

**FACTORS INFLUENCING SUSTAINABLE
WASTE MANAGEMENT BEHAVIOUR AMONG
MALAYSIAN ACADEMICS**

GANGGA A/P MUNIANDY

**MASTER OF SCIENCE
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**Thesis Submitted in Fulfilment of the Requirements for the Degree of Master of
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Universiti Malaysia Terengganu**

2020

DEDICATION

I am dedicating this thesis to:

My late mother (Gunasundari) and my beloved father (Mr.Muniandy),

My treasured siblings (Subashini and Ganesh Rao),

My dearest family members (NanthaKumaran and Ahanaah),

My supervisors (Associate Professor Dr Marhana Mohamed Anuar, Dr. Zuha

Rosufila Binti Abu Hasan and Dr. Nur Aishah Binti Awi),

And all my friends.

Abstract of thesis presented to the Senate of Universiti Malaysia Terengganu in fulfilment of the requirements for the degree of Master of Social Science

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As the world population grew, waste production increase drastically. Similarly, waste generated by higher education institutions continues to go up. To overcome this issue, many universities have been moving towards sustainable campus. However, factors influencing sustainable waste management remains unclear and very limited research regarding this issue were conducted on academics. Hence, the objectives of this study are; (1) to examine the effect of environmental awareness, environmental knowledge and environmental beliefs on attitude, (2) to examine the effect of attitude on sustainable waste management behaviour, (3) to examine the effect of subjective norms on sustainable waste management behaviour and (4) to examine the effect of perceived behavioural control on sustainable waste management behaviour. This study employed the theory of planned behaviour as the underlying theory. The sample for this study consisted of 252 academics from the top three universities in the UI GreenMetric 2018 ranking for Malaysia. The respondents were surveyed using an online and self-administered survey. The data were analysed using Partial Least Squares Structural Equation Modelling through SmartPLS 3.2.8. The findings indicated that environmental awareness and environmental beliefs have positive effect on attitude whereas environmental knowledge has no effect on attitude. On the contrary, attitude had a negative effect on sustainable waste management behaviour. Likewise, subjective norms had no significant effect on sustainable waste management behaviour.

Additionally, perceived behavioural control had positive effect on sustainable waste management behaviour. This study makes significant contributions to both theory and practice. From the theoretical perspective, this study fills in the literature gap and it extends the theory of planned behaviour by adding new variables i.e., environmental awareness and environmental beliefs into the theory. For the managerial contributions, this study provide empirical evidence on which factors can strongly influence sustainable waste management behaviour among academics. This information is crucial for both managers and policy makers. The findings suggested the following actions towards sustainable waste management behaviour: i) good governance in waste management, ii) implementation of 3Rs and zero waste campaigns and programmes, and iii) implementing awareness activities and campaigns on sustainable waste management.

Abstrak tesis yang dikemukakan kepada Senat Universiti Malaysia Terengganu
sebagai memenuhi keperluan untuk Ijazah Sains Sosial

**FAKTOR MEMPENGARUHI TINGKAHLAKU PENGURUSAN SISA
MAMPAN DALAM KALANGAN PENSYARAH DI MALAYSIA**

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Seiring dengan peningkatan populasi dunia, pengeluaran sampah meningkat secara drastik. Pada masa yang sama, sisa yang dihasilkan oleh institusi pengajian tinggi semakin meningkat. Untuk mengatasi masalah ini, banyak universiti telah menuju ke arah kampus lestari. Walau bagaimanapun, faktor-faktor yang mempengaruhi pengurusan sisa mampan masih tidak jelas dan penyelidikan mengenai isu ini terhadap ahli akademik amat terhad. Oleh itu, objektif kajian ini adalah; (1) untuk mengkaji pengaruh kesedaran alam sekitar, pengetahuan alam sekitar dan kepercayaan alam sekitar terhadap sikap, (2) untuk mengkaji pengaruh sikap terhadap tingkah laku pengurusan sisa mampan, (3) untuk mengkaji pengaruh norma subjektif terhadap tingkah laku pengurusan sisa mampan dan (4) untuk mengkaji pengaruh kawalan tingkah laku terhadap tingkah laku pengurusan sisa mampan. Kajian ini menggunakan teori tingkah laku terancang sebagai teori asas. Sampel untuk kajian ini terdiri daripada 252 ahli akademik dari tiga universiti lestari teratas di Malaysia yang disenaraikan oleh UI GreenMetric 2018. Para responden ditinjau secara atas talian dan bersemuka. Data dianalisis menggunakan Pemodelan Persamaan Struktur Kuasa Dua Terkecil Separa melalui SmartPLS 3.2.8. Hasil kajian menunjukkan bahawa kesedaran alam sekitar dan kepercayaan terhadap alam sekitar mempunyai pengaruh positif terhadap sikap sedangkan pengetahuan alam sekitar tidak mempengaruhi sikap. Sebaliknya, sikap memberi kesan negatif terhadap tingkah laku pengurusan sisa mampan. Begitu juga, norma subjektif tidak

mempunyai pengaruh yang signifikan terhadap tingkah laku pengurusan sisa mampan. Selain itu, kawalan tingkah laku mempunyai kesan positif terhadap tingkah laku pengurusan sisa mampan. Kajian ini memberikan sumbangan yang signifikan terhadap teori dan praktikal. Dari sudut teori, kajian ini mengisi jurang literatur dan memperluas teori tingkah laku terancang dengan menambahkan pemboleh ubah baharu iaitu kesedaran alam sekitar dan kepercayaan alam sekitar keatas teori tersebut. Kajian ini juga memberi sumbangan kepada pihak pengurusan yang dibuktikan melalui kajian empirikal ke atas faktor yang mempengaruhi tingkah laku pengurusan sisa mampan di kalangan ahli akademik. Maklumat ini adalah penting untuk pihak pengurusan dan pembuat dasar. Hasil kajian mencadangkan tindakan-tindakan berikut ke arah tingkah laku pengurusan sisa mampan: i) pengurusan sisa mampan yang baik, ii) pelaksanaan kempen dan program 3R dan sifar sampah, dan iii) melaksanakan aktiviti dan kempen kesedaran pengurusan sisa mampan.