

Influence of Attitude and Motivation to Entrepreneur Behavior in Waste Managing the Industrial of Makassar City

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Abstract

This research aims to find the dominant variables that influence the entrepreneurs behavior in managing waste in the industrial area of Makassar. The sampling technique is using random sampling techniques to obtain 200 respondents. The data were analyzed with multiple linear regression which is expected to determine the effect of one variable to another variable. Variables in this research that entrepreneurs attitude (X1), motivation of entrepreneurs (X2) and the behavior of entrepreneurs (Y). Is dependent variable while is the attitude and motivation of entrepreneurs to the independent variable model constants and coefficients of the variables produces the equation $Y = 3.827 + 0.521X_1 + 0.291X_2$. The results research shows that the value variables attitudes toward positive to behavioral variables for 0.578. The result meant the attitude of entrepreneurs and significant positive effect on behavior that can be interpreted that if the attitude variable the higher the higher the public's behavior. Then the value of the variable motivation towards positive behavior variables for 0.268. The result meant motivation positive and significant effect on the behavior that can be interpreted that if the motivation variable is higher, then the higher of the behavior variables. Conclusion The above description means that the tendency of attitude variable entrepreneurs more dominant variable behavior of entrepreneurs than by the motivation variable.

Keywords: Behavior, Management, Industrial Waste.

INTRODUCTION

The lack of public awareness in environmental management is one of the causes of the ongoing environmental crisis. Chiras (1991)⁽³⁾ which states that the environmental damage caused by human activity who has frontier mentality. The mental frontier are

(1) argued that natural resources are not unlimited; (2) holds that humans are not part of nature; (3) holds that nature to be controlled and used to meet human needs.

Based on Government Regulation No. 24 Year 2009 (Sutanta 2010)⁽¹³⁾ the purpose of industrial estate development, namely: (1) control the utilization of space of industrial area; (2) increasing efforts of environmentally sound industrial development; (3) accelerating the growth of industry in the region; (4) improve the competitiveness of the industry; (5) improve the competitiveness of the investment; and (6) provide certainty in planning and development locations infrastruktur coordinated intersectoral.

Furthermore, the Decree of the Minister of Industry No. 291 of 1989 in Sutanta (2010)⁽¹³⁾ is largely technical standards include, among others: (1) the composition of the land is industrial land maximum of 70%, green open spaces including the buffer zones of at least 10% and infrastructure and means the rest of the land area is 20%; (2) infrastructure that must be provided, namely: road network environments with pavement, telecommunication are networks, sewage treatment plants, street lighting, fire and other needs according to the needs of local communities; (3) the means, the industry must pay attention and prepare facilities clinics, places of worship, security stations, bus stops and other means.

Law No. 32 of 2009)⁽¹⁵⁾ on the protection and processing of environment, stating that the environment is a unity with all things space, power, state, and living creatures, including humans, and behavior that affect nature itself, survival, and human well-being and other living creatures. Based on these explanations, the human role is very important and strategic. Human beings as agents of change in their environment, for human beings and their behavior can influence the survival of all living beings that exist, because the reciprocal relationship between humans and their environment.

Bambang (2006)⁽²⁾ states that the industry has contributed significantly to the development of the national economy to improve the welfare and prosperity of the community. This can be done through the development of industrial areas, covers an area of industrial growth centers, industrial zones, and settlement small industries. an increase in the industrial sector is expected to improve people's lives but the side effects of this sector in the form of waste needs special handling. The waste can be form as; solid waste, liquid waste, and waste gases. There are three types of waste can be issued simultaneously by the industry in accordance with the existing processes in the industry.

Makassar Industrial Area is the first industrial area in the part of Eastern Indonesia. This area is located in the area of Daya and Bira, at District Biringkanaya, Makassar municipality. Makassar Industrial Area Development in an effort to centralize a wide range of industrial activities on a site and as a form of implementation of the Law of the Republic of Indonesia No. 24 of 1992 (14) about Spatial Planning. In addition, the development is expected to Makassar Industrial Area become catalyst for economic growth in South Sulawesi. Along with this area industrial development, in which there are 224 industries or companies built over the area of land covering an area of 203 hectares and it is situated approximately 15 km from the city center and the sea port of Makassar, so the impact caused by the activity of a variety of the industry, could potentially lead to an environmental pollution.

