Correlation between the willingness to compromise and effectiveness of regional regulations with green consumer behaviour

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ABSTRACT

The objective of this study is to find the correlation between the effectiveness level of regional regulations and willingness to compromise with green consumer behaviour. This research applied use correlational surveys with 100 samples housewives in Bogor city. The data analysis technique used is multiple regression. The result of this research shows that there is a very significant positive relationship that has a local regulation permit with green consumer behaviour, with a variable contribution of 56.2%. There is a very significant positive relationship between willingness to compromise with green consumer behaviour, with the variable contribution being 38.3%. There is a very significant positive relationship between the application of local regulations and the willingness to compromise together with green consumer behaviour, with the variable contribution being 57.9%. The functional relationship between the application of local regulations and willingness to compromise with the green consumer behaviour variable fulfills the regression equation $\hat{Y}12 = 21.866 + 0.404X1 + 0.214X2$ and this relationship is significant.

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui hubungan antara tingkat efektivitas peraturan daerah dan kemauan berkompromi dengan perilaku konsumen hijau. Penelitian ini menggunakan metode survei korelasional dengan sampel 100 ibu rumah tangga di kota Bogor. Teknik analisis data yang digunakan adalah regresi berganda. Hasil penelitian menunjukkan bahwa terdapat hubungan positif yang sangat signifikan antara izin peraturan daerah dengan perilaku konsumen hijau, dengan kontribusi variabel sebesar 56,2%. Terdapat hubungan positif yang sangat signifikan antara kesediaan berkompromi dengan perilaku konsumen hijau, dengan kontribusi variabel sebesar 38,3%. Terdapat hubungan positif yang sangat signifikan antara penerapan peraturan daerah dengan kemauan berkompromi dengan perilaku konsumen hijau, dengan kontribusi variabel sebesar 57,9%. Hubungan fungsional antara penerapan peraturan daerah dan kemauan berkompromi dengan variabel perilaku konsumen hijau memenuhi persamaan regresi $\hat{Y}12 = 21.866 + 0,404X1 + 0,214X2$ dan hubungan ini signifikan.

Keywords: *effectiveness, green consumer behaviour, local regulations, willingness to compromise*

INTRODUCTION

Fast economic growth encouraging the happening of consumption and natural resources exploitation in excessive way so that it inflicts environmental damage. The implication of environmental damage according to (Biswas & Roy, 2014) include global warming, environmental degradation (soil, air, and water), depletion of ozone layer, and as well as having an impact on the decline in the quality of social life and health caused by.

From all the types of trash, the most dangerous is certainly plastic waste. These days, the society using plastic as the food container and as well as other functions. Disposable food containers that made of plastic are considered more practical, whereas like what we know that this plastic material is difficult to decompose by soil. To this day, Indonesian Government continues to strive to reduce the amount of plastic waste. The various policies and program are arranged as the step in the reduction of plastic waste. Program trial have conducted in 2016 to reduce plastic waste by charging a fee of two hundred rupiah for the consumers who want to use plastic bag for their groceries. At that time, the government collaborated with retailers and supermarkets to support the trial of that policy.

In compiling the laws and regulations, the local government loads and manages the application of regional autonomy and accommodates the particular conditions of the region. The local government has the authority and as well as the independence in managing all regional government affairs, in order to run their respective regional autonomy.

This research is a continuation of the previous relevant research about how effective the local regulations on public awareness of environmental care practice, and would like to find correlation between the effectiveness of regional regulations application and green consumer behaviour, correlation between willingness to compromise and green consumer behaviour, as well as correlation between regional regulations and willingness to compromise simultaneously with the green consumer behaviour.

METHODS

The research design that is used in this research is quantitative correlational survey design as seen on below diagram (Figure 1).

The population of housewives with the sample in this research was using random sampling or gradually sample (stratified sampling). The sampling process carried out in stages. According to Slovin formula, so that the sample that should be examined is minimum of 100 samples.

