

CHAPTER V

CLOSING

This study aims to determine the influence of attitudes towards recycling campaign and subjective norms of recycling on youth intention in recycling program participation. The researcher tested the hypothesis by analyzing data from 173 respondents using multiple regression analysis, and the conclusions are as follows:

5.1. Conclusion

The findings of this study show that attitudes toward recycling campaigns and subjective norms of recycling significantly impact youth intentions to participate in recycling programs. Based on simple linear regression analysis, the variable of attitudes toward recycling campaigns has a significance value of 0,000 (<0.05), indicating that the influence of attitudes on youth intentions is significant, and the hypothesis is accepted. Meanwhile, the variable of subjective norms of recycling has a significance value of 0,000 (<0.05), which also demonstrates a significant influence on youth intentions. These results suggest that after respondents completed the questionnaire, conducted after attending the #BersihPastiUntung campaign presentation, and based on their experiences of receiving approval, support, and encouragement from their environment, such as family, friends, and teachers, these factors play a role in influencing youth intentions to participate in recycling programs.

5.2. Research Limitations

This study has made efforts to maintain a representative sample balance. The research objective was achieved by using hypothesis testing with appropriate statistical measurements and techniques. However, there are some limitations in the research process:

1. The researcher used non-probability purposive sampling, which means there is a possibility that the data is not fully representative and cannot be generalized to the entire population.

5.3. Suggestions

Based on the results and conclusions of this study, it is expected to provide contributions theoretically, practically, and socially as follows:

5.3.1. Theoretical

This study provides empirical evidence of the influence of attitudes towards recycling campaign (X1) and subjective norms of recycling (X2) on youth intention in recycling program participation (Y) in the context of the #BersihPastiUntung campaign. This study supports the Theory of Reasoned Action (TRA) developed by Fishbein and Ajzen and emphasizes the importance of attitudes and subjective norms in shaping pro-environmental behavioral intentions. Therefore, future research is recommended to further explore this theory by including additional variables to enrich the literature on recycling participation intentions.

5.3.2. Social

The results of the study show that campaigns designed with an informative and credible approach can enhance positive attitudes and subjective norms that support recycling participation among youth. Therefore, these findings can serve as a reference for environmental organizations, local governments, or educational institutions in designing more effective campaign strategies to promote recycling behavior. It is recommended that campaigns such as #BersihPastiUntung continues to be developed, focusing on elements that enhance awareness, information credibility, and positive social pressure among target audiences.

5.3.3. Practical

This study highlights the importance of social factors in influencing pro-environmental behavior, such as subjective norms driven by support from peers and family. Therefore, it is recommended that environmental education programs in schools not only focus on delivering information but also create a social environment that supports recycling behavior. Additionally, this research can serve as a foundation for developing community-based policies that prioritize collaboration among stakeholders, such as students, teachers, and the community, to address sustainable waste management issues. This study can also be used as a basis for Mountrash to evaluate their current campaign activities and expand the campaign's reach to a larger scale in the future.