

UNIVERSITI TEKNOLOGI MARA

**FACTORS INFLUENCE PUBLIC'S
INTENTION IN DOMESTIC WASTE
SEPARATION: A CASE STUDY OF
SHAH ALAM SELANGOR**

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ABSTRACT

Domestic waste separation plays important parts in the whole concept of solid waste management. In the context of developing country like Malaysia, the awareness on domestic waste separation in the phase of enhancing public participation on household waste management and disposal. The purpose of this study is to investigate the role of personal attitude, subjective norms and perceived behavioural control in influencing the individual's intention in domestic waste separation activity. The district of Shah Alam, Selangor was selected as the case study due to increase in population, urbanization, and industrialisation that resulted in the increase number of solid waste production. The total numbers of 384 publics answering the self-administered questionnaires in three consecutive months starting from January until March 2019. Correlation analysis together with regression analysis was perform to test the degree of three main factors in influencing individual intention to separate the domestic waste. In addition, this study also highlighted the roles of government legislation as the moderating factor towards influencing the three factors towards the intention to participate in domestic waste separation behaviour. The result revealed that all three factors possesses significant effect in influencing public's intention to separate their domestic waste. Personal attitude scores the highest mark as the most significant factor that influence individual to perform intended behaviour. This study also identifies that government legislation does produced moderating effect towards three main factors stated above. Emphasize on the creation of individual awareness on the importance of domestic waste separation through attractive policy ensure the future of solid waste management in Malaysia will be on the good hands and produced desirable result.

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CHAPTER ONE

INTRODUCTION

1.1 Preamble

As an introduction, this chapter in this study highlighted on the background of the study which includes the information pertaining current scenario of solid waste management in Malaysia. It discussed about the situation and the cause that bring attention of this research title being choose by the researcher. On the next part, it explained about the problem statement of the study. Furthermore, move on to the fifth and sixth section, the research questions and research objectives are being stated and identified. Moreover, on the seventh section, it elaborates on the information regarding the scope of study which consists of level, territories and time. Meanwhile further details provided in the eight section which highlighted about the significance of the study to the particular parties and the last section explains on the definition of terms and concepts used in this study.

1.2 Background of the Study

The increasing rate of urbanization happened in many countries as well as the rising standard of living due to rapid development and an increasing number of populations in the certain area resulted in an increasing number of solid wastes produced by people and manufacturing industries. In the area which the density level of population is high, solid waste management becomes a crucial aspect that needs to be taken into consideration both by the local, state and federal government.

Upholding the commitment made during Rio Declaration on Environment and Development in year 1992, Malaysia developed its Vision 2020, which among the main aims is to foster sustainable development and ensure the improvement in understanding of the position and the role of solid waste management in the ecological, economic and social