total SN, Total EC, Total PBC

b. Dependent Variable: Total BI

Table 4. 3. Autocorrelation Test
Source: Author, SPSS Output, 2021

Based from the result above, the Durbin-Watson score is 1.957 for the relationship of dependent and independent variables. There are 5 independent variables, thus, making k = 5, moreover, the N = 179. The result of dL and dU that was found from the Durbin-Watson table are dL = 1.6984 and dU = 1.8131.

dU < DW (Durbin-Watson Score) < 4 – dU

Durbin Watson Score = 1.957

dU = 1.8131

4 – dU = 4 – 1.8131 = 2.1869

1.8131 < 1.957 < 2.1869

From the calculation above, it can be concluded that there are no correlated errors in the data since the dU is lower than DW and DW is lower than 4 – dU. Therefore, as there are no correlated errors, the data can be analysed further in this research.

4.2.5. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6.394	1.251		5.109	.000		
	Total ATT	-.094	.074	-.088	-1.277	.203	.596	1.679
	Total SN	.093	.045	.152	2.083	.039	.525	1.905
	Total PBC	.180	.067	.199	2.692	.008	.514	1.946
	Total EC	.112	.108	.076	1.042	.299	.533	1.876
	Total PMO	.392	.078	.456	5.052	.000	.344	2.909

a. Dependent Variable: Total BI

Table 4. 4. Multicollinearity Test
Source: Author, SPSS Output, 2021

From the table above, it can be seen that the Collinearity Tolerance of all variables are above 0.1 for all 5 variables. Furthermore, the Statistics VIF scores are also below 10.0. This means that there is no multicollinearity happened in the data, thus, it can proceed to multiple regression test.

4.3. Validity and Reliability Test

Before completing the multiple regression test, there are some steps that needs to be done such as data screening, validity, reliability, and classical assumption test. The screening is to detect the missing data. The validity tests will be using the Keiser-Meyer-Olkin (KMO), Bartlett's Test, Anti-image Matrices, and extracting data from Communalities and Component Matrix Score.

4.3.1. Validity and Reliability Test of Attitude

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.799
Bartlett's Test of Sphericity	Approx. Chi-Square	251.111
	df	6
	Sig.	.000

Table 4. 5. KMO and Bartlett's Test of Attitude
Source: Author, SPSS Output, 2021

As it shown in the table above, the result KMO Test of Attitude is 0.799, which is above than 0.50. This means that the score is considered valid and can be analysed further in this research. As for the Bartlett's Test of Sphericity, the significance value is 0.000 which is below than 0.05, this means that 4 indicators of Attitude are valid.

Anti-image Matrices

		ATT1	ATT2	ATT3	ATT4
Anti-image Covariance	ATT1	.635	-.156	-.121	-.094
	ATT2	-.156	.509	-.207	-.103
	ATT3	-.121	-.207	.486	-.170
	ATT4	-.094	-.103	-.170	.635
Anti-image Correlation	ATT1	.842[a]	-.274	-.218	-.149
	ATT2	-.274	.776[a]	-.416	-.181
	ATT3	-.218	-.416	.763[a]	-.306
	ATT4	-.149	-.181	-.306	.838[a]

a. Measures of Sampling Adequacy(MSA)

Table 4. 6. Anti-image Matrices of Attitude
Source: Author, SPSS Output, 2021

In the Anti-image Correlation, the value of each measurement items of Attitude is 0.842; 0.776; 0.763; 0.838. These values are all greater than 0.50, this means that the indicators of Attitude are valid and the variable can be researched further.

Communalities

	Initial	Extraction
ATT1	1.000	.595
ATT2	1.000	.706
ATT3	1.000	.728
ATT4	1.000	.593

Extraction Method: Principal Component Analysis.

Table 4. 7. Communalities of Attitude
Source: Author, SPSS Output, 2021

For the Communalities of Attitude, it can be seen that the score for each indicator are all above 0.50. This means that the variable of Attitude is valid and can be researched further.

Component Matrix[a]

	Component 1
ATT1	.772
ATT2	.840
ATT3	.853
ATT4	.770

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 4. 8. Component Matrix of Attitude
Source: Author, SPSS Output, 2021

As it shown in the component matrix of Attitude, each indicator has a result above 0.50. Therefore, the indicators of Attitude are considered to be valid and the variable can be used further to be analysed in this research.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.825	.824	4

Table 4. 9. Reliability Test of Attitude
Source: Author, SPSS Output, 2021

As for the reliability test of Attitude, the author tested using Cronbach Alpha in this study. The result shows that the score of Cronbach Alpha for Attitude is 0.825, this means that the result is considered valid since it is above 0.70 or above the acceptance limitation.

