BEHAVIOURAL INTENTION IN PRESERVING WATER QUALITY LEVEL AMONG VILLAGERS ALONG INANAM-LIKAS RIVER BASIN (ILRB), KOTA KINABALU, SABAH.

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ABSTRACT

BEHAVIOURAL INTENTION IN PRESERVING WATER QUALITY LEVEL AMONG VILLAGERS ALONG INANAM-LIKAS RIVER BASIN (ILRB), KOTA KINABALU, SABAH

Theory of planned behaviour (TPB) is a theory that links the beliefs, behaviour and perceived behavioural control. It's an effective framework for investigating prior of behaviour in an individual. In this study, TPB used to observe the correlation between behavioural intentions of villagers towards preserving water quality level of Inanam-Likas River Basin (ILRB). Determination of the water quality using Water Quality Index with missing parameter (WQIMP) using had chosen parameters namely was selected, where the parameters are pH value, Temperature, Dissolve Oxygen (DO) and Nitrate. pH value was analysed by using portable pH meter while temperature and DO were analysed by using DO Meter YSI 550A on the site. Nitrate was analysed at the laboratory by using DR2800 Spectrophotometer. ILRB was divided into five stations including upper stream, middle stream and lower stream. The target respondents were the villagers that live along the river basin was gathered and had answered the questionnaire that were constructed based on TPB. The respondents were chosen as their activity would greatly affect the water quality status of ILRB. According to the conducted study, the analysis results showed that, station 5 and station 2 had the highest and the lowest WQI respectively, and overall water quality levels of ILRB is in the middle range status. This study had verified the correlation between TPB model and Behavioural Intention, in which Attitude, $r = 0.227$, ($p < 0.05$), Subjective Norm, $r = 0.254$, ($p < 0.05$) while Perceived Behavioural Control, $r = 0.289$, ($p < 0.01$). They were a correlation between Behavioural Intention and water quality status. This study had proven the linear relationship between this two variables with $r = - 0.277$, ($p < 0.05$). The result indicating that the behavioural intention of villagers influencing the water quality status of ILRB.