INFLUENCE OF ATTITUDE AND MOTIVATION OF BEHAVIOR IN SOCIETY DEVELOPMENT PROGRAMS RURAL INFRASTRUCTURE IN SOUTH SULAWESI

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Abstract: *This study aims to find the dominant variables that influence people's behavior in community in terms of development activities by using multiple linear regression data analysis to determine the condition of each of the variables studied, which is expected to understand the influence of one variable to another variable.Sampling procedures individuals randomized number of 200 heads of households of the population with proporsionalstratifide random sampling technique. While the types and categorized data analysis in quantitative research. Variables in this research that the public attitude variables (X1), motivation of people (X2) and behavior (Y1).From the results of the analysis of the independent variables on the dependent variable in this study was obtained equation model $Y = 2.750 + 0.690\,X_1 + 0.201\,X_2$. Coefficients Standardized value Betavariabel attitude towards positive behavioral variables for 0.744 and the Sig. obtained 0.000> 0.05 then H_0 is accepted, meaning it can be stated that the higher the attitude of the community then people's behavior in rural infrastructure development program also high. Furthermore, the value of Standardized Coefficients Beta motivation variable to variable behavior of the positive 0.117 and the Sig. obtained at 0.015> 0.05 then H_0 is received. It is that the higher the attitude of society the higher the behavior of people in rural infrastructure development program be higher as well, or vice versa. The conclusion from the above description means that there is a tendency more dominant attitude variables affect behavioral variables than the variables of motivation.*

Keywords: *Attitude, Motivation, Behavior.*

INTRODUCTION

Planning and application development paradigm with top down (centralized) can not make the changes,there is a need to evaluate and gradually turns into the bottom up, system starting from the withdrawal of the New Order regime in 1998 and the enactment of a policy of decentralization and regional autonomy in 1999 the it was the newly applied to the 2001. The change of the paradigm of centralized post-autonomy does not necessarily disappear, but gradually began to shift toward the bottom-up pattern. Nonstructural development opportunities in the region, based on local community initiatives and managed without having a structural attachment to the administrative hierarchy on it.

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Rural development has a very important role in national and regional development. There is the element of equitable development and results, including the needs of people who live in rural areas. Attention toward equalization of development outcomes, especially for rural communities to be very important for several reasons: (1) most of the people residing in rural areas; (2) The largest part of the poor live in rural areas in addition, rural poverty can lead to a variety of social vulnerability which in turn could trigger instability and create disturbances to development itself.

Inequality of development, especially in rural areas, including infrastructure development of rural basic infrastructure, can not be separated from the implementation of urban development policies usually with the state as the main actor. Chamber (1995) called it a development policy that is betting strong state policy with a strategy centered development. In this context, the state becomes the initiator, executor, as well as overseer of the overall development. Through the bureaucracy as an arm of government, almost all development processes both physical and non-physical nature is determined, directed and encouraged by them. Top-down development model not only has created a dependency society to the state, more than it has been shut off initiatives and public participation. People become passive at once the object of development. In this context approach to development for the people more to the fore than the development of the people.

Reducing poverty according to the World Bank's program in the World Development Report (2000) carried out through three poverty reduction strategies, among others: (1) Expanding opportunities (promoting opportunity) economic activities of the poor; (2) Streamlining the process of empowerment (facilitating empowerment) with institutional development for the poor with the elimination of social barriers to poverty reduction; (3) Extending and deepening the safety net (enhancing security) so that poor people have the ability to manage the risk of negative effects of the strengthening of macroeconomic stabilization policies.

The necessary efforts to shift the paradigm of development focused on the role of government alone (state centers) in the direction of community development paradigm (people center). Within the framework of public participation is laid down as a benchmark the effectiveness of implementation as well as indicators of development success.

Law No. 32 of 2009 on the Protection and Environmental Management, stated thatThe Role of Civil Society it is focussed in Chapter XI, Article 70 that states: equal rights and opportunities as possible to play an active role in the protection and management of the environment in which the role that is expected to be a social supervision, administration suggestion opinions, suggestions, objections, complaints; and/or the delivery of information and/or reports. The role of the community to: (a) increase awareness in environmental protection and

management; (b) increase the self-reliance, community empowerment, and partnerships; (c) develop community capacity and initiative; (d) foster community responsiveness to social control; and (e) develop and maintain the culture and local wisdom in the framework of environment conservation.

