

**A COMPARATIVE STUDY OF INTERPRETATION,
COMMITMENT AND KNOWLEDGE ON STUDENTS'
PRO-CONSERVATION BEHAVIOR AMONG
SECONDARY SCHOOL STUDENTS**

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UMS

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ABSTRACT

The deteriorating of our environmental conditions is caused by human behavior. The exploitation, destruction and exploration of our environment happened in order to fulfill the needs of human being for comfortable lifestyles. Therefore, the main objective of this study is to identify and determine the direct and indirect relationship on students' interpretation, commitment, knowledge and behavior towards a lifelong attitude of pro-conservation behavior. A total of 1000 Form Four (age 16) respondents from the selected schools in urban area and rural area of Sabah, Malaysia were involved in this research and the data were collected by using the questionnaire as the research instrument. The research was conducted in the urban area and rural area in order to identify and determine the comparison between those areas in terms of environment and biodiversity conservation. The results via statistical package for the social sciences (SPSS) showed that there was significance difference between the students' interpretation, commitment, knowledge and behavior based on demographic aspects (gender and educational stream) from the data collected in the rural and urban schools. It also showed that there was a positive significance correlation of students' interpretation ($r = .451$), students' commitment ($r = .550$) and students' nature conservation knowledge ($r = .545$) with pro-conservation behavior from the data collected in the rural schools of Sabah, Malaysia. From the data collected in the urban schools there was also a significance correlation of students' interpretation ($r = .317$), students' commitment ($r = .488$) and students' nature conservation knowledge ($r = .455$) with pro-conservation behavior. The research data also showed that there was significance influence of students' commitment on lifelong attitude of pro-conservation behavior with 30.1 percent variance changes from the data collected in the rural schools and 23.6 percent variance changes from the data collected in the urban schools. Path analysis via analysis of moment structure (AMOS) showed that there was significance direct and indirect relationship between students' interpretation, students' commitment and students' nature conservation knowledge with students' lifelong attitude of pro-conservation behavior from the data collected in the urban schools area and rural schools area with students' commitment variable acted as the main contributor to the students' lifelong attitude of pro-conservation behavior. The research findings showed that the students' interpretation, students' commitment, students' nature conservation knowledge and students' behavior were important and needed more attention from various parties in order to develop a lifelong attitude towards environment and biodiversity conservation. A lifelong attitude towards conservation will help to save our environment from being damaged and destroyed. Therefore, all of the environmental organizations need to design and organize a lot of conservation programmes in schools in order to promote conservation and builds positive impact on the students' behavior and attitudes towards conservation and the school administrators should play their roles by encouraging students' to participate in any environment programmes and support any programs held by the environmental organizations in the school.

ABSTRAK

(Kajian Perbandingan Mengenai Interpretasi, Komitmen dan Pengetahuan terhadap Tingkah Laku Pro-Pemuliharaan dalam kalangan Pelajar Sekolah Menengah)

