CORRELATION BETWEEN THE WILLINGNESS TO COMPROMISE AND EFFECTIVENESS OF REGIONAL REGULATIONS WITH

GREEN CONSUMER BEHAVIOR

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**ABSTRAK**

Penelitian ini bertujuan untuk analisis hubungan antara efektivitas peraturan daerah, *willingness to compromise*, dan *green consumer behavior*. Penelitian dilakukan di wilayah Kota Bogor. Metode penelitian menggunakan Teknik korelasional survey terhadap 100 sampel ibu rumah tangga pada usia produktif menggunakan teknik *multistage random* sampling. Kuesioner disebarkan kepada para ibu rumah tangga usia produktif di Kecamatan Bogor Timur. Hasil penelitian terdapat hubungan positif yang sangat signifikan antara efektivitas penerapan peraturan daerah dengan *green consumer behavior* dengan besarnya kontribusi variabel adalah 56,2%. Terdapat hubungan positif yang sangat signifikan antara *willingness to compromise* dengan *green consumer behavior* dengan besarnya kontribusi variabel adalah 38,3 %. Terdapat hubungan positif yang sangat signifikan antara efektivitas penerapan peraturan daerah dan *willingness to compromise* secara bersama-sama dengan *green consumer behavior* dengan besarnya kontribusi variabel adalah 57,9 %. Hubungan fungsional antara efektivitas penerapan peraturan daerah dan *willingness to compromise* dengan variabel *green consumer behavior* memenuhi persamaan regresi Ŷ12 = 21,866 + 0,404X1 + 0,214X2 dan hubungan tersebut bersifat signifikan.

**Kata kunci:** *green consumer behavior*, efektivitas penerapan peraturan daerah, *willingness to compromise*

***ABSTRACT***

*This study aims to found the correlation between the effectiveness level of regional regulations and willingness to compromise with green consumer behavior. 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 is that there is a very significant positive relationship that has a local regulation permit with green consumer behavior with a variable contribution of 56.2%. There is a very significant positive relationship between willingness to compromise with green consumer behavior 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 behavior with the variable contribution being 57.9%. The functional relationship between the application of local regulations and willingness to compromise with the green consumer behavior variable fulfills the regression equation Ŷ12 = 21,866 + 0,404X1 + 0,214X2  and this relationship is significant.*

***Keywords****: green consumer behavior, effectiveness implementing 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 (Bisway & 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.

Based on the data, this research could be the continuation of the previous relevant research about how effective the local regulations on public awareness of environmental care practice.

The formulation of the problem in this research are:

1. Does correlation between the effectiveness of regional regulations application and green consumer behavior?
2. Does correlation between willingness to compromise and green consumer behavior?
3. Does correlation between regional regulations and willingness to compromise simultaneously with green consumer behavior?

**METHODS**

The research design that is used in this research is quantitative correlational survey design

X1

X2

Y

ε

Picture explanation:

X1 = The effectiveness of regional regulations application

X2 = *Willingness to compromise*

Y = *Green consumer behavior*

ε = The other variables not examinated

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 examinated 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 varible and another.

**RESULT AND DISCUSSION**

1. The correlation between The Effectiveness of Regional Regulations Application (X1) and Green Consumer Behavior (Y)

Based on the research result, there was found very significant correlation between the Effectiveness of Regional Regulations Impletion with Green Consumer Behavior. The equation of regression Ŷ = 38,1786 + 0,4876X1. (Fig. 2). While there was coefficient of correlation 0,75 with significant different t test (t=11,217; p<0,01).

Fig.2. Regression equation between effectiveness of regulation with customers behaviour

Through ANOVA test could explain that very significant different F= 5,827 (p<0,01) as shn n table 1.