Community empowerment is an economic development concept that summarizes the social values. This concept reflects the new paradigm of development, ie, that are "people-centered, participatory, empowering, and sustainable" (Chambers, 1995). This concept is broader than merely satisfy basic needs (basic needs) or provide a mechanism to prevent the further impoverishment (safety net), which in recent thinking has been developed as an effort to find alternatives to the concepts of growth in the past. This concept evolved from the efforts of many experts and practitioners to look for what is, among others, by Friedman (1992) referred to as alternative development, which requires' inclusive democracy, Appropriate economic growth, gender equality and intergenerational equaty"(Kartasasmita, 1996).

The concept of empowerment (empowerment) as an effort to provide autonomy, authority, and confidence to every individual in an organization, as well as to encourage them to be creative in order to complete the task of development as possible. On the other hand Paul (1987) in Prijono and Pranarka (1996) says that empowerment means a fair distribution of power thus increasing political awareness and power on vulnerable groups and increase their influence on "the process and outcomes of development." While the concept of empowerment by Friedman (1992), in which case alternative development emphasizes the primacy of politics over the decision-making autonomy to protect the interests of the people, which is based on private resources, directly through participation, democracy and social learning through direct observation.

Therefore, empowerment approach is an effective solution in an effort to encourage the implementation of sustainable development by putting people as subjects in the implementation of development programs through a process of empowerment and participatory development. Real effort undertaken by the Ministry of Public Works through the Directorate General of Human Settlements to carry out activities to support poverty reduction in rural areas among others Subsidy Reduction Compensation Program-Fuel in the field of Rural Infrastructure (PKPS-BBM IP) in 2005, Rural Infrastructure Support (RISP) in 2006 as well as the Rural Infrastructure Development Program (PPIP) which has been started since 2007 until now.

A person's behavior can be maintained in a long time period. Thus Spake the behavior is basically the act of physically observable in a person, and is a characteristic inherent in the person. Walgito (2003: 15) refer to behavior as activities, and is a manifestation of psychic life of the community. Therefore there is activity on the individual or organization does not Arise by itself, but as a result of the

stimulus or stimulation of the individual. Furthermore Skinner (in Walgito, 2003: 17) describes the behavior into two parts: (1) natural behavior (innate behavior) items, namely behavior brought since that person was born, in the form of reflexes and instincts. Reflection behavior is a behavior that Occurs spontaneously to the stimulus that Affects the person and can not be controlled; and (2) operant behavior (operant behavior), that is behavior that is formed through a process of learning, the which is controlled and regulated by the central consciousness or brain. In line with that Danim (2004: 46) that is a hypothetical behavior is a function of sensory acuity, its capacity to react and kecapatannya in moving.

Based on the above, the issue raised in this research is how the attitudes and motivations influence the behavior of people in rural infrastructure development programs in South Sulawesi. So the research objectives to be achieved is to determine the attitudes and motivations influence the behavior of people in rural infrastructure development program.

RESEARCH METHOD

The research was conducted April-May 2015 with individual sampling procedures done proportionally stratifide random sampling to get 200 heads of households of the village population becomes target sites. If the terms of this type of research it is classified in applied research, ie research directed to obtain information that can be used to solve problems of practical life (Suriasumantri, 2011). While the types and categorized data analysis in quantitative research (Sugiyono, 2012). It is also characterised as survey research. Community characteristics the respondents are: men and women aged between 21 years to 60 years, physically and mentally healthy and clever read and write Latin letters. The reason for choosing respondenof the age limit of 60 years was taken based on the maximum limit of productive age.

Based on the data, information and facts obtained, then the data is analyzed using multiple linear regression analysis to determine the condition of each of the variables studied, which is expected to know the influence of one variable to another variable. The variables in this study consisted of the independent variables are variables public attitudes (X1), variable community motivation (X2) and the dependent variable is the behavior of people (Y1).

The design of model of research can be seen as below:

X_1 = Attitudes
X_2 = Community Motivation
Y = The Community Behavior
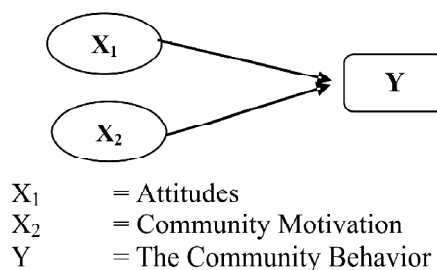
RESEARCH RESULTS

1. Hypothesis

To determine whether the resulting model is a model that produces the best unbiased linear estimator it is necessary to test the symptoms of deviation assumptions of classical models. Classical assumptions that must be met to get a good model is normality, non multicolinierity, non heteroskidastity.

