

**FACTORS INFLUENCING HOUSEHOLD'S INTENTION TOWARDS
WASTE SORTING IN JABODETABEK REGION**

By

Antonio Arden
11703017

BACHELOR'S DEGREE
in

BUSINESS ADMINISTRATION
FACULTY OF BUSINESS AND COMMUNICATION



SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

Revision after Thesis Defense on 16 July 2021

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Antonio Arden

Student

Date

Approved by:

Mochammad Riyadh Rizky Adam, S.T., M.S.M.

Thesis Advisor

Date

Date

Dr. Nila Krisnawati Hidayat, S.E., M.M.
Dean of Faculty of Business and Communication

Dean

Date

Antonio Arden

ABSTRACT

FACTORS INFLUENCING HOUSEHOLD'S INTENTION TOWARDS WASTE SORTING IN JABODETABEK REGION

By

Antonio Arden
Mochammad Riyadh Rizky Adam, S.T., M.S.M.

SWISS GERMAN UNIVERSITY

Unsorted waste has been a problem to the society, where they get disposed in the landfill and cannot be recycled again or they get thrown in a river or streets, damaging the environment. The corrugated box industry is also affected by the lack of sorted waste that has been collected from households, they cannot recycle the waste papers that has been disposed, since it has been mixed up by other waste and damaged the raw materials. This due to the lack of behaviour intention to do household waste sorting in Indonesia, especially around Jabodetabek region. The purpose of this research is to investigate the factors influencing household's intention towards waste sorting which are Attitude, Subjective Norms, Perceived Behavioural Control, Environmental Concern and Personal Moral Obligation. The unit of observations of this research are Indonesians that lives in Jabodetabek region within the age from 18 years old and above. There are 179 responses that passed the screening questions and eligible and qualified to answers the questionnaires. The findings resulted that Subjective Norms, Perceived Behavioural Control, and Personal Moral Obligation are positively influenced with Behavioural Intention. In contrast, Attitude and Environmental Concern does not positively influenced Behavioural Intention.

Keywords: Waste Sorting, Behavioural Intention, Attitude, Subjective Norms, Perceived Behavioural Control, Environmental Concern, Personal Moral Obligation.



DEDICATION

I dedicate this works for the God Almighty Himself Jesus Christ

To my parents, Hero Lukito and Elisabeth Haruki

And to myself; for doing the best of my potential



ACKNOWLEDGEMENTS

I would like to express my gratitude to all the people who have supported me, providing me strength and praying for my success. First, I would like to thank God for His grace and strength that He has given to me, for the health that I have received to achieve my goals. I would also like to thank my parents, Hero Lukito and Elisabeth Haruki, for always be the support system of my life and has guided me to become the man I am today.

I also would like to express my gratitude to my supervisor, Mr. Mochammad Riyadh Rizky Adam, S.T., M.S.M., who has been patiently guided me and his team throughout making this thesis. His guidance and knowledge have been more than helpful to make this thesis a success.

Lastly, I would like thank my friends Ariane, Demetrios, Elycia, Alisha, and Naaziel for challenging me to be the best version of myself and always know to bring out the fun in me. With that, I wish you all the best of life and a great success ahead of you.

TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS.....	7
LIST OF FIGURES.....	9
LIST OF TABLES.....	9
CHAPTER 1 - INTRODUCTION.....	12
1.1. Background.....	12
1.2. Research Problem.....	17
1.3. Research Questions.....	19
1.4. Research Objectives.....	19
1.5. Scope and Limitations.....	20
1.6. Significance of Studies.....	20
CHAPTER 2 – LITERATURE REVIEW.....	21
2.1. Framework of Thinking.....	21
2.2. Theory of Planned Behaviour.....	22
2.2.1. Attitude.....	25
2.2.2. Subjective Norms.....	26
2.2.3. Perceived Behavioural Control.....	27
2.2.4. Environmental Concern.....	28
2.2.5. Personal Moral Obligation.....	30
2.2.6. Behavioural Intention.....	31
2.3. Previous Studies.....	33
2.4. Study Differences.....	41
2.5. Research Model.....	43
2.6. Hypothesis Development.....	43
CHAPTER 3 – RESEARCH METHODS.....	47
3.1. Type of Study.....	47
3.2. Unit Analysis.....	47
3.3. Sampling Design.....	47
3.3.1. Population and Sampling.....	47
3.3.2. Sampling Method.....	48
3.3.3. Sampling Size.....	48
3.4. Timeframe of Study.....	49
3.5. Data Source and Collection.....	49
3.5.1. Type of Data.....	49
3.5.1.1. Primary Data.....	50
3.5.1.2. Secondary Data.....	50
3.5.2. Data Collection Method.....	50