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Source** | **dk** | **JK** | **RJK** | **F** | **F table** | | **Remarks** |
| **0,05** | **0,01** |
| Total | 100 | 839984,00 |  |  |  |  |  |
| Coefficient (a) | 1 | 826281,00 | 826281,00 |  |  |  |  |
| Regresion (b/a) | 1 | 769,03 | 769,03 |  |  |  |  |
| Residual (S) | 98 | 12933,97 | 131,98 | 5,827\*\* | 3,938 | 6,901 | Very Sig. |
| Tuna Cocok | 49 | 144763,18 | 2954,35 | 0,918ns | 1,607 | 1,962 |  |
| Galat *(Error)* | 49 | 157697,15 | 3218,31 |  |  |  |  |

The value of the coefficient of determination between Effectiveness of Regional Regulations Impleation variable and Green Consumer Behavior is 0,562 (56,2%). This matter indicates that 56,2% of Green Consumer Behavior caused by the presence of Effectiveness of Regional Regulations Application, while 43,8% caused by another factor. The functional relation namely regression between Effectivenes Regional Regulations Application (X1) and Green Consumer Behavior (Y) is as well as significant and that regression follows

1. The relation between Willingness to Compromise (X2) and Green Consumer Behavior (Y)

Based on the research result, significant correlation was found between Willingness to Compromise variable and Green Consumer Behavior. The equation of regression Ŷ = 5,4751 + 0,7199X2. (Fig. 3). While there was coefficient of correlation 0,6189 with significant different t test (t=7,801; p<0,01).

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

Through ANOVA test could explain that very significant different F= 5,827 (p<0,01) as shn n table 1.

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sources** | **dk** | **JK** | **RJK** | **F** | **F table** | | **Remarks** |
| **0,05** | **0,01** |
| Total | 100 | 839984,00 |  |  |  |  |  |
| Coefficient (a) | 1 | 826281,00 | 826281,00 |  |  |  |  |
| Regresion (b/a) | 1 | 1244,38 | 1244,38 |  |  |  |  |
| Residual (S) | 98 | 12458,62 | 127,13 | 9,788\*\* | 3.938 | 6.901 | Very Sig. |
| Tuna Cocok | 36 | 145238,53 | 4034,40 | 1,586ns | 1.607 | 1.956 | linear |
| Galat *(Error)* | 62 | 157697,15 | 2543,50 |  |  |  |  |

The value of the coefficient of determination between Willingness to Compromise variable and Green Consumer Behavior is 0,383 (38,3%). This matter indicates that 38,3% Green Consumer Behavior caused by the presence of Willingness to Compromise contribution, while 61,7% caused by another factor. The functional relation namely regression between Willingness to Compromise (X2) and Green Consumer Behavior (Y) is as well as significant and the regression follows the equation Ŷ = 5,4751 + 0,7199X2.

1. The relation between Effectiveness of Regional Regulations Application (X1) and Willingness to Compromise (X2) simultaneously with Green Consumer Behavior (Y)

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 Behavior 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 another factor. Functional relation, regression simultaneously between The Effectiveness of Regional Regulations and Willingness to Compromise with Green Consumer Behavior ( F= 66,7947 p<0,01; Table 3) also significant and the regression follows the equation Ŷ = 21,866 + 0,404X1 + 0,214X2

Table 3. Anova egression Effectiveness of Regional Regulations Willingness to Compromise Green Consumer Behavior

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sces** | **JK** | **db** | **RJK** | **F hitung** | **F tabel** | | **Kesimpulan** |
| **α = 0,05** | **α = 0,01** |
| Regresi | 7939 | 2 | 3969 | 66,7947\*\* | 3,090 | 4,831 | **Sangat signifikan** |
| Residu | 5764 | 97 | 59,4259 |  |  |  |  |
| Total | 13703 | 99 |  |  |  |  |  |

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 Behavior.

**CONCLUSION**

1. There is positive relation that highly significant between effectiveness of regional regulations application and green consumer behavior. The function relation between effectiveness of regional regulations application and green consumer behavior fulfill the regression equation Ŷ1 = 38,1786 + 0,4876X1.
2. There is positive relation that highly significant between willingness to compromise and green consumer behavior. The functional relation between willingness to compromise and green consumer behavior fulfills the regression equation Ŷ2 = 5,4751 + 0,7199X2 and that relation is significant.
3. There is positive relation that highly significant between effectiveness of regional regulations application and willingness to compromise simultaneously with green consumer behavior fulfills the regression equation Ŷ12 = 21,866 + 0,404X1 + 0,214X2

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