The data collecting technique was carried out using a Likert scale instrument for the three variables. The data analysis technique used in this research was correlational analysis used to find the relation or the influence between one variable and another.
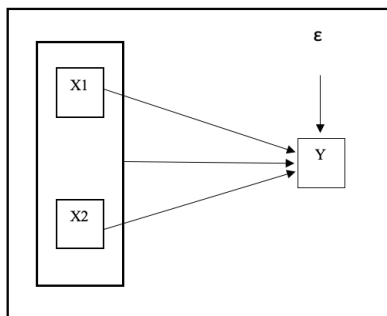
Figure 1. Diagram of research design

Where X1: the effectiveness of regional regulations application, X2 : willingness to compromise, Y: green consumer behaviour, and ε: the other variables that are not examined
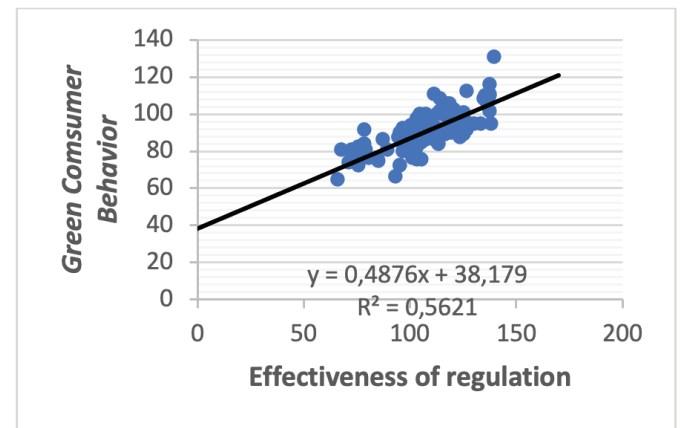
RESULTS AND DISCUSSION

Correlation between the effectiveness of regional regulations application and green consumer behaviour

Based on the research result, there is found very significant correlation between the effectiveness of regional regulations application with green consumer behaviour. The equation of regression is $\hat{Y} = 38.1786 + 0.4876X_1$. (Figure 2). While there was coefficient of correlation 0.75 with significant different t test (t=11.217; p<0.01).

Through ANOVA test could explain that very significant different F= 5.827 (p<0.01) as is shown in Table 1.

The value of the coefficient of determination between effectiveness of regional regulations application variable and green consumer behaviour is 0.562 (56.2%). This matter indicates that 56.2% of green consumer behaviour caused by the presence of effectiveness of regional regulations application, while 43.8% caused by the other factors. The functional relation namely regression between effectiveness regional regulations

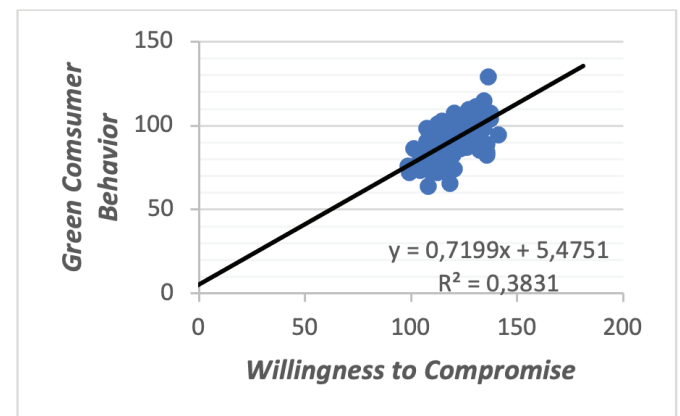application (X_1) and green consumer behaviour (Y) is as well as significant and that regression follows.

