

Behavioral Empowerment Determinants Artisanal Fishermen in East Kalimantan Indonesia

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Abstract

This study aims to determine the effect of Individual Characteristics, Culture and Attitudes Toward Fishermen Intentions and Behavior Empowerment Artisanal Fishermen (Studies in East Kalimantan Province). The research was conducted in the coastal areas of East Kalimantan Province which includes East Kutai, Bontang and Kutai Kertanegara, the number of respondents 237 households fisheries which are artisanal fishermen. Analysis tools to test this hypothesis using Partial Least Square with SmartPLS software.

The results showed that the Individual Characteristics positive and no significant effect on intention to empower themselves. Fishermen culture positive and significant effect on the intention to empower themselves. Attitude positive and significant effect on the intention to empower themselves. Individual characteristics negative and no significant effect on Behavioral empowerment. Fishermen culture positive and significant impact on Behavioral empowerment. Attitude significant and negative effect on Behavioral empowerment. Intention positive and significant effect on Behavioral empowerment.

Conclusion The results of this study are the first is the Theory of Planned Behavior (TPB) can not be applied to the intention of behaving that have an impact on personal interests such as to empower themselves, the second is the empowerment of Conduct will not be formed if not met the requirements to behave (enabling factors).

Keywords: Determinants, Behavior empowerment and Artisanal Fishermen

I. INTRODUCTION

Empowerment fishermen held still not significant to the level of welfare of fishermen. Fishermen empowerment programs still focus on access to capital, markets and technology, as well as institutional weakness fishermen. Empowerment has not noticed the human factor that is fishing.

Character of coastal communities is an important aspect in sociological view. Socio-educational setting coastal communities in Indonesia, a marker characteristic of the culture of his society. Coastal community culture is familiar with high uncertainty. This is because social life in coastal regions dependent on marine resources that exist. Naturally, coastal marine resources (fisheries) is invisible, so it is difficult to predict.

Understanding the behavior accurately by using the theory of planned behavior perspective of the artisanal fishermen in Indonesia, particularly in the coastal province of East Kalimantan is important to be studied. The Theory of Planned Behaviour (TPB) is a model of social psychology is most often used to predict the behavior.

Morris et al. (2012) in a forest research states that the theory of planned behavior (TPB) is one of the most cited and applied behavior Instant confirmation theories. It is one of a closely inter related family of theories roomates adopt a cognitive approach to explaining behavior roomates centers on individuals' attitudes and beliefs. The TPB (Ajzen, 1985, 1991; Ajzen and Madden 1986) evolved from the theory of reasoned action (Fishbein and Ajzen, 1975) posited roomates intention to act as the best predictor of behavior. Intention is itself an outcome of the combination of attitudes towards a behavior (see Bandura, 1986, 1997; Terry et al., 1993). Ajzen (1991) explains that the model of the Theory of Planned Behaviour (TPB) is very open to plus other predictor variables to predict the interests and behavior of the object under study. This study Adding variable Individual Characteristics and Culture Fishermen.

The purpose of this study was (1) To identify and explain the effect of individual characteristics on the intention to empower themselves; (2) To identify and explain the effect of fishing culture on the intention to empower themselves; (3) To identify and explain the influence of attitudes on the intention to empower themselves; (4) To identify and explain the effect of individual characteristics on the behavior of empowerment; (5) To identify and explain the effect of fishing culture on behavior empowerment; (6) To identify and explain the influence of attitudes on behavior empowerment; (7) To identify and explain the intention as an intervening variable effect on the behavior of empowerment.

II. LITERATURE REVIEW AND DEVELOPMENT HYPOTHESES

2.1. EFFECT OF INDIVIDUAL CHARACTERISTICS OF INTENTION

Research on the effect of individual characteristics on the intention made by Khan et al.. (2014) explains that the demographics have significant impact on intention to leave. Amankwah et al.. (2013) explains that the results

Indicated Significantly Relationship Among demographic variables and entrepreneurial intention; motivators for intention and obstacles to setting up one's firm.