2. Normality

One of the easiest look residual normality is to look at the histogram graph that Compares the observation of data with near-normal distribution. But sometimes see this histogram can be misleading, especially to small sample size. Criteria decision making with analysis chart (normal probability). If the spread of data around the diagonal line and follow the direction of the diagonal, then the models meet the normalitas.Jika Assumptions of data spread away from the diagonal line, the models does not meet the assumption of normality. (Santoso, 2014).
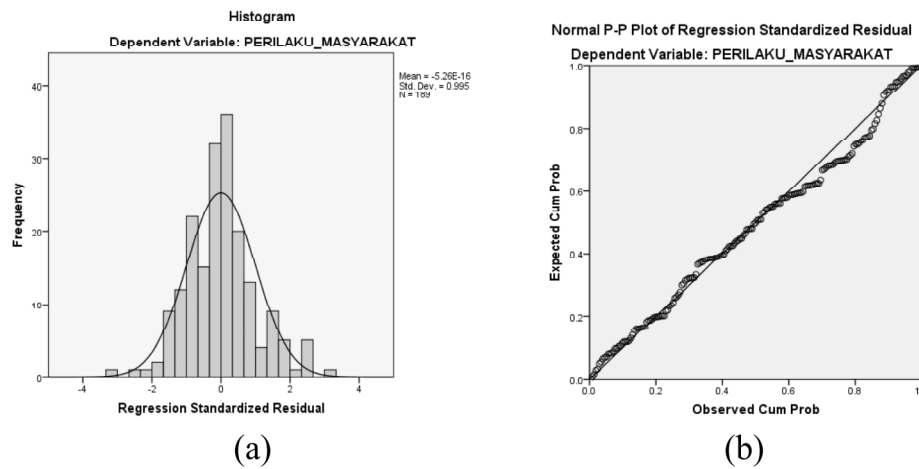

Figure 1: (a) Graph Histogram Normality, (b) Normal PP Plot Graphs

By viewing a histogram or normal plot graphs it can be concluded that the histogram provides data pattern or distribution of the residual value shows a normal distribution (bell shape). 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 assumptions normality. if meet the data spread far from the diagonal line, the model does not meet the assumption of normality. The second graph shows that the regression model to meet the assumptions of normality or the residue of a model can be considered normal distribution.

3. Heteroskidastity

Heteroskidastitytest aims to test whether the models occur inequality of residual variance of the observations to other observations. If the variance of the residuals of the observations to other observations remained, then called and if different homoscedasticity called heteroskidastity. Good model is the homokedastisitas.Jika no specific pattern, such as dots that no particular form regular patterns (wavy, widened and then narrowed), it indicates that there has been a heteroskidastity. If it no clear pattern, and the dots spread above and below the number 0 on the Y axis, it does not happen Heteroskidastity.
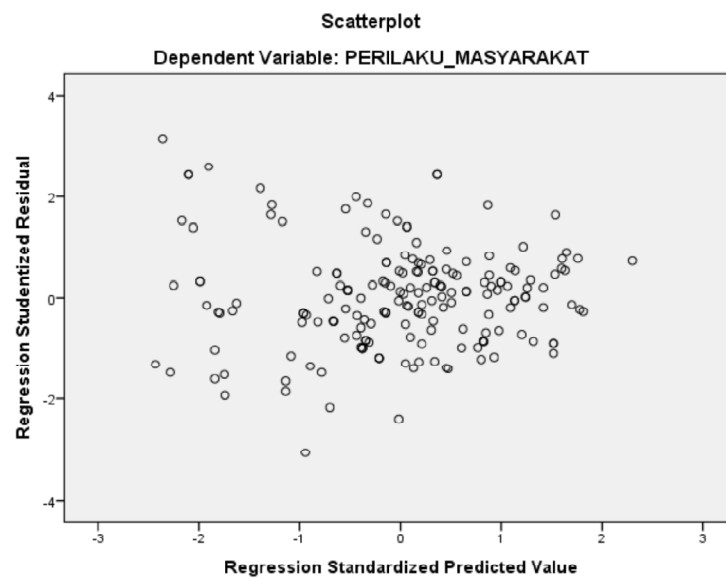
Scatterplot

Dependent Variable: PERILAKU_MASYARAKAT

Figure 3: Scatter Plot heteroskidastity

Based on the results of the scatter plot seems that the plot is formed spread does 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 the case with the relationship between independent variables residual value. Thus the assumption of non heteroskidastity models met.