Figure 2. Regression equation of correlation between effectiveness of regulation with customers behaviour

Correlation between willingness to compromise and green consumer behaviour

Based on the research result, significant correlation was found between willingness to compromise variable and green consumer behaviour. The equation of regression $\hat{Y} = 5.4751 + 0.7199X_2$ (Figure 3). While there was coefficient of correlation 0,6189 with significant different t test (t=7.801; p<0.01).

Through ANOVA test could explain that very significant different F= 5.827 (p<0.01) as shown in Table 2.

The value of the coefficient of determination between willingness to compromise variable and green consumer behaviour is 0.383 (38.3%). This matter indicates that 38.3% green consumer behaviour caused by the presence of willingness to compromise contribution, while 61.7% caused by the other factors. The functional relation namely regression between willingness to compromise (X_2) and green consumer behaviour (Y) is as well as significant and the regression follows the equation $\hat{Y} = 5.4751 + 0.7199X_2$.

Figure 3. Regression equation between willingness to compromise with customers behaviour

Correlation between effectiveness of regional regulations application and willingness to compromises together with green consumer behaviour

The correlation between effectiveness of regional regulations and willingness to compromise simultaneously have the correlation coefficient 0.761 thee as significant different, so that the determination coefficient is 0.579 and it indicates that 57.9% green consumer behaviour could be materialized from the presence of effectiveness of regional regulations application variable and willingness to compromise

simultaneously and 42.1% is the contribution from the other factors. Functional relation, regression simultaneously between the effectiveness of Regional regulations and willingness to compromise with green consumer behaviour (F= 66.7947 p<0.01; Table 3) also significant and the regression follows the equation $\hat{Y} = 21.866 + 0.404X_1 + 0.214X_2$.

Both factors of effectiveness of regional regulations application and willingness to compromise simultaneously turned out to give contribution that significant for the enhancement of green consumer behaviour.

Table 1. ANOVA test of correlation between effectiveness of regulation with customers behaviour

Source	dk	JK	RJK	F	F table 0.05	F table 0.01	Remarks
Total	100	839984.00					
Coefficient (a)	1	826281.00	826281.00				
Regression (b/a)	1	769.03	769.03				
Residual (S)	98	12933.97	131.98	5.827**	3.938	6.901	Very Sig.
	49	144763.18	2954.35	0.918ns	1.607	1.962	
Error	49	157697.15	3218.31				

Table 2. ANOVA test correlation between effectiveness of regulation with customers behaviour

Source	dk	JK	RJK	F	F table 0.05	F table 0.01	Remarks
Total	100	839984.00					
Coefficient (a)	1	826281.00	826281.00				
Regression (b/a)	1	1244.38	1244.38				
Residual (S)	98	12458.62	127.13	9.788**	3.938	6.901	Very Sig.
	36	145238.53	4034.40	1.586ns	1.607	1.956	Linear
Error	62	157697.15	2543.50				

Table 3. Result of ANOVA regression of effectiveness of regional regulation application, willingness to compromise, and green consumer behaviour

Source	JK	dh	RJK	F	F table $\alpha = 0.05$	F table $\alpha = 0.01$	Remarks
Regression (b/a)	7939	2	3969	66.7947**	3.090	4.831	Very Sig.
Residual (S)	5764	97	59.4259				
Total	13703	99					

CONCLUSION

There is positive relation that highly significant between effectiveness of regional regulations application and green consumer behaviour. The function relation between effectiveness of regional regulations application and green consumer behaviour fulfill the regression equation $\hat{Y}_1 = 38.1786 + 0.4876X_1$.

There is positive relation that highly significant between willingness to compromise and green consumer behaviour. The functional relation between willingness to compromise and green consumer behaviour fulfills the regression equation $\hat{Y}_2 = 5.4751 + 0.7199X_2$ and that relation is significant.

There is positive relation that highly significant

between effectiveness of regional regulations application and willingness to compromise simultaneously with green consumer behaviour fulfills the regression equation $\hat{Y}_{12} = 21.866 + 0.404X_1 + 0.214X_2$.

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