

**INFLUENCE OF PLACE ATTACHMENT ON PRO-ENVIRONMENTAL  
ATTITUDE AT SLUM RIVERSIDE COMMUNITY IN DKI JAKARTA (A  
STUDY OF ATTITUDE TOWARD GARBAGE)**

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**Listya Arawinda Mahardian**

**ABSTRACT**

*This study aims to determine the effect of place attachment towards pro-environmental attitude in a slum riverside community in DKI Jakarta. Place attachment consists of four dimensions, i.e.: place dependence, place identity, place affect, and place social bonding. As for pro-environmental attitude, this study discusses three components of attitude, i.e.: cognitive, affective, and behavior. In this study, pro-environmental attitude narrowed again becomes the attitude of throwing garbage in the right place. This research was quantitative research. Variable of place attachment used as independent variables and variable of pro-environmental attitude as the dependent variable. The sampling technique used is a non-probability sampling technique with purposive sampling. The sample was 196 residents of DKI Jakarta who live in slums riverside area. In the results of the regression analysis (ANOVA), R Square value is 0,202; so the result of regression equation in this study is  $Y = 41,641 + 0,274X$ ; and F regression value of 15.331 is greater than the value of F table that is equal to 3.89 (with df 1; 194). This means that, the place attachment has an influence on pro-environmental attitude at slum riverside community in DKI Jakarta. The results of this study indicate that the influence of place attachment was given towards pro-environmental attitude is 20.2% while the remaining 79.8% is influenced by other factors has not been examined.*

**Keywords:** *Place Attachment, Attitude, Pro-Environmental Attitude, Slum Riverside Area, Garbage.*