4.3.2. Validity and Reliability Test of Subjective Norm

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.821
Bartlett's Test of Sphericity	Approx. Chi-Square	360.603
	df	6
	Sig.	.000

Table 4. 10. KMO and Bartlett's Test of Subjective Norm
Source: Author, SPSS Output, 2021

In the case of the KMO and Bartlett's Test of Subjective Norm, the result shows for KMO test is 0.821. This result is greater than 0.50, which higher than the acceptance limit for KMO test, this means that the result is considered to be valid. As for the significance value of Bartlett's Test, the value is lower than 0.05, this means that the 4 indicators of Subjective Norms are considered to be valid and can be analysed further in this research.

Anti-image Matrices

		SN1	SN2	SN3	SN4
Anti-image Covariance	SN1	.495	-.154	-.108	-.047
	SN2	-.154	.371	-.164	-.094
	SN3	-.108	-.164	.377	-.143
	SN4	-.047	-.094	-.143	.566
Anti-image Correlation	SN1	.850[a]	-.360	-.249	-.088
	SN2	-.360	.789[a]	-.437	-.205
	SN3	-.249	-.437	.795[a]	-.309
	SN4	-.088	-.205	-.309	.874[a]

a. Measures of Sampling Adequacy(MSA)

Table 4. 11. Anti-image Matrices of Subjective Norm
Source: Author, SPSS Output, 2021

In the Anti-image Matrices table above, the value for the indicators are 0.850; 0.789; 0.795; 0.874. These values are all above 0.50, this means that the indicators of Subjective Norms are considered valid and can be used further in this research.

Communalities

	Initial	Extraction
SN1	1.000	.688
SN2	1.000	.791
SN3	1.000	.789
SN4	1.000	.629

Extraction Method: Principal Component Analysis.

Table 4. 12. Communalities of Subjective Norm
Source: Author, SPSS Output, 2021

For the extraction score in the Communalities table they are all above 0.50 score. This means that the indicators of Subjective Norms are considered to be valid since they are above the acceptance limit and can be analysed further for this research.

Component Matrix[a]

	Component 1
SN1	.829
SN2	.889
SN3	.888
SN4	.793

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 4. 13. Component Matrix of Subjective Norm
Source: Author, SPSS Output, 2021

In the table of Component Matrix of Subjective Norms, the result shows that indicators' scores are all above 0.50, this means that the indicators of Subjective Norms are all valid and can be analysed further in this research.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.872	.872	4

Table 4. 14. Reliability Test of Subjective Norm
Source: Author, SPSS Output, 2021

The reliability test was conducted for the variable Subjective Norms, and the result based from the Cronbach's Alpha Standardized items is 0.872, which is above 0.70 or the acceptance limit. This means and the variable is valid.

4.3.3. Validity and Reliability Test of Perceived Behavioural Control

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.734
Bartlett's Test of Sphericity	Approx. Chi-Square	213.441
	df	6
	Sig.	.000

Table 4. 15. KMO and Bartlett's Test of Perceived Behavioural Control
Source: Author, SPSS Output, 2021

In the table of KMO and Bartlett's Test of Perceived Behavioural Control, the KMO test shown above is resulted 0.734, which is above 0.50, this means that the variable is considered valid. As for the Bartlett's Test, the significance result is below 0.05, which means that the 4 indicators of Perceived Behavioural Control to be valid.

Anti-image Matrices

		PBC1	PBC2	PBC3	PBC4
Anti-image Covariance	PBC1	.596	-.266	-.039	-.139
	PBC2	-.266	.610	-.057	-.111
	PBC3	-.039	-.057	.644	-.277
	PBC4	-.139	-.111	-.277	.545
Anti-image Correlation	PBC1	.738[a]	-.442	-.063	-.244
	PBC2	-.442	.746[a]	-.090	-.192
	PBC3	-.063	-.090	.730[a]	-.467
	PBC4	-.244	-.192	-.467	.723[a]

a. Measures of Sampling Adequacy(MSA)

Table 4. 16. Anti-image Matrices of Perceived Behavioural Control
Source: Author, SPSS Output, 2021

The Anti-image Matrices table shows the result of the Anti-image correlation of Perceived Behavioural Control. The values of the table above are 0.738; 0.746; 0.730; 0.723, which are above the value of 0.50. This means that the variable is considered to be valid and can be analysed further for this research.