Intentions are assumed to capture the motivational factors that influence a behavior, they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior. (Ajzen, 1991: 182).

H1 = Individual Characteristics significant effect on the intention to empower themselves.

2.2. FISHERMEN CULTURAL INFLUENCE OF INTENTION

The influence of culture on the intention and the behavior described Kotler and Armstrong (2012: 135) that Culture is the most basic cause of a person's wants and behavior. Human behavior is largely learned. Growing up in a society, a child Learns basic values, perceptions, wants, and behaviors from his or her family and other important institutions.

Sajjad et al.. (2012) in a study focused on the influence of culture on the intention to entrepreneurship as follows: "National culture of a country influences the entrepreneur's intention, perceived feasibility, and desirability and entrepreneurial experience Directly influence the intention of any individual to start a new business". Furthermore, the influence of culture on the intention is also supported by the study of Liu et al.. (2001) that the effects of cultural factors on behavioral intentions.

H2 = Fishermen cultural significant effect on the intention to empower themselves.

2.3. INFLUENCE ATTITUDES TOWARD INTENTION

The theory of planned behavior postulates three conceptually independent determinants of intention. The first is the attitude toward the behavior and refers to the degree to the which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question. The second predictor is a social factor is termed subjective norm; it Refers to the perceived social pressure to perform or not to perform the behavior. The third antecedent of intention is the degree of perceived behavioral control which, as we saw Earlier, Refers to the perceived ease or difficulty of performing the behavior and it is assumed to reflect past experience as well as anticipated impediments and obstacles (Ajzen, 1991: 188). Research Shanmugam et al.. (2014) that attitude has an influence on the intention.

H3 = Attitude significant effect on the intention to empower themselves.

2.4. EFFECT OF INDIVIDUAL CHARACTERISTICS TOWARD BEHAVIOR EMPOWERMENT

Kotler and Armstrong, (2012: 144) explains that "A buyer's decisions are influenced by personal also characteristics reviews such as the buyer's age and life cycle stage, occupation, economic situation, lifestyle, and personality and self-concept. Sadiq and Hafiz (2014), on the Influence Factors Demographics on Investor Behavior of the Twin Cities of Pakistan is as follows: "Result shows that demographic factors like the investor's age, academic qualification, income level, investment knowledge, and investment experience have a significant effect on the behavior of investors ". Morris et al.. (2012) that the TPB added a third set of factors as affecting intention (and behavior); Perceived behavioral control. This is the perceived ease or difficulty with the which the individual will be Able to perform or carry out the behavior, and is very similar to Notions of self-efficacy (see Bandura, 1986, 1997; Terry et al.. 1993).

H4 = Individual Characteristics significant effect on the behavior empowerment

2.5. FISHERMEN CULTURAL INFLUENCE OF BEHAVIOR EMPOWERMENT

Kotler and Armstrong (2012: 135) explains that: "Culture is the most basic cause of a person's wants and behavior. Every group or society has a culture, and cultural influences on buying behavior may vary greatly from country to country. Growing up in a society, a child Learns basic values, perceptions, wants, and behaviors from his or her family and other important institutions ".

Iyengar et al.. (2013) results in a study focused on the influence of culture on consumer behavior is "The key factor that influences a consumer's behavior is culture. This study has shown that it is possible to establish relationships between cultural and Consumer behavior and both of them are strongly related. From the research, we concluded that the culture has a significant impact on consumer behavior ".