The environmental issues are not separated from human involvement in an industrial area, especially the chemical industry in relation with the problems of pollution and destruction of ecosystems and habitats. Of the area it can be known how the industry, through the process of converting raw materials into useful products with great energy involved. Therefore the waste generated by the industry in the form of waste, even before being released into the environment these wastes processed first. In addition to the problem of waste disposal into the environment by industry, also need to be considered regarding the safety of the process within the industry itself. Moreover, in many cases that cause loss of life and damage to the environment due to lack of understanding of waste. Industry with small, medium and large scale already can not ignore the role of the ISO (International Standards Organization) 14000 of Environment Management System Standard, which systematic approaches and tools on environmental aspects of the industry and other business. In addition Suharto (2011) ⁽¹⁰⁾ states that the elements involved in ISO 14000 is the problem of air emissions, liquid waste disposal, water supply and treatment of household waste, noise, odor, radiation, facilities, plants and aquatic life, the development of the area suburb, physical planning, environmental impact analysis, packaging, use of materials and energy use.

The purpose of this research was to determine the description of the attitude, the motivation and behavior of entrepreneurs in the waste management industry, find out the influence attitudes toward the behavior of entrepreneurs in the waste management industry, determine the effect of motivation on the behavior of entrepreneurs in the waste management industry.

RESEARCH METHODS

The research was conducted in July-December 2015 located in Makassar industrial area, with a number of sample in the research that the various leaders and employees at some companies operating in the Industrial Area Makassar (KIMA), with a total of 200 respondents. The sampling method that is the way surveys and interviews and provide questionnaires to respondents. Review of aspects of the methodology, this study is a quantitative research.

This type of research, it can be seen from the survey research data collection techniques, and the type of correlational research if the review of data analysis techniques. Then from this type of research classified according to destination in applied research, ie research aimed to obtain information that can be used to solve problems of practical life (Suriasumantri, 2010)⁽¹²⁾. While the types and categorized data analysis in quantitative research (Sugiyono, 2012) ⁽⁹⁾.

This research aims to find the dominant variables that influence on people's behavior in waste management entrepreneurs in the industrial area of Makassar. Based on the data, information and facts obtained, then the data is analyzed by using multiple linear regression analysis to determine the condition of each of the variables studied, which is expected to note the effect of one variable to another variable. The variables in this study consisted of the independent variable is the variable attitude of entrepreneurs

(X1), motivation variable entrepreneurs (X2) and the dependent variable is the behavior of entrepreneurs (Y).

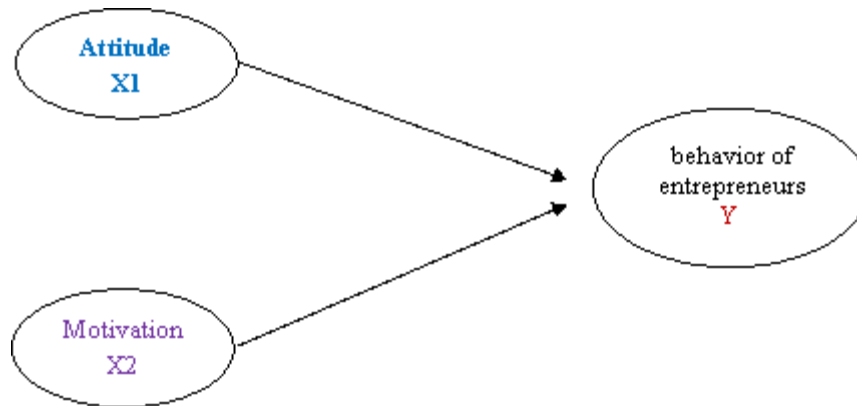


Figure 1. Research design.