Communalities

	Initial	Extraction
PBC1	1.000	.619
PBC2	1.000	.606
PBC3	1.000	.543
PBC4	1.000	.681

Extraction Method: Principal Component Analysis.

Table 4. 17. Communalities of Perceived Behavioural Control
Source: Author, SPSS Output, 2021

In the table above, it shows the result of Communalities of Perceived Behavioural Control. The score for each indicator is all above the value of 0.50, which means that the indicators of Perceived Behavioural Control is considered to be valid and van be used further in this research.

Component Matrix[a]

	Component 1
PBC1	.787
PBC2	.778
PBC3	.737
PBC4	.826

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 4. 18. Component Matrix of Perceived Behavioural Control
Source: Author, SPSS Output, 2021

The table above shows the result of the Component Matrix of Perceived behavioural Control. It can be seen that the scores for each indicator are all above the value of 0.50, this means that the variable is valid and can be used further in this research.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.782	.788	4

Table 4. 19. Reliability Test of Perceived Behavioural Control
Source: Author, SPSS Output, 2021

Reliability test was conducted for the variable Perceived behavioural Control using the Cronbach's Alpha. The result shows that the variable is considered to be reliable since result is above 0.70. This means that the variable is valid.

4.3.4. Validity and Reliability Test of Environmental Concern

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.662
Bartlett's Test of Sphericity	Approx. Chi-Square	102.362
	df	3
	Sig.	.000

Table 4. 20. KMO and Bartlett's Test of Environmental Concern
Source: Author, SPSS Output, 2021

In the table above, it shows the KMO and Bartlett's Test of Environmental Concern. The KMO test resulted 0.662, which is above the value of 0.50 or considered to be valid. As for the Bartlett's Test, the significance value is below 0.05, this means that the 3 indicators of Environmental Concern to be valid and can be analysed further in this research.

Anti-image Matrices

		EC1	EC2	EC3
Anti-image Covariance	EC1	.750	-.135	-.247
	EC2	-.135	.721	-.273
	EC3	-.247	-.273	.653
Anti-image Correlation	EC1	.698[a]	-.184	-.353
	EC2	-.184	.673[a]	-.399
	EC3	-.353	-.399	.628[a]

a. Measures of Sampling Adequacy(MSA)

Table 4. 21. Anti-image Matrices of Environmental Concern
Source: Author, SPSS Output, 2021

As it shown in the Anti-image Matrices table above, the result of the Anti-image Correlation of Environmental Concern are 0.698; 0.673; 0.628, which shows that they are above 0.50. This means that the indicators to measure Environmental Concern is considered to be valid and can be used further in this research.

Communalities

	Initial	Extraction
EC1	1.000	.587
EC2	1.000	.618
EC3	1.000	.701

Extraction Method: Principal Component Analysis.

Table 4. 22. Communalities of Environmental Concern
Source: Author, SPSS Output, 2021

In the table above, it shows the Communalities table of Environmental Concern. The result shows that the scores are all above 0.50, which means that they are all valid and can be analysed further in this research.

Component Matrix[a]

	Component 1
EC1	.766
EC2	.786
EC3	.838

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 4. 23. Component Matrix of Environmental Concern
Source: Author, SPSS Output, 2021

For the Component Matrix of Environmental Concern, the results show that the score for each indicator are all above 0.50. This means that the variable is considered to be valid and can be used further in this research.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.713	.712	3

Table 4. 24. Reliability Test of Environmental Concern
Source: Author, SPSS Output, 2021

A reliability test was conducted for the variable of Environmental Concern using Cronbach's Alpha. The result above shows that the number is considered as reliable since it is still above 0.70. This means that the variable is valid.

4.3.5. Validity and Reliability Test of Personal Moral Obligation

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.758
Bartlett's Test of Sphericity	Approx. Chi-Square	216.157
	df	6
	Sig.	.000

Table 4. 25. KMO and Bartlett's Test of Personal Moral Obligation
Source: Author, SPSS Output, 2021

The KMO test for Personal Moral Obligation is higher than 0.50, which means the variable is valid. For the Bartlett's Test, the significance value is 0.000 and is below 0.05, this means that the indicators for Personal Moral Obligation are valid.