H5 = Fishermen cultural significant effect on the behavior empowerment

2.6. INFLUENCE ATTITUDES TOWARD BEHAVIOR EMPOWERMENT

The influence of attitudes on behavior in relation to the buying behavior is described by Kotler and Armstrong (2012: 150) as follows: "A person's buying choices are further influenced by four major psychological factors: motivation, perception, learning, and beliefs and attitudes". Furthermore, Robbins and Timothy (2013: 73) describes the relationship between attitudes and behavior that specific attitudes to Predict growing niche-specific behaviors, whereas general attitudes growing niche to best Predict general behaviors. Consistency attitude towards the object (behavior) is also described by Kotler and Armstrong, (2012: 150) explains that *Attitudedescribes a person's relatively consistent evaluations, feelings,and tendencies toward an object or idea. Attitudes put people into a frame of mind of likingor disliking things, of moving toward or away from them"*.

H6 = Attitude significant effect on the behavior empowerment

2.7. INFLUENCE INTENTION TOWARD BEHAVIOR EMPOWERMENT

The relationship between intentions and behavior as described Ajzen (1991: 182) in the Theory of Planned Behavior of is as follows: "A central factor in the theory of planned behavior is the individual's intention to perform a given behavior. Intentions are assumed to capture the motivational factors that influence a behavior ". Morris et al.. (2012) that the TPB (Ajzen, 1985, 1991; Ajzen and Madden 1986) evolved from the theory of reasoned action (Fishbein and Ajzen 1975) posited roomates intention to act as the best predictor of behavior. Intention is it self an outcome of the combination of attitudes towards a behavior. Bagozzi et al.. (1989: 49) that the intentions-behavior relations are significant in all instances, thereby confirming the operation of volitional processes.

H7 = Individual Characteristics, Fishermen Cultural and Attitudes significant effect on Behavioral empowerment through Intention.

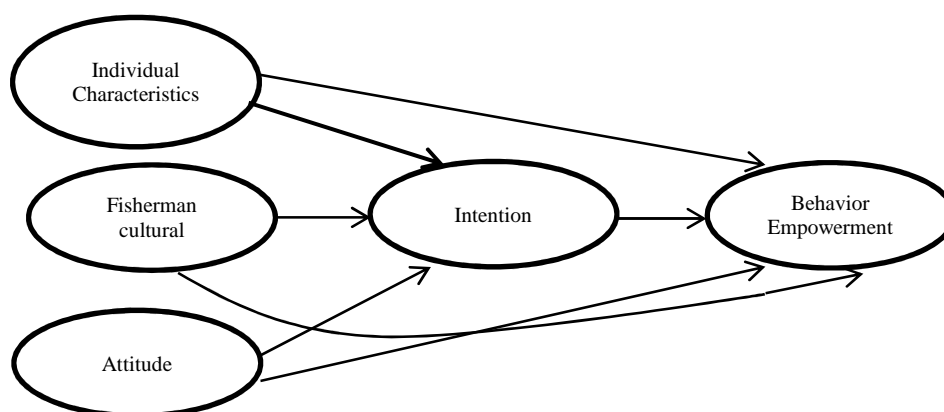


Figure 1. The conceptual framework of the study

III. RESEARCH METHODS

3.1. DESIGN, LOCATION AND TIME

With a quantitative approach, this study used a questionnaire survey as a tool. The study area covers 12 villages covered in 3 districts / cities in the coastal province of East Kalimantan. The third district is East Kutai, Bontang and Kutai Kertanegara.

3.2. SAMPLING TECHNIQUE

The smallest unit of observation were observed in this study is the household artisanal fishing boat owners who operate their own boat in the selected region. The number of artisanal fishing households in selected regions of coastal villages in East Kalimantan Province wholly 2.033 households. Determination of the number of samples refers to Slovin's formula with an error rate of 5%, so the total sample of 334 households. The sampling technique used is a multistage sampling with a combination of purposive sampling and accidental sampling.

3.3. TYPE OF DATA AND COLLECTION TECHNIQUE

The collected data is primary data which includes Individual Characteristics, Culture Fishermen, Attitudes, and Intention and Behavior empowerment in fisheries activities. This data was obtained through interviews using a questionnaire instrument.

