

The Relationship Between Environmental Attitudes With Pro-Environmental Behavior Moderated By Agreeableness

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Abstract: *Pro-environmental behavior is influenced by various variables, such as environmental attitudes and personality, namely agreeableness, but several studies fail to reveal the relationship between environmental attitudes with pro-environmental behavior. With the meaning of previous research on the relationship between environmental attitudes and pro-environmental behavior, it still does not have consistent results, so this study uses agreeableness to be a moderator variable in the relationship of environmental attitudes with pro-environmental behavior. The purpose of this study was to determine is there any relationship between environmental attitudes with pro-environmental behavior and to determine if agreeableness moderate both variables or not. This research uses quantitative methods. The scale used in this study is the scale of general ecological behavior, the scale of environmental attitudes, and the scale of agreeableness. The analysis technique used is moderated regression analysis. The subjects of this study were 157 people. The results of this study are that there is a positive relationship between environmental attitudes with pro-environmental behavior, while agreeableness personality fails to moderate the relationship between attitude towards the environment and pro-environmental behavior*

Keyword -- Pro-environmental behavior; environmental attitude; agreeableness

1. INTRODUCTION

Many researchers uncover the definition of pro-environmental behavior. According to Stern (2000), pro-environmental behavior is the extent to which behavior changes the availability of natural resources or energy from the environment. Meanwhile, Joohyung and Sejin (2012) define pro-environmental behavior as a result of individual decision making which is related to one's intentions with beneficial effects on the environment. Besides, pro-environmental behavior can also be defined as all forms of behavior with an effort to save natural resources or energy from the environment and behavior that avoids the least possible environmental damage or even benefits the environment (Steg & Vleg, 2009). There are several things of behavior that can be classified as pro-environmental behavior, such as turning off the lights when the room is not in use, walking or riding a bicycle when going to a nearby area, avoiding the use of food or beverage products with plastic packaging and others (Kaiser, Oerke & Bogner, 2007).

High pro-environmental behavior is quite important to be owned by individuals, pro-environmental behavior has various positive impacts on the environment such as improving the environment towards a more positive quality (Krajhanzl, 2010; Rhead, Elliot & Upham, 2015). Meyer (2015) argues that the benefits of individuals with high pro-environmental behavior are reduced energy consumption, air pollution which can improve human and environmental health, and reduced costs associated with energy consumption. A research that was conducted on adolescent subjects found that individuals with high pro-environmental

behavior tended to reduce bad effects that can damage the environment by improving and maintaining environmental quality (Palupi & Sawitri, 2018). On the other hand, a study has revealed that individuals with high pro-environmental behavior also have high life satisfaction (Schmitt et al., 2018).

Pro-environmental behavior can be influenced by various things. Song and Soopramanien (2019) found that the attachment of a place factor has a positive influence on pro-environmental behavior, This positive relationship is due to individuals who actively engage in social activities and activities in their place of residence tend to respect their place of residence, in other words, these individuals at least do not do any damage the environment in which they live. Junot, Paquet, and Krumm (2017) found positive emotion has a positive relationship with pro-environmental behavior, it is because individuals with positive moods tend to expand more of their attention to the world so that the individual is driven to be aware of natural conditions and environmental problems that lead to the emergence of positive behaviors towards the environment. On the other hand, the high level of education and knowledge of the environment is also an important factor in improving pro-environmental behavior. more educated individuals are more aware to save energy consumption to regulate or save their expenses so that the financial arrangements are manifested by pro-environmental behavior (Meyer, 2015). while in the context of knowledge about the environment, knowledge about the environment can play an important role in improving pro-environmental behavior because individuals who know the environment tend to be able to change their behavior to reduce energy use (Pothitou, Hanna, & Chalvatzis, 2016).

Apart from these various factors, factors that are also significant in influencing pro-environmental behavior are environmental attitudes. Various researchers have revealed that environmental attitudes are positively related to pro-environmental behavior (Rhead, Elliot & Upham, 2015, Bronfman et al., 2014). Environmental attitudes are psychological tendencies expressed by assessing perceptions of beliefs about the natural environment, including factors that affect these qualities, with a degree of like / dislike (Milfont, 2007). But there are inconsistencies in the results of research between environmental attitudes with pro-environmental behavior, in several studies found that there is no relationship between environmental attitudes with pro-environmental behavior (Osman et al., 2014; Evan et al., 2007)

In addition to environmental attitudes, another important variable in pro-environmental behavior is personality. A study found that agreeableness personality dimensions are positively related to pro-environmental behavior (Ilie & Cazan, 2018). Individuals with high agreeableness are individuals who can cooperate, be patient, and be gentle (Ilie & Cazan, 2018). individuals with high agreeableness also tend to be obedient and very concerned about the welfare of their family and friends (Abdollahi et al., 1999). According to Fenton (2017) individuals with high agreeableness also tend to be generous and disciplined. High agreeableness is also associated with high individual empathy which also increases support for the environment, on the other hand, individuals with low agreeableness are associated with a disregard for the welfare of other individuals (Ashton et al., 1998). It can be concluded that individuals with high agreeableness tend to be able to work together, be patient, gentle, obedient, generous, disciplined, have high empathy, and care for other individuals and their families. From the findings of previous studies, found a positive relationship between agreeableness and pro-environmental behavior, but there are still inconsistencies in the results of studies between environmental attitudes with pro-environmental behavior, so the purpose of this study for was to determine the relationship of environmental attitudes with pro-environmental behavior and to determine the relationship of environmental attitudes with pro-environmental behavior that was moderated by agreeableness.