Anti-image Matrices

		PMO1	PMO2	PMO3	PMO4
Anti-image Covariance	PMO1	.536	-.271	-.117	-.074
	PMO2	-.271	.525	-.096	-.119
	PMO3	-.117	-.096	.667	-.207
	PMO4	-.074	-.119	-.207	.686
Anti-image Correlation	PMO1	.724[a]	-.511	-.196	-.123
	PMO2	-.511	.722[a]	-.163	-.199
	PMO3	-.196	-.163	.808[a]	-.307
	PMO4	-.123	-.199	-.307	.809[a]

a. Measures of Sampling Adequacy(MSA)

Table 4. 26. Anti-image Matrices of Personal Moral Obligation
Source: Author, SPSS Output, 2021

The result of the Anti-image Matrices for Personal Moral Obligation are 0.724, 0.722, 0.808 and 0.809 which are all above 0.50. This means that the variable is considered to be valid and can be analysed further for this study.

Communalities

	Initial	Extraction
PMO1	1.000	.669
PMO2	1.000	.685
PMO3	1.000	.577
PMO4	1.000	.552

Extraction Method: Principal Component Analysis.

Table 4. 27. Communalities of Personal Moral Obligation
Source: Author, SPSS Output, 2021

Table 4.27 shows the result of Communalities of Personal Moral Obligation. The score for each indicators are all above the value 0.50, which means that the indicators of Personal Moral Obligation are considered to be valid.

Component Matrix[a]

	Component 1
PMO1	.818
PMO2	.827
PMO3	.759
PMO4	.743

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 4. 28. Component Matrix of Personal Moral Obligation
Source: Author, SPSS Output, 2021

Based on Table 4.28, the indicators of Personal Moral Obligation using Component Matrix are greater than 0.50, this means that the variable is valid and can be used for further research.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.788	.795	4

Table 4. 29. Reliability Test of Personal Moral Obligation
Source: Author, SPSS Output, 2021

The result of the Reliability Test of Personal Moral Obligation shows that its higher than 0.70, this shows that the variable is reliable and can be used further in this research.

4.3.6. Validity and Reliability Test of Behavioural Intention

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.764
Bartlett's Test of Sphericity	Approx. Chi-Square	194.061
	df	6
	Sig.	.000

Table 4. 30. KMO and Bartlett's Test of Behavioural Intention
Source: Author, SPSS Output, 2021

In the table, the KMO Test for Behavioural Intention is 0.764 and is higher than 0.50, this means that the variable is valid. The significance value of the Bartlett's Test for Behavioural Intention is 0.000 which is below 0.05, which means that the indicators of Behavioural Intention are valid.

Anti-image Matrices

		BI1	BI2	BI3	BI5
Anti-image Covariance	BI1	.620	-.235	-.063	-.157
	BI2	-.235	.557	-.210	-.089
	BI3	-.063	-.210	.654	-.163
	BI5	-.157	-.089	-.163	.708
Anti-image Correlation	BI1	.757[a]	-.400	-.098	-.237
	BI2	-.400	.727[a]	-.348	-.141
	BI3	-.098	-.348	.777[a]	-.239
	BI5	-.237	-.141	-.239	.814[a]

a. Measures of Sampling Adequacy(MSA)

Table 4. 31. Anti-image Matrices of Behavioural Intention
Source: Author, SPSS Output, 2021

The Anti-image Matrices tables shows the result of the Anti-image correlation of Behavioural Intention. The values of the table above are 0.757, 0.727, 0.777 and 0.814, which are all above the value of 0.05. This means that the variable is considered to be valid and can be analysed further for this study.

Communalities

	Initial	Extraction
BI1	1.000	.617
BI2	1.000	.682
BI3	1.000	.588
BI5	1.000	.541

Extraction Method: Principal Component Analysis.

Table 4. 32. Communalities of Behavioural Intention
Source: Author, SPSS Output, 2021

In the table above, shows the result of Communalities of Behavioural Intention. The score for each indicator is all above the value of 0.5, which means that the indicators of Behavioural Intention are valid and can be used for further analysis.

Component Matrix[a]

	Component 1
BI1	.785
BI2	.826
BI3	.767
BI5	.735

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 4. 33. Component Matrix of Behavioural Intention
Source: Author, SPSS Output, 2021

Table 4.35 shows the result of the Component Matrix of Behavioural Intention. It can be seen that the scores for each indicator are all above the value of 0.50, this means that the variable is valid.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.783	.783	4

Table 4. 34. Reliability Test of Behavioural Intention
Source: Author, SPSS Output, 2021

The result of the reliability test of Behavioural Intention is above 0.70. This means that the variable is considered to be reliable and can be used for further analysis.