IV. RESEARCH FINDINGS

Data processing was performed using SPSS for Windows and SmartPLS. Data analysis was divided into descriptive and inferential analysis. Inferential statistical analysis using the Partial Least Square (PLS). A total of 334 questionnaires were distributed, but the back and perfect as much as 237.

4.1. DESCRIPTIVE RESULT

Age fishermen are very varied from the lowest age of 25 years to a high of 60 years. 73% of respondents had elementary education. Average month income Rp.500.000, -, number of dependents average family of 4 people and the lowest service life of 7 years to a high of 40 years.

4.2 RELIABILITY ANALYSIS

The calculation of the coefficient of correlation is conducted by using SPSS 17.0 software, using Cronbach's alpha technique. The reliability is Showed by the value of alpha, in the which the value of 0.600 above is Considered reliable. The result of the reliability analysis is presented in Table 1.

4.3 RESULT OF HYPOTHESIS TESTING

The results of the path analysis by using SPSS software particularly on the path coefficients in Table 1 show that the Individual Characteristic have a positive effect on intention. This can be seen from the result of the path coefficient (standardized regression weights estimate) between Individual Characteristics and intention is positive (0.081) and not significant (> 0.05). Therefore, it can be said that the hypothesis 1 is not accepted, Followed by hypothesis 2 which also supported by the result of the path coefficient between the value of the Fisherman Cultural and Intention is positive (0.218) and significant (< 0.05). Also, the path coefficient between Attitude and Intention are positive (0.584) and significant (< 0.05) thus hypothesis 3 is accepted.

Table 1. Regression To Determinants Of Intention

Variable	Path Coefficient	t-value	Sig.	Result
Individual Characteristic	0.081	1.427	0.155	Not Significant
Fisherman Cultural	0.218	3.989	0.000**	Significant
Attitude	0.584	12.244	0.000**	Significant

Notes: Dependent Variable: intention; **significant at $\alpha = 5\%$

Source: Primary data (processed)

Moreover, as displayed in Table 2, the path coefficient between Individual Characteristics and behavior empowerment is negative (-0.076) and not significant (> 0.05). It means that the Individual Characteristic will negatively affect the behavior empowerment. Therefore, it can be said that the hypothesis 4 is not accepted. Furthermore, the results of the path analysis shows that Fisherman Cultural and behavior empowerment are positive (0.502) and significant (< 0.05). The result of the path coefficient Attitude and behavior empowerment that is negative (-0.295) and significant (< 0.05). Also, it is confirmed by the result of the path coefficient Intention and behavior empowerment that is positive (0.375) and significant (< 0.05). Thus Spake it can be inferred that hypothesis 5-6 and 7 are supported.

Table 2. Regression to determinants of empowering behavior

Variable	Path Coefficient	t-value	Sig.	Result
Individual Characteristic	-0.076	1.362	0.175	Not Significant
Fisherman cultural	0.502	6.341	0.000**	Significant
Attitude	-0.295	3.672	0.000**	Significant
Intention	0.371	4.633	0.000**	Significant

Notes: Dependent Variable: empowering behavior; **significant at $\alpha = 5\%$

Source: Primary data (processed)

V. DISUSSION

Individual characteristics and significant positive effect on intention. This may imply that the better the individual characteristics do not guarantee it will stimulate intention.

The results of this study do not support as research Khan et al.. (2014) explains that the demographics have significant impact on the intention and Amankwah et al.. (2013) explains that the relationship Results Indicated Significantly Among demographic variables and entrepreneurial intention.

Based on the intention of the second predictor is subjective norm, that intention to empower themselves behave

not get social pressure to perform or not perform as a motivating stimulus, because the intention to empower themselves is an individual effort to improve then there is no social pressure that will stimulate motivation for empowering intention.

Fisherman Cultural positive and significant impact on empowering intention. Kotler and Armstrong (2012: 135) explain that Culture is the most basic cause of a person's wants and behavior. Sajjad et al. (2012) that the National culture of a country influences the entrepreneur's intention. Liu et al. (2001) that the effect of culture on behavioral intentions by regressing call now of the behavioral intentions on call now of the cultural dimensions.