3.5.3.	Questionnaire Development and Structure.....	51
3.5.4.	Variable Operationalization.....	52
3.6.	Data Processing Procedure	55
3.6.1.	Pre-Test.....	55
3.6.2.	Validity Test	56
3.6.3.	Reliability Test	70
3.7.	Post-Test	73
3.7.1	Classical Assumption Test.....	73
3.7.1.1.	Normality Test	73
3.7.1.2.	Linearity Test.....	74
3.7.1.3.	Heteroscedasticity Test	74
3.7.1.4.	Autocorrelation Test	74
3.7.1.5.	Multicollinearity Test	75
3.7.2.	Multiple Regression Analysis.....	75
CHAPTER 4 – RESULT AND DISCUSSIONS		77
4.1.	Descriptive Analysis of Respondents	77
4.2.	Classical Assumption Test.....	79
4.2.1.	Normality Test.....	79
4.2.2.	Linearity Test.....	80
4.2.3.	Heteroscedasticity Test.....	81
4.2.4.	Auto Correlation Test	83
4.2.5.	Multicollinearity Test	84
4.3.	Validity and Reliability Test.....	84
4.3.1.	Validity and Reliability Test of Attitude	85
4.3.2.	Validity and Reliability Test of Subjective Norm.....	87
4.3.3.	Validity and Reliability Test of Perceived Behavioural Control.....	90
4.3.4.	Validity and Reliability Test of Environmental Concern.....	92
4.3.5.	Validity and Reliability Test of Personal Moral Obligation.....	95
4.3.6.	Validity and Reliability Test of Behavioural Intention	97
4.3.7.	Multiple Regression Test.....	100
4.3.7.1.	F-Test	100
4.3.7.2.	T-Test.....	101
4.4.	Hypothesis Results and Discussions.....	102
CHAPTER 5 – CONCLUSIONS AND RECOMMENDATIONS		106
5.1.	Conclusion	106
5.2.	Managerial Implications	107
5.2.1.	Attitude	107
5.2.2.	Subjective Norms	109
5.2.3.	Perceived behavioural Control	111
5.2.4.	Environmental Concern	112
5.2.5.	Personal Moral Obligation.....	114
5.2.6.	Behavioural Intention	116
5.3.	Recommendations for Further Research	117
GLOSSARY		118
REFERENCES		120
APPENDIX		131
Appendix 1: Questionnaires.....		131
Appendix 2: Curriculum Vitae.....		143

LIST OF FIGURES

Figures	Page
Figure 1. 1 Percentage of Type of Waste.....	14
Figure 1. 2 Municipal Waste Composition in Indonesia, 2018	15
Figure 1. 3 Waste handling in Indonesian household	16
Figure 2. 1 Framework of Thinking.....	22
Figure 2. 2 Model of Theory of Reasoned Action.....	23
Figure 2. 3 Models of the theory of planned behaviour.....	23
Figure 2. 4 Research Model.....	43
Figure 4. 1. Histogram	80
Figure 4. 2. Normal P-Plot.....	81
Figure 4. 3. Scatterplot.....	82
Figure 5. 1. Instruction to Sort Waste Example.....	109
Figure 5. 2. Public Service Advertisement Prambors	113
Figure 5. 3. Yakult Seminar in Al-Falaah School.....	115
Figure 5. 4. Yakult Seminar in Nurul Fikri School.....	116

LIST OF TABLES

Table	Page
Table 2. 1 List of Previous Studies	41
Table 2. 2 Comparison of Previous Studies with the Current Studies.....	42
Table 3. 1 Timeframe of Study	49
Table 3. 2 Likert Scale	51
Table 3. 3 List of Variable Operationalization	55
Table 3. 4 Validity Test Acceptance Parameter.....	56
Table 3. 5 Pre-Test KMO and Bartlett's Test of Attitude.....	57
Table 3. 6 Pre-Test Anti-image Matrices of Attitude	57
Table 3. 7. Pre-Test Communalities of Attitude	58

