

RELIGIOSITY, LOCAL WISDOM, AND SOCIAL PSYCHOLOGY

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Submission date: 22-Dec-2023 03:14PM (UTC+0700)

Submission ID: 2264014259

File name: Rev.HeruUnwidha.docx (188.4K)

Word count: 3536

Character count: 20068



RELIGIOSITY, LOCAL WISDOM, AND SOCIAL PSYCHOLOGY

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Abstract

This research aims to conduct a multivariate test of the dependent variable on the intention of learning Unwidha's students for Social Psychology are influenced by two independent variables, namely religiosity and local genius values. The research object as the sample is students from Department of Psychology Universitas Widya Dharma around 100 respondents with purposive sampling technique. The data analysis in this research is in the form of reliability and validity tests of items, and variable correlation tests which are useful for providing a map of perception in the people's mind regarding the proof of intention of students for learning Social Psychology. Quantitative multivariate test using The AMOS Software. The test results found that the religiosity and local genius values variables are proof which influenced the intention of learning, From the research findings of the model evidence, a strategy is needed for stakeholders to develop human resources strategies towards the competitive advantage of departement of Psychology towards to increase for students motivation for Social Psychology learning.

Keywords: Theory of planned behavior, social- psychology, religiosity, local genius values

1. INTRODUCTION

There is an interesting review in the national daily Solopos (2023) presented by philosopher and Professor of STF Driyarkara Franz Magnis Suseno, in Indonesia there are three things that threaten sovereignty internally: economic inequality for Indonesia people, intolerance and corruption. Nowadays, In Indonesia there are young people who have fallen into intolerance and radical religious behavior. The phenomenon of young people in Indonesia behaving radically and intolerantly increase because young people do not have access to information outside the area where they grew up. The young people only get information from one-sided internet that is *hoax* and intolerant issues (Kompas, 2016).

Young people in Indonesia who are able to understand the essence of learning Social Psychology can provide other young people and peers with enlightening thoughts. Changes in perspective from enlightening thinking can be in the form of community-economic empowerment, increasing health advocacy, tolerance, community literacy art to religion (Rindova, Barry, Ketchen. 2020). Social psychology is a science that studies individuals and how to change individual behavior and change community behavior (Porter, 2018). It takes young people who are innovative and





active in social activities in the community. The innovations made by these young people study Social Psychology can become a movement to cut the chain of income inequality social problems and poverty in people society. The virus of giving birth to as many *socio-entrepreneurs* as possible must be further enhanced. These young people are true partners of the state and society to overcome various social problems at this time after the Indonesia's Covid-19 pandemic disaster.

Indonesia's highly educated middle class has undergone significant change and revolutionization in the last ten years with social movement. This change is evident in the rapid growth of the banking sector, female entrepreneurship and product and service innovation. The Islamic education, sharia hotels, halal cosmetics markets are all on the rise. food, beverages and medicines with organic food, halal labels are of serious concern to middle-class people in Indonesia today (Rusydiana & Salafiyah, 2020).

There are interesting behaviors related to urban middle class consumer behavior in Indonesia. Middle-class consumers in Indonesia if they are more prosperous and smarter, they are more religious and they still maintain local wisdom values (Mamun, Hayat & Zainol, 2020). The increasing values of religiosity and local wisdom not only appear in the practice of prayer and prayer, but also appear in consuming services and products. They place all transaction activities of goods and services as an integral part of worship. The phenomenon of Indonesian society after the Covid-19 pandemic, which is increasingly concerned about healthy food with increasing religiosity social values and local wisdom according to McKinsey & Company research (2020), is a gap in the phenomenon of researchers to conduct research on students' intention to study Social Psychology influenced by religiosity values and local wisdom. Modern social psychology is currently thick with the realm of *behavioral science* (*behavioristic*) From the background as a reference, the problem *formulation is* drawn as follows "*Are the variables forming the intention of students to study Social Psychology influenced by religiosity and local wisdom values?*"

This study aims to determine of student intentions to study social psychology. Specifically, it has the aim of testing the perception of Psychology Study Program students to have the intention to study social psychology influenced by two antecedents as intention formers. The novelty of this study adding the attitude model in the theory of Planned Behavior by using research through limited respondents of Psychology Study Program students Departement of Universitas Widya Dharma Klaten. This research is expected to be useful for the development of multivariate models of learning intentions using social psychology and educational science approaches. This research is expected to be useful for future learners of social and educational psychology in Indonesia.