4. Multicolinearity

Multicolinearity shows the relationship between the independent variables in the model. Good models do not show any symptoms of multicollinearity. Detecting the presence or absence of multicollinearity done by looking at the value of VIF and Tolerance. If the value of VIF <10 and the value of Tolerance> 0:10 then the model is free from multicollinearity (Santoso, 2014). Here is the value of VIF and Tolerance generated:

Tabel 1
Collinearity Statistics

Model	Tolerance	VIF
Attitude of community	.993	1.008
The community motivation	.993	1.008

From the table above shows that VIF of all independent variables in the model above is smaller than 10 and Tolerance value greater than 0.10. So it can be said to be a model free from multicollinearity. Thus non multikolinieritas on the model assumptions are met.

5. Multiple Linear Regression

The correlation coefficient (R) and coefficient of determination (R-Square)

The correlation coefficient (R) indicates how much the linear relationship 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, otherwise the value closer to 0 then the relationship is getting weaker. The coefficient of determination (R-Square) shows how much influence the independent variables are able to explain the change in the dependent variable in a study. This value can be seen in table 2 below.

Tabel 2
Model Summary Dependent Variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763	.582	.578	5.15797

Table 2 above shows the correlation coefficient (R) and the coefficient of determination (R-Square) obtained from analysis using SPSS program. The correlation coefficient (R) which is obtained for 0763, which means that the independent variable is the attitude and motivation of the people against the dependent variable is the behavior of the community have a strong linear relationship.

The coefficient of determination (R-Square) were obtained for 0582 or 58.20%. This suggests that the independent variable is the attitude and motivation of the people to the dependent variable that influences people's behavior has amounted to 58.20% while the remaining 41.80% influenced by other variables or factors outside of research.

Furthermore, to see whether 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 the models have influence together on the dependent variable and vice versa, the value tersebutdapat seen in Table 3 below.

Tabel 3
ANOVA Dependent Variable

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6894.980	2	3447.490	129.582	.000[b]
Residual	4948.459	186	26.605		
Total	11843.439	188			

Then to perform partial test or test aims to determine the regression coefficients of the variables used or not significant to the regression model obtained, this partial test can be done by looking at the value of Sig. (P-value) provided that if the Sig. <0:05 means that the variable of the model in use is significant and vice versa, the value can be seen in Table 4 below.

Tabel 4
Coefficients Dependent Variable

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	2.750	3.299		.834	.405
Sikap Masyarakat	.690	.044	.744	15.639	.000
Motivasi Masyarakat	.201	.082	.117	2.456	.015

Table 4 above shows the results of the analysis in the form of independent variables on the dependent variable in this study was obtained with a coefficient equation model constants and coefficients of the variables in the column unstandardized Coefficients B produces the following equation:

$$Y = 2.750 + 0.690\ X_1 + 0.201\ X_2$$

Specification :

Y   = Community Behavior in managing their environment

X_1 = Community Attitudes

X_2 = Community Motivation

Then it can be observed in Figure 3 in the form of a research model by using multiple linear regression analysis and its influence between independent variable is the attitude and motivation of the people to the dependent variable is the variable behavior.
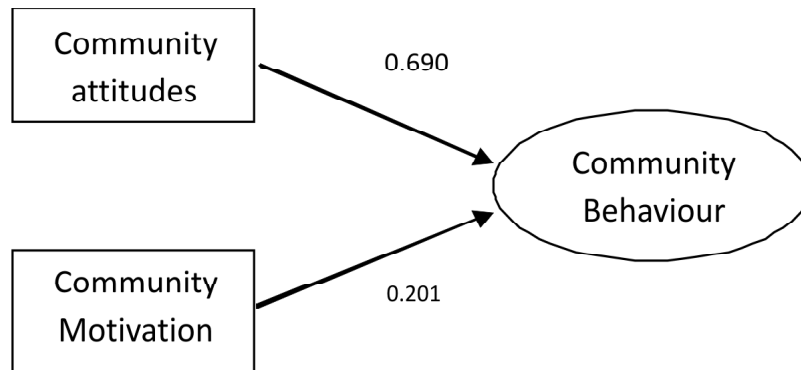

Figure 3: Multiple Linear Regression Model Research

From Figure 3 shows that the effect obtained for 0.744 between the variable attitudes toward people's behavior and then obtained the effect of 0.117 between the variables of motivation to variable behavior.