For the fishing community, culture is a system of ideas or cognitive system that serves as a "guideline of life", reference patterns of social behavior, as well as a means to interpret and make sense of the events that occur in the environment (Keesing, 1989: 68-69). Thus the culture of fishermen will be fishing guide behaviors that trigger or stimulate a desire (intention) fishermen to behave. Thus Fishermen Cultural affect intention to behave empower themselves.

Attitude positive and significant impact on intention. The theory of planned behavior (Ajzen, 1991: 188) argues that three independent conceptual determinants of intention. The first is the attitude toward the behavior and refers to the extent to which a person has an evaluation or assessment of the relevant behaviors favorable or unfavorable. Shanmugam et al. (2014) explains that attitude mediates the relationship between perceived benefits and behavioral intention to use mobile banking. The central factor in the Theory of Planned Behavior (TPB) is the individual intention to perform the behavior. Intention is assumed to capture the motivational factors that influence the behavior (Ajzen, 1991: 182). With an attitude of motivation process, the attitude will motivate the onset of intention, so that attitudes affect the intention.

Individual characteristics negative and no significant effect on the behavior empowerment. Sadiq and Hafiz (2014), explains that demographic factors like the investor's age, academic qualification, income level, investment knowledge, investment experience and have a significant effect on the behavior of investors.

Kotler and Armstrong, (2012: 144) explains that a buyer's decisions are influenced by personal Also characteristics Reviews such as the buyer's age and life cycle stage, occupation, economic situation, lifestyle, and personality and self concept.

Green (1991) in Machfoedz (2006: 28) explains that the behavior it self is determined or formed of three factors: predisposing factors, enabling factors and reinforcement factor. Enabling factors include the physical environment, available or unavailability of facilities or facilities, safety, and training. Under the enabling factor, not the formation of behavior due to the unavailability of facilities or facilities and infrastructure that allows it to behave.

Morris et al. (2012) that the TPB added a third set of factors as affecting intention (and behavior); Perceived behavioral control. This is the perceived ease or difficulty with the which the individual will be able to perform or carry out the behavior, and is very similar to notions of self-efficacy "(see Bandura, 1986, 1997; Terry et al. 1993).

Based on Morris et al. (2012) explanation and is associated with the enabling factor (Green, 1991), that the perception of behavioral control lead individuals find it difficult to behave because of the enabling factors (Green, 1991) do not support is the existence of facilities or infrastructure and training to increase behavior empowerment. So the better the individual characteristics will be no increase Behavior empowerment due to the perception of self control are very high.

Fishermen culture positive and significant effect on the behavior empowerment. Kotler and Armstrong (2012: 135) explains that Culture is the most basic cause of a person's wants and behavior. Iyengar et al. (2013) that the key factor that influences a consumer's behavior is culture. This study has shown that it is possible to establish relationships between cultural and Consumer behavior and both of them are strongly related. From the research, we concluded that the culture has a significant impact on consumer behavior".

Robbins and Timothy (2012: 516) culture that facilitates a commitment to something larger than individual self interest. Thus a significant relationship between Fishermen cultural formed by behavior empowerment due to facilitate the emergence of a culture of commitment, which is a commitment to behave.

Attitude significantly influence behavior empowerment. Kotler and Armstrong (2012: 150) explains that a person's buying choices are further influenced by four major psychological factors: motivation, perception, learning, and beliefs and attitudes. Robbins and Timothy (2013: 73) that specific attitudes to Predict growing niche specific behaviors, where as general attitudes growing niche to best Predict general behaviors.

Based on the explanation Robbins and Timothy (2013: 73), that attitudes affect the behavior. However, in this study the attitude has a negative influence on behavior. If the views of respondents on average is 3.75 which

indicates that the fishermen hesitant and almost did not agree to declare willing to behave.