4.3.7. Multiple Regression Test

4.3.7.1. F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	427.944	5	85.589	36.784	.000[b]
	Residual	402.536	173	2.327		
	Total	830.480	178			

a. Dependent Variable: Total BI

b. Predictors: (Constant), Total PMO, Total ATT, Total SN, Total EC, Total PBC

Table 4. 35. F-Test Result
Source: Author, SPSS Output, 2021

The formula of F-Test is shown below:

DF1 (Degree of Freedom 1) = K-1

= 6 – 1 = 5

DF2 (Degree of Freedom 2) = N – K

= 179 – 6 = 173

F-Table = 2.27

Where:

N = Number of Respondents

K = Number of Variables

As shown in the table 4.37, the F-test score is 36.784, which is higher than the F-Table which is 2.27. Moreover, the significance value is 0.000 which is below 0.05 or the margin of errors (α). This means that the independent variables have an influenced with the dependent variable.

4.3.7.2. T-Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6.394	1.251		5.109	.000		
	Total ATT	-.094	.074	-.088	-1.277	.203	.596	1.679
	Total SN	.093	.045	.152	2.083	.039	.525	1.905
	Total PBC	.180	.067	.199	2.692	.008	.514	1.946
	Total EC	.112	.108	.076	1.042	.299	.533	1.876
	Total PMO	.392	.078	.456	5.052	.000	.344	2.909

a. Dependent Variable: Total BI

Table 4. 36. T-Test Result
Source: Author, SPSS Output, 2021

Variables	T-Score	Sig.	T-Table	Alpha	Results for H1
Attitude	-1.277	0.203	1.974	0.05	Rejected
Subjective Norm	2.083	0.039	1.974	0.05	Accepted
Perceived Behavioural Control	2.692	0.008	1.974	0.05	Accepted
Environmental Concern	1.042	0.299	1.974	0.05	Rejected
Personal Moral Obligation	5.052	0.000	1.974	0.05	Accepted

Table 4. 37. T-Test Result Analysis
Source: Author, SPSS Output, 2021

T table value = (alpha/2; N-K-1)

T table value = (0.05/2; 179-5-1) = (0.025; 173)

T table value = 1.974

Based from the table above, the "t" and "Sig." column represents the weight of how the independent variables influence the dependent variable. The acceptance parameter for the "t" column, the t-score should be more than the t-table. Moreover, the acceptance parameter for "Sig." column, the significance value should be less than alpha (α) or 0.05. In this case, it can be seen that the t-score of variable Attitude and Environmental Concern are below the t-table (1.974) and their significance values are above 0.05. This mean that the variable Attitude and Environmental concern to have no influence toward behavioural intention. Furthermore, other variables such as Subjective Norms, Perceived Behavioural Control, and Personal Moral Obligation have an influence towards Behavioural Intention.

4.4. Hypothesis Results and Discussions

Hypothesis	T-Test		F-Test		Hypothesis Conclusion
	T-Score > T-table (1.974)	Sig. < 0.05	F-Score > F-Table (2.27)	Sig. < 0.05	
H1: Attitude	-1.277	0.203			H1#1 Rejected
H2: Subjective Norm	2.083	0.039			H1#2 Accepted
H3: Perceived Behavioural Control	2.692	0.008	2.27	0.000	H1#3 Accepted
H4: Environmental Concern	1.042	0.299			H1#4 Rejected
H5: Personal Moral Obligation	5.052	0.000			H1#5 Accepted

Table 4. 38. Hypothesis Result
Source: Author, SPSS Output, 2021

H0#1: Attitude does not positively influence with Behavioural Intention.

H1#1: Attitude does positively influence with Behavioural Intention.

From the previous studies, Hu et al (2018) showed that attitude is positively correlated with waste reduction and recycling intention, while Zhang et al (2019) also mentioned that resident's intention to engage in waste sorting activities are influenced by the attitudes. Bock et al (2005) also stated that attitude is the most antecedents of human behavioural intention. Nonetheless, the findings of this study corroborate the study of Shen et al (2019) where his findings of attitude have no significant positive impact towards waste sorting intention. The findings show no positive influence towards behavioural intention since the Sig. value 0.203 > 0.05 and T-score -1.277 < 1.974, therefore, the H1#1 is rejected. Since Attitude is an individual's perception on a certain action is good or bad, important and/or not important, a scientific explanation on why the Attitude have no influence toward Behaviour Intention in this case, is arguably that respondents who have done household waste sorting beforehand have no perception that doing household waste sorting is a good idea, therefore, they just done household waste sorting simply because they have the time and the willingness to do the action. However, the researcher also argues that these respondents do not have the perception of doing household waste sorting is a bad idea. Thus, it can be concluded that, although, these respondents do not have the perception that doing a household waste sorting is a good or bad idea, they still done it since they have the time and the willingness to do the action.