RESEARCH RESULTS

Descriptive analysis

Descriptive statistical analysis meant to describe the general conditions based on the data and information obtained in relation with pre-defined categories of variable attitude, motivation and behavior of entrepreneurs.

Table 1. Distribution of respondents by attitude of entrepreneurs

Category	Frequency	Percent
strongly disagree	12.00	6.00
disagree	42.00	21.00
doubtful	69.00	34.00
Agree	57.00	28.00
strongly agree	20.00	10.00
	200.00	100.00

Table 1 above shows the distribution of research data by Entrepreneurs that attitude of entrepreneurs variable divided into five levels categories in describing the condition of respondents. From the table above, the category of respondents with an attitude strongly disagree obtained for 6.00% or 12 of the 200 total respondents, disapproval obtained by 21.00% or 42 of the 200 total respondents, hesitant attitude obtained by 34.00% or 69 of the 200 total respondents attitude agreed obtained amounted to 28.00% or 57 of the 200 total respondents and strongly agreed attitude obtained 10.00% or 20 of the 200 total respondents.

From these results it can be concluded that the tendencyattitudes of entrepreneurs variable of respondents' to entrepreneursis categorized as doubtful, the percentage of 34. 00%.

Table 2: Distribution of respondents by Motivation of Entrepreneurs

Category	Frequency	Percent
Very low	34. 00	17. 50
Low	43. 00	21. 50
Moderate	65. 00	32. 50
High	45. 00	22. 50
Very High	12. 00	6. 00
	200. 00	100. 00

Table 2 above shows the distribution of research data based entrepreneurs motivation variable which is divided into five levels categories in describing the condition of respondents.

Based on the table it can be stated that, groups of respondents are motivated by very low obtained by 17. 50% or 34 of the 200 total respondents, low motivation obtained by 21. 50% or 43 of the 200 total respondents, the motivation is moderate by 32. 50% or 65 of the 200 total respondents, high motivation obtained by 22. 50% or 45 of the 200 total respondents and the then very high motivation obtained by 600% or 12 of the 200 total respondents.

From these results it can be concluded that the tendency of respondents to the motivation variable entrepreneursbehaviour are categorized by the percentage being 32. 50%.

Table 3: Distribution of respondents by Entrepreneurs Behavior

	Frequency	Percent
Never	25. 00	12. 50
Rarely	47. 00	23. 50
Sometimes	88. 00	44. 00
Often	32. 00	16. 50
Always	8. 00	4. 50
	200. 00	100. 00

Table 3 above shows the distribution of research data based on the variable behavior of entrepreneurs are divided into five levels categories in describing the condition of respondents. Based on the table it can be stated that, the category of respondent behavior is never obtained by 12. 50% or 25 of the 200 total respondents, behavior is rarely obtained by 23. 50% or 47 of the 200 total respondents, the behavior is sometimes obtained by 44. 00% or 88 out of 200 total respondents, behavior is often

obtained by 16. 50% or 32 of the 200 total respondents and the latter behavior is always obtained by 4. 50 or 8% of the 200 total respondents. From these results it can be concluded that the tendency of respondents to the variable behavior categorized sometimes with the percentage of 44. 00%.

Classic assumption test

To determine whether the resulting model is a fit model that produces a linear estimator bias is not the best it is necessary to test the assumption of the classical model of irregularities symptoms. Classical assumptions that must be met to get a good model is normality, non multicolinierity, non heteroscedastisity.