2. METHODS

This research uses quantitative research methods. The subjects of this study were 157 people, consisting of 51 men and 106 women in Indonesia. The data collection technique used was accidental sampling. This study uses three scales for each research variable, environmental attitudes using the Environmental Attitude Scale (Weigel & Weigel, 1978) which has been adapted into Indonesian, consists of 16 items, 2 aspects, and 5 answer choices ($\alpha = 0.698$). For pro-environmental behavior, the researcher uses the General

Ecological Behavior Scale (Kaiser, Oerke & Bogner 2007) which has been adapted into Indonesian, the General Ecological Behavior Scale consists of 6 aspects, 33 items and 5 answer choices ($\alpha = 0,801$). Agreeableness uses the Agreeableness dimension from the Big Five Inventory (John & Srivastava, 1999) which has been adapted into Indonesian, this agreeableness scale consists of 9 items and 5 answer choices ($\alpha = 0,700$). The data analysis method used in this study uses the moderated regression analysis.

3. RESULT AND DISCUSSION

For the first study, the results we obtained are $\beta = 0,357$ with $p < 0.05$ so that it can be said that there is a positive relationship between environmental attitudes with pro-environmental behavior. These results are consistent with the results of previous studies in which high environmental attitudes increase their awareness of the consequences that occur if environmental quality gets worse (Bronfman et al., 2014). A positive relationship between environmental attitudes to pro-environmental behavior means the more positive individual's environmental attitudes will also be higher the pro-environmental behavior, in other words, individuals who have a positive value of beliefs about their perception of the natural environment, those individual will not do any damage to the natural environment and also improve its quality.

In the second study, the results of the analysis of the data obtained is a value of $\beta 0.315$ with $p < 0.05$, it can be said that agreeableness failed to moderate the relationship of attitude to the environment with pro-environmental behavior. The failure of agreeableness in moderating the relationship between environmental attitudes and pro-environmental behavior can be caused by the inconsistency of the agreeableness relationship with pro-environmental behavior in previous studies. According to Ilie and Cazan (2018) agreeableness is positively related to pro-environmental behavior, but other studies reveal that there is no relationship between agreeableness with pro-environmental behavior (Markowitz et al., 2012). Other causes can be made possible because agreeableness tends to be a prosocial and altruism variable rather than as an individual's behavior to the biosphere environment (Markowitz et al., 2012). As the characteristic of high agreeableness, that is cooperation, patience, and gentleness (Ilie & Cazan, 2018), obedient, very concerned about the welfare of family and friends (Abdollahi et al., 1999), generous and disciplined (Fenton, 2017).

The failure of agreeableness to moderate the relationship between attitude towards the environment with pro-environmental behavior can also be due to other variables that are better in influencing the relationship of attitude towards the environment with pro-environmental behavior. Kraus argues (1995) that there are other significant variables in moderating the relationship between environmental attitudes and pro-environmental behavior, namely the self-

monitoring and self-awareness variables (Kraus, 1995). Self-monitoring refers to how a person's ability to regulate behavior, so the relationship between environmental attitudes and pro-environmental behavior depends on how a person's ability to regulate his behavior. Self-awareness refers to how a person is aware of his feelings, motivations, and desires. So the relationship between attitude towards the environment and pro-environmental behavior depends on how a person can be aware of his feelings, motivations, and desires.

Table 1. Relationship between Attitudes to the Environment with Pro Environmentally Moderated Agreeableness Analysis Results

Correlation between variables	β	t	Sig
Environmental attitudes to Pro-environmental behavior	0.357	5.417	0.000*
Environmental attitudes*Agreeableness to Pro-environmental behavior	0.315	1.593	0.113

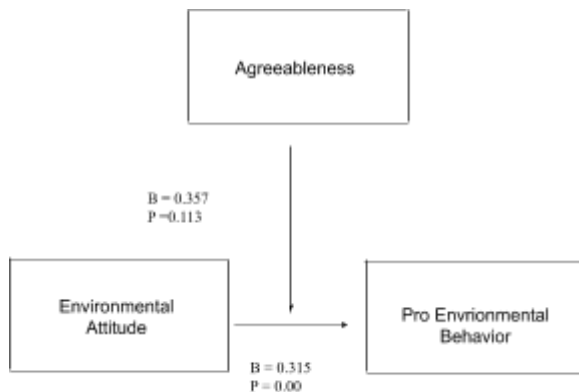


Fig. 1. Interaction of relations in all three variables analysis result.

4. CONCLUSION

The results of the first study of this research is that there is a relationship between environmental attitudes with pro-environmental behavior. Individuals who have a positive attitude towards the environment can increase their pro-environmental behavior. The results of the second study revealed that agreeableness failed to moderate the relationship between attitude towards the environment and pro-environmental behavior, this can be because the relationship between agreeableness and pro-environmental behavior in previous studies has not been consistent enough, another cause is because the characteristics of agreeableness tend to be more directed to prosocial behavior than to the environment. Other studies reveal that there are variables that are more suitable and proven to moderate the relationship of both such as self-attention and self-awareness, this can also be a cause of failure of

agreeableness to moderate environmental attitudes in pro-environmental behavior. This study has several limitations such as the use of accidental sampling as a research sampling method so that the results of this study cannot be generalized, besides, this study does not examine the location of the subject's residence because the subject's residence in the city and the countryside might influence the results of the study.

5. REFERENCES

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