

FISHBEIN MODEL APPLICATION FOR ASSESSMENT OF STUDENTS' BEHAVIOR TOWARD THE ENVIRONMENT OF FACULTY OF SOCIAL SCIENCES, YOGYAKARTA STATE UNIVERSITY

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ABSTRACT

Environmental education becomes an important effort to build student attitudes and behavior towards the environment. Student achievement is measured by the value was not linear with the behavior of students in the field. Therefore it is necessary to look for alternative assessment, which uses Fishbein Model. This study aims to determine: (1) determine the behavior of FIS UNY students care about the environment and (2) know the difference between the behavior of environmentally conscious students majoring in FIS UNY.

This study is a comparison, with a population of FIS UNY students who meet the criteria numbered 2507 people. Populations are classified into three groups, namely: (1) students who receive environmental education courses Plus, (2) students who receive environmental education course, and (3) students who do not obtain environmental education courses. The number of samples is determined by the method Krejcie & Morgan, obtained a sample of 338 students. Sampling is done by proportional and systematic random sampling. The independent variable (qualitative) is the environmental education. The dependent variable is the behavior of environmental care. Data were collected by questionnaire using Likert Scale. Behavioral model used is Extended Fishbein Model. Data analysis technique used is descriptive analysis and One Way ANOVA, with a significance level of 0.05. The results showed that in general, students have less concerned about the environmental behavior. Of the three groups of students, students and students PKLH Plus regular PKLH behave less concerned, non PKLH student group has no manners to care for the environment. Behavior is less concerned about the environment is more due to lack of knowledge of the impact of such behavior on the environment. Anova analysis results show the value of $F = 6.948$, $p = 0.001$. This shows that there are differences in the behavior of environmentally significant among the three groups of students who receive the share of education in different environments.

Kata Kunci: *environmental education, Fishbein Model, behavior intention*