Normality

One of the easiest seeing residuals normality is to look at the histogram graph that compares the observation data is approximately normally distributed. But sometimes see this histogram can be misleading. Especially to the small sample size, criteria for decision making with analysis chart (normal probability). If the data is spread around the diagonal line and follow the direction of the diagonal, then the model meet the assumption of normality. If the data are spread far from the diagonal line, the model did not meet the assumptions of normality(Santos, 2014)⁽⁶⁾

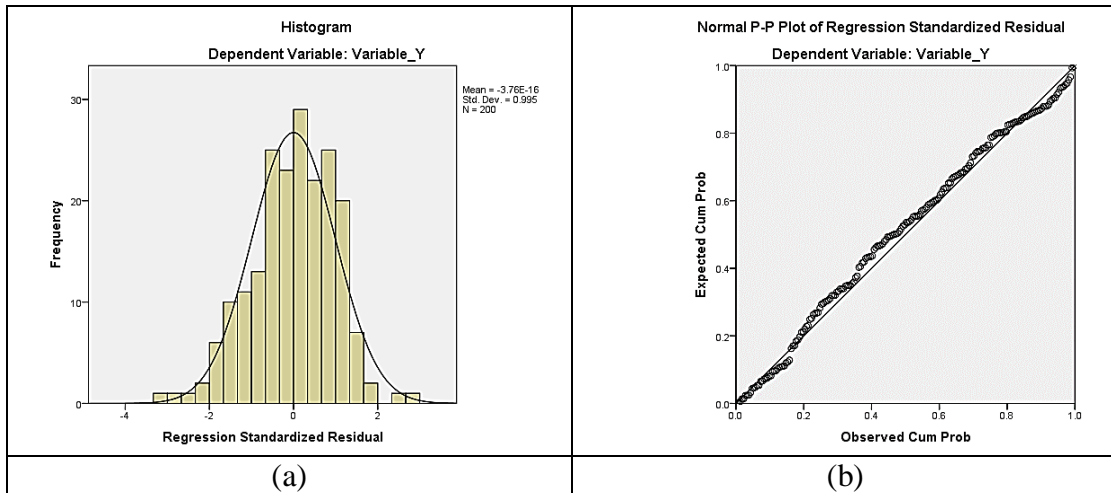


Figure 1. a) Histogram of Normality; b) Normal P-P Graph Plot

From the display of normality histogram and the plot normal graph can be concluded that histogram graph gives data on the distribution patterns or the residual value shows a normal distribution (bell form). While in the normal graph plots the data visible (in the form of dot) spread around the diagonal line and follow the direction of the diagonal, then the model to meet the assumptions of data normality. If spread far from the diagonal line, the model did not meet the assumptions of normality. Both graphs show that the regression model to meet the assumptions of normality or residue of the model can be considered normal distribution.

Heteroskedastisity

Heteroskedastisity test aimed at testing whether the variance of the model occurred inequality residual one observation to another observation. If the variance of the residuals of the observations to other observations that remain, it is called and if different homokedastisitas called heteroskedastisity. A good model is the homoskedastisitas. If there is a specific pattern, such as dots that no particular form regular patterns (wavy, widened and then narrowed), then the indicate has occurred Heteroskedastisity. If there is no clear pattern, as well as the points spread above and below the number 0 on the Y axis, then it does not occurred Heteroskedastis.

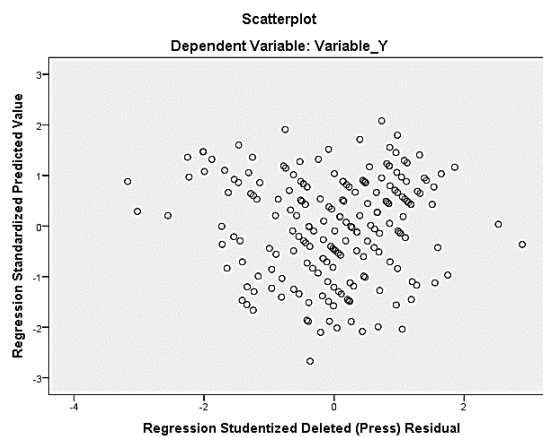


Figure 2. Scatterplot heteroskedastisity

Based on Figure 2 the results of the scatter plot seems that the plot formed spreads do not have a specific pattern or spread above and below zero on the Y axis as well as on the right and left on the X axis This indicates that the model is not occurred relation between the variables dependent with residual value. Thus the assumption of non heteroskedastisity models are fulfilled.