H0#2: Subjective Norms does not positively influence with Behavioural Intention.

H1#2: Subjective Norms does positively influence with Behavioural Intention.

It was found in this study that subjective norms are positively influenced with behavioural intention since the Sig. value for subjective norms is 0.039 < 0.05 and the T-Score is 2.083 > 1.974. The outcome of this result is correlated with the result from Shen et al (2019) that also proven in their studies that subjective norm positively influences people's intention to waste sorting in their own households. Since the Subjective Norms are the social pressures from the people who are important to the individuals, it can be said, from the result of this study, the respondents that have done household waste sorting before, they have done it because the social pressures around them that motivate and entice their intention for them to do the action of waste sorting. Moreover, the measurement items for Subjective Norms in this case are

family, friends, and colleagues. Although, the result from the t-score seems to be weaker than the other variables, the researcher subjectively assumed that these social pressure does influence the individuals to do household waste sorting, however, just not as significant or as critical as other variables would do. The reasons could be because there are not enough pressures from the social circle of the respondents or there are other factors that influence more than Subjective Norms.

H0#3: Perceived Behavioural Control does not positively influence with Behavioural Intention.

H1#3: Perceived Behavioural Control does positively influence with Behavioural Intention.

As for the variable of perceived behavioural control, the study found that perceived behavioural control is positively influenced with behavioural intention, since the Sig. value is 0.008 < 0.05 and the T-score is 2.692 > 1.974. Furthermore, Hu et al (2018) indicated that perceived behavioural control is positively associated with intentions for waste sorting and recycle. In Mondejar-Jimenez et al (2016) findings, PBC also considered to have a direct impact toward household waste sorting intention, which supports the finding of this study. Ajzen (1991) mentioned before that Perceived Behavioural Control is the judgement of an individual on how well they can execute or do that specific action. In this study, the measurement items for Perceived Behavioural Control are effortless, time, opportunities, willingness, and control. Therefore, it can be said that the respondents that have done household waste sorting before have a judgement that household waste sorting is effortless, takes no time and have the opportunities to do so, have the willingness and can control themselves to do household waste sorting. Moreover, since the majority of the responses came from female, the female respondents can be the critical factor that makes Perceived Behavioural Control influences the Behavioural Intention to do household sorting. Thus, the researcher subjectively assumed that the female respondents have more willingness and control over themselves to do household waste sorting.

H0#4: Environmental Concern does not positively influence with Behavioural Intention.

H1#4: Environmental Concern does positively influence with Behavioural Intention.

Based from the table 4.40 above, it can be seen by the Sig. value 0.299 > 0.05 and the T-Score 1.042 < 1.974. This shows that the environmental concern is not positively influenced with behavioural intention, since the Sig. value is lower than error rate (α) and the t-score is smaller than the t-table (1.974). This finding contradicts with the findings from Maichum et al (2016). Based from the result, it can be subjectively explained that most of the respondents are aware of the environmental issues, yest do not have the concern for it. It can also be subjectively assumed that most of the respondents do household waste sorting without concerning about the environment, thus, they do household waste sorting for their own benefit. Therefore, based from those reasons, the factor of Environmental Concern does not influence the Behavioural Intention.

H0#5: Personal Moral Obligation does not positively influence with Behavioural Intention.

H1#5: Personal Moral Obligation does positively influence with Behavioural Intention.

It can be seen from the table 4.40 above, that personal moral obligation is positively influenced with behavioural intention. Moreover, it is the highest factor to positively influenced behavioural intention since the Sig. value is 0.000 and the T-Score is 5.052, which is bigger than other factors' T-Score. Furthermore, in Shen et al (2019) findings, personal moral obligation is also the most critical factors that influenced intention to sort waste, which supports the findings of this study. Personal Moral Obligation also refers to the person's sense of duty to carry out a specific action based from the individual's principles. The measurement item for Personal Moral Obligation are moral obligation, responsibility, guilt, and commitment. Therefore, in this study findings, the researcher subjectively assumed that the respondents are doing household waste sorting due to their high influential moral obligation. This means that