Table 3. 8. Pre-Test Component Matrix of Attitude	58
Table 3. 9. Pre-Test KMO and Bartlett's Test of Subjective Norm	59
Table 3. 10. Pre-Test Anti-image Matrices of Subjective Norm	59
Table 3. 11. Pre-Test Communalities of Subjective Norm	60
Table 3. 12. Pre-Test Component Matrix of Subjective Norm	60
Table 3. 13. Pre-Test KMO and Bartlett's Test of Perceived Behavioural Control	61
Table 3. 14. Pre-Test Anti-image Matrices of Perceived Behavioural Control	61
Table 3. 15. Pre-Test Communalities of Perceived Behavioural Control	62
Table 3. 16. Pre-Test Component Matrix of Perceived Behavioural Control	62
Table 3. 17. Pre-Test KMO and Bartlett's Test of Environmental Concern	63
Table 3. 18. Pre-Test Anti-image Matrices of Environmental Concern	63
Table 3. 19. Pre-Test Communalities of Environmental Concern	64
Table 3. 20. Pre-Test Component Matrix of Environmental Concern	64
Table 3. 21. Pre-Test KMO and Bartlett's Test of Personal Moral Obligation	65
Table 3. 22. Pre-Test Anti-image Matrices of Personal Moral Obligation	65
Table 3. 23. Pre-Test Communalities of Personal Moral Obligation	66
Table 3. 24. Pre-Test Component Matrix of Personal Moral Obligation	66
Table 3. 25. Pre-Test KMO and Bartlett's Test of Behavioural Intention	67
Table 3. 26. Pre-Test Anti-image Matrices of Behavioural Intention	67
Table 3. 27. Pre-Test Communalities of Behavioural Intention	68
Table 3. 28. Pre-Test Component Matrix of Behavioural Intention Attempt 1	68
Table 3. 29. Pre-Test Component Matrix of Behavioural Intention Attempt 2	69
Table 3. 30. Pre-Test Component Matrix of Behavioural Intention Attempt 3	69
Table 3. 31. Cronbach's Alpha Measurement Table	70
Table 3. 32. Overview Pre-Test Result of Reliability Test	71
Table 3. 33. Pre-Test Reliability Test of Attitude	71
Table 3. 34. Pre-Test Reliability Test of Subjective Norm	71
Table 3. 35. Pre-Test Reliability Test of Perceived Behavioural Control	72
Table 3. 36. Pre-Test Reliability Test of Environmental Concern	72
Table 3. 37. Pre-Test Reliability Test of Personal Moral Obligation	72
Table 3. 38. Pre-Test Reliability Test of Behavioural Intention	73
Table 4. 1. Respondents Profile	78
Table 4. 2. One-Sample Kolmogorov-Smirnov Test	80
Table 4. 3. Autocorrelation Test	83
Table 4. 4. Multicollinearity Test	84
Table 4. 5. KMO and Bartlett's Test of Attitude	85
Table 4. 6. Anti-image Matrices of Attitude	85
Table 4. 7. Communalities of Attitude	86
Table 4. 8. Component Matrix of Attitude	86
Table 4. 9. Reliability Test of Attitude	87
Table 4. 10. KMO and Bartlett's Test of Subjective Norm	87
Table 4. 11. Anti-image Matrices of Subjective Norm	88
Table 4. 12. Communalities of Subjective Norm	88
Table 4. 13. Component Matrix of Subjective Norm	89
Table 4. 14. Reliability Test of Subjective Norm	89
Table 4. 15. KMO and Bartlett's Test of Perceived Behavioural Control	90
Table 4. 16. Anti-image Matrices of Perceived Behavioural Control	90

Table 4. 17. Communalities of Perceived Behavioural Control	91
Table 4. 18. Component Matrix of Perceived Behavioural Control	91
Table 4. 19. Reliability Test of Perceived Behavioural Control.....	92
Table 4. 20. KMO and Bartlett's Test of Environmental Concern.....	92
Table 4. 21. Anti-image Matrices of Environmental Concern.....	93
Table 4. 22. Communalities of Environmental Concern	93
Table 4. 23. Component Matrix of Environmental Concern	94
Table 4. 24. Reliability Test of Environmental Concern	94
Table 4. 25. KMO and Bartlett's Test of Personal Moral Obligation.....	95
Table 4. 26. Anti-image Matrices of Personal Moral Obligation	95
Table 4. 27. Communalities of Personal Moral Obligation	96
Table 4. 28. Component Matrix of Personal Moral Obligation.....	96
Table 4. 29. Reliability Test of Personal Moral Obligation.....	97
Table 4. 30. KMO and Bartlett's Test of Behavioural Intention	97
Table 4. 31. Anti-image Matrices of Behavioural Intention	98
Table 4. 32. Communalities of Behavioural Intention.....	98
Table 4. 33. Component Matrix of Behavioural Intention.....	99
Table 4. 34. Reliability Test of Behavioural Intention	99
Table 4. 35. F-Test Result.....	100
Table 4. 36. T-Test Result.....	101
Table 4. 37. T-Test Result Analysis.....	101
Table 4. 38. Hypothesis Result	102
Table 5. 1. Attitude Summary.....	107
Table 5. 2. Subjective Norms Summary	110
Table 5. 3. Perceived Behavioural Control Summary	111
Table 5. 4. Environmental Concern Summary.....	112
Table 5. 5. Personal Moral Obligation Summary	114
Table 5. 6. Behavioural Intention Summary	116