G.W. Allport in Koldakar (2007: 86), explains that Attitude is a mental and neutral state of readiness organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and Situations with the which it is related. With this understanding, that by fishing experience feelings of inadequacy, giving rise to a negative relationship between attitudes to empower themselves by behavior empowerment.

Ajzen (1991: 188) explains that the third antecedent of intention is the degree of perceived behavioral control which, as we saw Earlier, Refers to the perceived ease or difficulty of performing the behavior and it is assumed to reflect past experience as well as anticipated impediments and obstacles, so based on this theory attitude as opposed to behavior empowerment is due to the perception of the past experience of fishermen difficult to perform empowerment.

Intentions positive and significant effect on the behavior empowerment. Ajzen (1991: 182) in the Theory of Planned Behavior explains that a central factor in the theory of planned behavior is the individual's intention to perform a given behavior. Intentions are assumed to capture the motivational factors that influence a behavior ". Morris et al. (2012) explains that the Theory of Planned Behavior (Ajzen, 1985, 1991; Ajzen and Madden 1986) evolved from the theory of reasoned action (Fishbein and Ajzen 1975) which posited intention to act as the best predictor of behavior. Intention is itself an outcome of the combination of attitudes towards a behaviour. Bagozzi et al. (1989: 49) explains that the intentions behavior relations are significant in all instances, there by confirming the operation of volitional processes.

Based on Ajzen's theory (1991) and the results Bagozzi et al. (1989) showed that a significant effect intention on behavior, as well as intention effect significant to behavior empowerment.

VI. CONCLUSION

Individual characteristic positive but not significant effect on intention. So it can be concluded that the better the Individual characteristic will further stimulate not guarantee intention.

Fisherman Cultural positive and significant impact on empowering intention. So it can be concluded that the better Fishermen cultural will increasingly stimulate intention.

Attitude positive and significant impact on intention. So it can be concluded that the better the attitude will be more stimulating intention.

Individual characteristic significant and negative effect on the behavior empowerment. So it can be concluded that the better the Individual characteristic then increase the behavior empowerment. Fisherman cultural positive and significant effect on the behavior empowerment. The better the fisherman cultural will increase the behavior empowerment.

Attitude significant effect on behavior empowerment. However, the relationship between Attitude and behavior empowerment opposite. So getting a good attitude then do not increase the behavior empowerment.

Intention significantly influence behavior empowerment. So it can be concluded that the higher the intention will increase behavior empowerment.

The most powerful Attitude determines the formation of behavior empowerment than the individual characteristic and fisherman cultural, while behavior empowerment in determining the most powerful is the fisherman cultural. However, judging from the indirect influence in determining behavior is mediated by intention, then the most decisive is Attitude.

The first finding of this study is that among the three constructs, namely: Individual Characteristics, Fishermen Cultural, and Attitudes, it is concluded that the Fishermen Cultural have the highest total effect (0.583) against Behavior empowerment than two other constructs namely Individual Characteristics (-0.046) and Attitudes (-0.078). That means that fishermen cultural is more powerful cause Behavior empowerment of the individual characteristics and attitudes.

Second finding in this study is that Individual Characteristics does not stimulate the emergence of intention to empower themselves, because the intention is to empower themselves have no impact on the social pressure that will stimulate the emergence of an intention to behave, and the intention to empower themselves is only the individual's own personal effort without social pressure that influence it. So Theory Planned Behavior (TPB) does not apply to the intentions of the individual developer or personal interests.

Findings The third is that the individual characteristics did not significantly influence the behavior empowerment. Based on the Theory of Planned Behavior (TPB) is the perception of behavioral control who feel the difficulties with which the individual is unable to perform the behavior. If connected with the enabling factor (Green, 2012), not the formation of behavior due to unavailability of facilities or facilities and infrastructure and training, so that the individual is not able to behave.

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