Multicolinearity

Multicolinearity shows the relationship between the independent variables in the model. A good model did not show any symptoms multikolinieritas. The detection of the presence or absence of multicollinearity done by looking VIF value and Tolerance. If the value of VIF <10 and the value of Tolerance > 0. 10 then the model is free from multicollinearity (Santoso, 2014). Below is the VIF value and the resulting Tolerance

Tabel 4. Collinearity Statistics

Model	Tolerance	VIF
Attitude	. 995	1. 005
Motivation	. 995	1. 005

From Table 4 above shows that VIF of all independent variables in the model above <10 and Tolerance values > 0. 10. So it can be said to be free from multikolinieritas models. Thus the assumption of non multikolinieritas on the model has been fulfilled.

Multiple Linear Regression Analysis

Correlation Coefficient (R) and the coefficient of determination (R-Square)

Correlation Coefficient (R) showed there is a linear relation and the direction of the relationship between the independent variables (X1, X2, Xn) simultaneously to the dependent variable (Y). The correlation coefficient (R) ranges from 0 to 1, the value closer to 1 means that the relationship is getting stronger, getting close to 0 otherwise the value of the relations that increasingly lemah. Koefisien Determination (R-Square) shows how much influence the free variables able to explain the change in the dependent variable in a study. These values can be seen in Table 5 below.

Tabel 5. Model Summary Dependent Variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	. 653	. 427	. 421	3. 09788

Table 5 above shows the correlation coefficient (R) and the coefficient of determination (R-Square) obtained from analysis using IBM SPSS Program. The correlation coefficient (R) obtained for 0653, which means that the independent variable is the attitude and motivation of people towards the dependent variable is the behavior of people has a linear moderate relation.

The coefficient of determination (R-Square) obtained at 0. 427 or 42. 70%. This results indicate that the independent variable is the attitude and motivation of people towards the dependent variable is the behavior of communit has the effect of 42. 70% while the remaining 57. 30% influenced by other variables or factors outside of research. Furthermore, all the independent variables included in the model have influence together on the dependent variable is usually called simultaneous testing. Simultaneous testing done by looking at the value of Sig. provided that if the Sig. <0. 05 means that the model has influence jointly on the dependent variable, and vice versa, the value can be seen in Table 6 below.

Tabel 6. ANOVA Dependent Variable

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1408. 833	2	704. 417	73. 401	. 000
Residual	1890. 587	197	9. 597		
Total	3299. 420	199			

Then to do partial test or test of regression coefficients that aims to determine which variables are used, significant or not towards the regression model obtained, this partial test can be done by knowing the value of Sig. <0:05 means that the variable of the model in use is significant and vice versa, the value can be seen in Table 7 below.

Tabel 7: Coefficients Dependent Variable

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3. 827	2. 230		1. 716	. 088
Motivation (X ₂)	. 291	. 059	. 268	4. 950	. 000
Attitude (X ₁)	. 521	. 049	. 578	10. 697	. 000

Table 7 above shows the results of the analysis of the independent variables on the dependent variable in this study obtained with a coefficient equation model constants and coefficients of the variables in the column unstandardized Coefficients B produces the following equation:

$$Y = 3. 827 + 0. 291X_1 + 0. 521 X_2$$

Specification :

Y = Entrepreneur behavior

X₁ = Attitude

X₂ = Motivation

Then, as shown in Figure 3 in the form of a research model by using multiple linear regression analysis between independent variables and their influence the attitude and motivation of businesses to the dependent variable is the variable behavior of businesses.

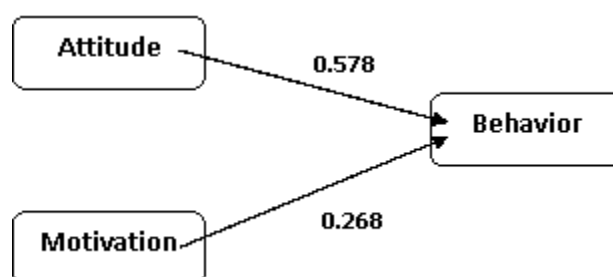


Figure 3. Multiple Linear Regression Model Research

From Figure 3 shows that the obtained effect of 0. 578 between the variables attitude towards the behavior of entrepreneurs and then obtained the effect of 0. 268 between motivation variables to variable behavior of entrepreneurs.