DISCUSSION

1. Influence Attitudes Toward Community Behavior

Hypothesis:

H_0 : Public attitudes affect the behavior of society

H_1 : The attitude of the public has no effect on community's behavior

Basic Decision:

H_0 rejected if the Sig.< 0.05

H_0 accepted if the Sig.> 0.05

From the analysis of the Standardized Coefficients Beta values obtained from variable to variable behavior attitude positive for 0744 and the Sig. obtained for 0000 is smaller 0.05 then H_0 is accepted and H_1 rejected.

Based on these results, which means people's attitudes positive and significant impact on people's behavior that can be interpreted that if the attitude of society the higher the behavior of people in rural infrastructure development program be higher as well, or vice versa.

Influence public attitudes towards behavior that is obtained in this study for 0744. Thus the influence of attitude tends to be dominant (strong) in changing people's behavior, especially in the implementation of rural infrastructure development program. The attitude of 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.

Based on these results when linked with the theory of reasoned action say that attitudes influence behavior through a decision-making process a careful and reasoned, and the impact is limited to three things, namely: (1) the behavior is largely determined by the attitude of the public, but by attitude specifically against something; (2) behavior is influenced not only by the attitude, but also by subjective norms, namely beliefs about what others want us to behave; and (3) attitudes toward a behavior shared subjective norms establish an intention or an intention to behave in certain ways.

2. Effect of Motivation on Public Behavior

Hypothesis:

H_0 : Motivation of community affect the behavior of society

H_1 : Motivation of community has no effect on people's behavior

Basic Decision:

H_0: rejected when the Sig. < 0.05

H_0: accepted if the Sig. > 0.05

From the analysis of the Standardized Coefficients Beta values obtained from variable to variable behavior motivated by positive 0.117 and the Sig. obtained for 0.015 is smaller 0.05 then H_0 is accepted and H_1 rejected.

Based on these results, which means motivation people positive and significant impact on people's behavior that can be interpreted that if the attitude of society the higher the behavior of people in rural infrastructure development program be higher as well, or vice versa.

Influence public attitudes towards behavior that is obtained in this study for 0.117. Thus the influence of motivation tends to weak in changing people's behavior, especially in the implementation of rural infrastructure development program. The motivation in this case is a boost from within and from outside that directs individuals to act in accordance with the interests to be achieved.

In line with the views expressed by Hull (1996), which asserts that a person's behavior is influenced by motivation or encouragement by holding the interests of

fulfillment or satisfaction of the needs that exist in the individual. Further explained that the behavior does not arise solely because of the encouragement that stems from individual needs, but also because of the factors studied. The boost factor is conceived as a collection of energy that can activate the behavior or as a motivational factor, where the incidence of behavior according to Hull is a function of three things: the strength of the impulse that is in individuals; acquired habit of learning outcomes; as well as the interaction between the two.

CONCLUSION

From the analysis, it can be concluded that: the independent variables on the dependent variable in this study was obtained equation model with constant coefficients and variable coefficients produces the equation $Y = 2.750 + 0.690 X_1 + 0.201 X_2$. Standardized Coefficients Beta value of a variable attitude towards positive behavioral variables for 0.744 and the Sig. obtained for 0000 is smaller 0.05 then H_0 is accepted and H_1 rejected. Based on these results, which means people's attitudes positive and significant impact on people's behavior that can be interpreted that if the attitude of society the higher the behavior of people in rural infrastructure development program be higher as well, or vice versa. Standardized Coefficients Beta value of the variable motivation towards positive behavioral variables for 0.117 and the Sig. obtained for 0.015 is smaller 0.05 then H_0 is accepted and H_1 rejected. Based on these results, which means motivation people positive and significant impact on people's behavior that can be interpreted that if the attitude of society the higher the behavior of people in rural infrastructure development program be higher as well, or vice versa. From the description means that the tendency of dominant attitude variables (strong) influence the behavior of variables than the variables of motivation.

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