Kemerosotan yang berlaku terhadap alam sekitar adalah disebabkan oleh tingkah laku manusia. Eksploitasi, kemusnahan dan penerokaan alam sekitar berlaku secara berleluasa demi memenuhi kehendak manusia yang menginginkan gaya hidup yang selesa. Oleh itu, objektif utama kajian ini adalah untuk mengenal pasti dan menentukan hubungan langsung dan tidak langsung terhadap interpretasi, komitmen, pengetahuan dan tingkah laku pelajar ke arah tingkah laku pro-pemuliharaan jangka masa panjang. Seramai 1000 orang responden daripada tingkatan empat (16 tahun) yang terdiri daripada sekolah-sekolah terpilih di kawasan bandar dan kawasan luar bandar di Sabah, Malaysia telah terlibat dalam kajian ini dan data kajian telah dikumpulkan dengan menggunakan soal selidik sebagai instrumen kajian. Kajian ini dijalankan di kawasan bandar dan kawasan luar bandar untuk mengenal pasti dan menentukan perbandingan di antara kawasan-kawasan ini dari segi alam sekitar dan pemuliharaan biodiversiti. Keputusan melalui SPSS menunjukkan bahawa terdapat perbezaan yang signifikan di antara interpretasi, komitmen, pengetahuan dan tingkah laku pelajar berdasarkan aspek demografi melalui data yang telah dikumpulkan daripada sekolah-sekolah luar bandar dan juga bandar. Hasil kajian juga menunjukkan bahawa terdapat hubungan positif yang signifikan terhadap interpretasi pelajar ($r = .451$), komitmen pelajar ($r = .550$) dan pengetahuan pemuliharaan alam sekitar pelajar ($r = .545$) dengan tingkah laku pro-pemuliharaan berdasarkan data daripada sekolah-sekolah luar bandar di Sabah, Malaysia. Manakala, melalui data daripada sekolah-sekolah di bandar turut menunjukkan bahawa terdapat hubungan yang signifikan terhadap interpretasi pelajar ($r = .317$), komitmen pelajar ($r = .488$) dan pengetahuan pemuliharaan alam sekitar pelajar ($r = .455$) dengan tingkah laku pro-pemuliharaan. Data kajian turut menunjukkan bahawa terdapat pengaruh yang signifikan terhadap komitmen pelajar dengan tingkah laku pro-pemuliharaan jangka masa panjang melalui peratusan varians berubah sebanyak 30.1 peratus (luar bandar) dan 23.6 peratus (bandar). Analisis laluan melalui AMOS menunjukkan bahawa terdapat hubungan langsung dan tidak langsung yang signifikan di antara komitmen pelajar, interpretasi pelajar dan pengetahuan pemuliharaan alam sekitar pelajar dengan tingkah laku pro-pemuliharaan jangka masa panjang pelajar berdasarkan data yang telah dikumpulkan di sekolah-sekolah bandar dan luar bandar yang terpilih dengan variabel komitmen pelajar merupakan penyumbang utama terhadap tingkah laku pro-pemuliharaan jangka masa panjang pelajar. Dapatan kajian menunjukkan bahawa interpretasi pelajar, komitmen pelajar, pengetahuan pemuliharaan alam sekitar pelajar dan tingkah laku pelajar adalah sangat penting dan memerlukan perhatian yang lebih banyak daripada pelbagai pihak di dalam usaha untuk membangunkan jangka masa panjang sikap pelajar

terhadap pemuliharaan alam sekitar dan biodiversiti. Jangka masa panjang sikap pelajar terhadap pemuliharaan akan membantu untuk menyelamatkan alam sekitar kita daripada eksploitasi dan kemusnahan. Oleh itu, semua pertubuhan alam sekitar perlu berkerjasama untuk merancang dan menganjurkan lebih banyak program berunsurkan pemuliharaan di setiap sekolah untuk menggalakkan pemuliharaan dan memupuk impak yang positif terhadap tingkah laku dan sikap pelajar mengenai pemuliharaan. Pentadbir sekolah juga perlu memainkan peranan mereka dengan menggalakkan pelajar untuk menyertai program-program alam sekitar yang diadakan serta menyokong program-program alam sekitar yang diadakan oleh pertubuhan alam sekitar di sekolah.



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LIST OF ABBREVIATIONS

AMOS	Analysis of Moment Structure
BBEC	Bornean Biodiversity and Ecosystems Conservation
BVOR	Behavior
COMT	Commitment
DoE	Department of Environment
EE	Environmental Education
EL	Environmental Literacy
EPD	Environment Protection Department
INTP	Interpretation
KK	Kota Kinabalu
KKWC	Kota Kinabalu Wetland Centre
KNOW	Knowledge
MEW	Malaysia Environment Week
NAM	Norm Activation Model
PBC	Perceived Behavioral Control
RDC	Rainforest Discovery Centre
SEM	Structural Equation Modeling
SERASI	<i>Sekolah Rakan Alam Sekitar</i>
SFD	Sabah Forestry Department
SPSS	Statistical Package for Social Sciences
TPB	Theory of Planned Behavior
VBN	Values-Belief-Norm
WED	World Environment Day
WWF	World Wildlife Fund

LIST OF SYMBOLS

Co	Carbon Dioxide
Co₂	Carbon Monoxide
Gha	Global Hectares



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