Research Hypothesis Testing

Influence the attitude toward Behavior of Entrepreneurs

Hypothesis:

H₀: The attitude influence the behavior of Entrepreneur

H₁: The attitude do not influence the behavior of Entrepreneurs

Base Decision:

H₀ rejected if Sig. < 0. 05

H₀ accepted if Sig. > 0. 05

From the analysis values obtained Standardized Beta Coefficients of variable attitude towards positive behavioral variables for 0. 578 and the Sig. obtained for 0. 000 is smaller 0. 05 then H₀ is accepted and H₁ rejected.

Based on these results, which means the attitude of entrepreneur positive and significant effect on the behavior of entrepreneur that can be interpreted that if the attitude the higher then the community behavior the higher also or vice versa.

Influence Behavior toward Motivation of Entrepreneur

Hypothesis :

H₀: Motivation influence the behavior

H₁: Motivation do not influence the behavior

Base Decision:

H₀ rejected if Sig. < 0. 05

H₀ accepted if Sig. > 0. 05

From the analysis of the Standardized Coefficients Beta values obtained from variable behavior to variable motivated by positive 0. 268 and the Sig. obtained for 0. 000 is smaller 0. 05 then H₀ is accepted and H₁ rejected.

Based on these results, which means motivation of entrepreneur is positive and significant effect on the behavior of entrepreneur that can be interpreted that if the attitude the higher then the behavior the higher or vice versa.

DISCUSSION

Influence the attitude toward Behavior of Entrepreneurs

The influence of entrepreneurs attitudes toward behaviors entrepreneur that obtained in this research for 0. 578. Thus the effect of attitudes tend to be dominant (moderate) in community affect the behavior in manage wastes, especially industrial wastes in the industrial area of Makassar. The attitude is a constellation of cognitive components (related to mind), affective (associated with feelings), and conative (related to the tendency to act) that integrate with each other to understand, feel, and behave towards something.

According Wibowo (2013) ⁽¹⁶⁾ that the attitude is defined as a learned tendency to respond in a manner favorable or unfavorable consistently with respect to a particular object. If we have a positive attitude regarding the employment, then we will work longer and harder. This means that attitudes can affect behavior at different levels.

Consequently, the attitude to enable people to make decisions quickly because of the attitude of giving information to make decisions. Shelly E. Taylor, et al (2009) ⁽⁸⁾.

In association with behavior, Sukadi (2002)⁽¹¹⁾, mentions that the attitude is one's willingness or propensity to behave in particular if he faces certain stimuli. Concerning direction of inclination, attitude can be positive or negative. In a positive attitude, the tendency is approved, approaching, attention and expect anything good from the object. But otherwise the negative attitude towards the tendency away, do not agree, hate, do not care, and avoid certain problems. Furthermore, Robinson and Judge (2011) ⁽⁵⁾ states that attitude reflects how we feel about something, and the attitude is also an evaluative statement, whether pleasant or unpleasant about objects, people or events. Then the attitude is a tendency to respond positively or negatively on someone or something in the environment. Attitude will appear when we say like or dislike something or someone.

Then, Azwar (2012) (1) further reinforce again that attitude as a willingness to react positively or negatively to certain objects. Furthermore McShane and Von Glinow (2010) (4) states that the attitude of a cluster of belief (faith groups), assessed feelings (feelings rated), and behavioral intention (intention to behave) to the object or event. Attitude is an opinion on conscious reasoning. Of these theories and their relation to the research results, it can be concluded that the attitude is a reaction or response of someone who is still closed to the stimulus or object, the attitude is still the readiness to act and not an open reaction.

Influence Behavior toward Motivation of Entrepreneur

The effect of motivation toward the behavior of entrepreneur that obtained of 0. 268. Thus the influence of motivation tends to be weak in influencing the behavior of businesses, especially in managing waste production in the industrial area of Makassar. The motivation in this case is an impulse from within and from outside that directs individuals to act in accordance with the interests to be achieved.

