

ABSTRACT

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THE INFLUENCE OF ENVIRONMENTAL AWARENESS, INTEREST IN THE ENVIRONMENT, AND STUDENTS' PERCEPTIONS WITH MODERATION OF SOCIAL SUPPORT ON ENVIRONMENTALLY FRIENDLY BEHAVIOR AT STRADA SANTA MARIA PRIMARY SCHOOL, TANGERANG

(xiii + 98 pages : 5 figures; 17 tabels; 12 appendixes)

This study aims to analyze the influence of students' awareness, interest, and perception of environmentally friendly behavior, as well as the role of social support from family and peers in strengthening students' environmentally friendly habits. The method used is a quantitative survey with samples of students from various levels of education. Data were analyzed using multiple regression and path analysis through the SMART PLS program. The results showed that awareness of environmental issues has a positive and significant effect on environmentally friendly behavior, with a very small P-value. Interest was also shown to have a significant effect on environmentally friendly behavior, while perceptions of the importance of environmental issues did not show a significant effect. Simultaneous testing showed that the independent variables (awareness, interest, and perception) together had a significant effect on environmentally friendly behavior. Based on path analysis, it was found that the indirect influence between the independent variables (Awareness, Interest and Perception) on Environmentally Friendly Behavior through Social Support showed a small value and was negative. Awareness (X1) has an indirect influence of -0.0014, while Interest (X2) has an indirect influence of -0.0041, and Perception (X3) shows an indirect influence of -0.0045 through Social Support (M). In addition, the relationship between Perception (X3) and Social Support (M) was proven to be significant with a t statistical value of 3.477 at a significance level of 0.001. These results indicate that Social Support tends to weaken the relationship between independent variables and Environmentally Friendly Behavior.

Keywords: Awareness, Interest, Perception, Environmentally Friendly Behavior, Social Support

Reference : 53 (1913 – 2024)

ABSTRAK

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PENGARUH KESADARAN AKAN LINGKUNGAN, MINAT TERHADAP LINGKUNGAN, DAN PERSEPSI SISWA DENGAN MODERASI DUKUNGAN SOSIAL TERHADAP PERILAKU RAMAH LINGKUNGAN DI SD STRADA SANTA MARIA TANGERANG.

(xiii + 98 halaman : 5 gambar; 17 tabel, 12 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh kesadaran, minat, dan persepsi siswa terhadap perilaku ramah lingkungan, serta peran dukungan sosial dari keluarga dan teman sebaya dalam memperkuat kebiasaan ramah lingkungan siswa. Metode yang digunakan adalah kuantitatif dengan sampel siswa dari berbagai jenjang pendidikan. Data dianalisis menggunakan regresi berganda dan analisis jalur (path analysis) melalui program SMART PLS. Hasil penelitian menunjukkan bahwa kesadaran terhadap isu lingkungan berpengaruh positif dan signifikan terhadap perilaku ramah lingkungan, dengan P-value yang sangat kecil. Minat juga terbukti berpengaruh signifikan terhadap perilaku ramah lingkungan, sementara persepsi terhadap pentingnya isu lingkungan tidak menunjukkan pengaruh signifikan. Pengujian simultan menunjukkan bahwa variabel-variabel bebas (kesadaran, minat, dan persepsi) secara bersama-sama berpengaruh signifikan terhadap perilaku ramah lingkungan. Berdasarkan analisis jalur, ditemukan bahwa pengaruh tidak langsung antara variabel independen (Kesadaran, Minat, dan Persepsi) terhadap Perilaku Ramah Lingkungan melalui Dukungan Sosial menunjukkan nilai yang kecil dan bernilai negatif. Kesadaran (X1) memiliki pengaruh tidak langsung sebesar **-0,0014**, sedangkan Minat (X2) memiliki pengaruh tidak langsung sebesar **-0,0041**, dan Persepsi (X3) menunjukkan pengaruh tidak langsung sebesar **-0,0045** melalui Dukungan Sosial (M). Selain itu, hubungan antara Persepsi (X3) dan Dukungan Sosial (M) terbukti signifikan dengan nilai statistik t sebesar 3,477 pada tingkat signifikansi 0,001. Hasil ini mengindikasikan bahwa Dukungan Sosial cenderung melemahkan hubungan antara variabel independen dengan Perilaku Ramah Lingkungan.

Kata Kunci : Kesadaran, Minat, Persepsi, Perilaku Ramah Lingkungan, Dukungan Sosial

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