In connection with the result above, Robinson and Judge (2011) ⁽⁵⁾ explain that motivation is generally associated with each destination, while the organizational objectives focused on work-related behavior. Everyone in performing a particular action is definitely encouraged by the presence of certain motifs. Motivation usually arises because of the unmet needs, objectives, or for their desired expectations. Motivation is a complex combination of psychological forces within each person. Every individual has his own motivations as possible of different.

Robbins and Judge (2011), McShane and Von Glinow (2010) (4) provides a definition of motivation as the strength in people who influence the direction, intensity and persistence of voluntary behavior. Workers who are motivated wish to use a certain effort level (intensity), for a specific amount of time (persistence), the specific purpose (direction). Robbins and Judge further said that to create a more motivated workforce, the leaders need to better understand the needs and encouragement of workers and this concept relates to the purpose and behavior of individuals. Another approach to motivate workers is organizational justice or justice is an overall perception of what is considered fair in the workplace, consisting of distributive, procedural, and interactional justice.

While Wibowo (2013) ⁽¹⁶⁾ gives explains that motivation is a collection of energetic force started either from inside or outside, starting from the business associated with the work, and consider the direction, intensity and persistence. Motivation is a critical consideration for the effective performance often requires both the ability and motivation levels high. Furthermore Robert Heller (1998) in Wibowo (2013) ⁽¹⁶⁾ states that motivation is the desire to act. Everyone can be motivated by several different situations. In a job, the leadership should influence the motivation of subordinates to align with the needs of the organization. Then the individual differences is one of the causes of low motivation should be considered by a leader / manager, to her knowledge it needs to be given the ability to carry out the job effectively. Motivation is influenced by the perception employees about fairness in the allocation of rewards. Motivation decrease if employees believe that the rewards are allocated unfairly.

Then Newstrom (2011) in Wibowo (2013) (16) It also makes clear that motivation is the result of a collection of internal and external forces that cause employees choose the appropriate way to act and use of certain behaviors. Ideally this behavior will be directed to the achievement of organizational goals. Furthermore Newstrom argued that as an indicator of motivation that engagement, comitment and satisfaction and turnover. Furthermore menelaskan that every person in performing a particular action is definitely encouraged by the presence of certain motifs. Motivation usually arises because of the unmet needs, objectives, or for their desired expectations.

From these theories and associated with the results of the study it can be concluded that the motivation is the urge to act against a wide range of behavioral processes of someone to consider the direction, intensity and persistence in the process of achieving goals and motivation is a combination of psychological power complex within each individual. Then there is an element in motivation that includes the following elements: evoke, directing, keep, honest, showing the intensity, have a purpose and be fair.

CONCLUSION

From the analysis of the independent variables (attitude and motivation of businesses) on the dependent variable (the behavior of business actors) in this research was obtained equation model with a coefficient constants and coefficients of the variables that produces the equation $Y = 3.827 + 0.291 X_1 + 0.521 X_2$. The Coefficients Beta Standardized value of variable attitude towards positive behavioral variables for 0.578 and the Sig. obtained for 0.000 is smaller 0.05 then H_0 is accepted and H_1 rejected.

Based on these results, which means attitude positive and significant effect on the behavior of the enterpreneur community that can be interpreted that if the attitude of communit the higher then, the environmental behavior is the higher too. Coefficients Beta Standardized value of the variable motivation towards positive behavioral variables for 0.268 and the Sig. obtained for 0.000 is smaller 0.05 then H_0 is accepted and H_1 is rejected.

Based on these results, which means attitude positive and significant effect on the behavior of the community enterpreneur that can be interpreted that if the attitude of

community the higher than the environmental behavior community also high. Coefficients Beta Standardized value of the motivation variable towards behavioral variables is positive 0.268 and the Sig. obtained for 0.000 is smaller 0.05 then H_0 is accepted and H_1 is rejected.

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