Ya'qub (1995) examined that to achieve success in treading the ideals of social welfare, a number of physical material and mental spiritual factors are needed. Mental-spiritual factors play a role in the success of human ideals including elements of skill, piety, honesty, holy intention, azam / strong will to move forward, perseverance / *istiqomah*, tawakal, *dhikrullah*, tolerance, gratitude, zakat, infaq, *qonaah* / satisfaction and a culture of gratitude. Nasrullah (2016) modeled the Secret Concept of Magnet Rezeki in which there is a Muslim individual spirit including *ghiroh*, obedient worship





away from sin, optimistic-positive thinking and action, gratitude, mastery of thoughts and spirituality that can affect the intention to tread life's success for the future.

The value system of the cultural of various phenomena and layers of society in Indonesia, there are some values that are compatible and not with the spirit of progress. The mental attitude that exists in each individual is inseparable from the cultural value system that prevails in society. Thus it can logically be said that local wisdom values influence the formation of mental attitudes. Individuals with behavioral patterns in society often base themselves on cultural values inherited by ancestors (Mulyani, 2000).

Traditionalist values conceptual in the human life as a limiting realm of suffering. To escape from this limiting phenomena individuals must actually immerse themselves in the realm of suffering. Individuals must try harder in business activities because only then will individuals be closer to the source, namely God Almighty.

1 Theory of Planned Behavior by Ijeck (1991) explains that an individual's behavior with high involvement requires beliefs and evaluations to foster attitudes, behavioral control and subjective norms with intentions as mediation with the influence of various intention factors that have an impact on behavior. The decision to learn Social Psychology is a behavior carried out by learners with high involvement (*high Involvement*) because making decisions will involve internal factors such as perception, personality, learning and attitude, intention. External factors also influence such as neighbors family and friends. This factor is known as subjective norms. The next process measures perceived behavioral control (self-efficacy), which is a condition that students believe actions are easy or difficult to do by understanding the various risks or obstacles that arise when making decisions on an action, in other words, it is simpler whether students are willing but unable or able but unwilling (Ajzen, 2008).

Chen et. al (2019) explain that attitude is defined as the tendency in students that can be learned to respond to objects or classes of objects simultaneously, both in likes and dislikes and is relevant to the motivation of learners to study social psychological science. Liu, Lee and Hwang (2021) explain that attitude is an affection or feeling towards a stimuli related to motivation. Based on the two definitions, attitude is concluded as a tendency that can be learned to respond or accept stimuli to objects consistently in both liking and disliking and is formed in students through a long process.

Sanusi (2020) explains that subjective norms are individual perceptions of other people who will support or not the realization of an action in learning intention in which it explains that subjective norms are a product of beliefs that are owned from other people related to learning intention. Ajzen (1991) explains that theory of Planned Behavior is not an exclusive model for predicting intention or behavior, but is flexible to be expanded by adding predictors such moderators and intervening model which are able to explain significant variants of intentions. Several researchers expanded the Theory of Planned Behavior which in the early stages was carried out by Taylor and Todd. Both researchers agree that Teory of Planned Behavior has not included variables such as moral obligation, social habit and self-identity that can better predict behavioral motivation and can be a research gap in future research. (Taylor & Todd, 1995). The theory findings that there are indicators from these variables that can be



developed and there are relevant to be applied to other models of observation. This research at the development of Theory of Planned Behavior, tries to modify the model on the intention of learners to study social psychological science. From the model review above, a hypothesis can be proposed:

Ha: The values of religiosity and local wisdom have a positive and significant effect on learners' intention to study social psychology.

2. RESEARCH METHOD

Framework

The model framework of the research activity model is presented in Figure 1.

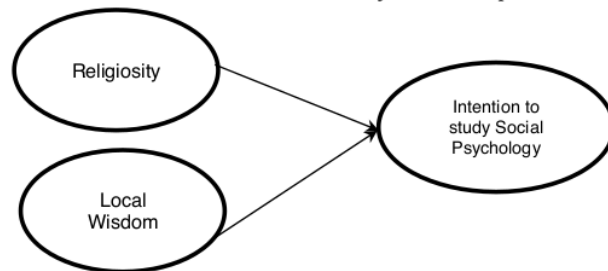


Figure 1: Research model

Based on the model framework described in Figure 1, the description of learner intention to learn social psychological science is influenced by two independent variables, namely religiosity and local wisdom values. The operationalization of the questionnaire attribute model used for religiosity variables: religiosity activities both intrinsic and extrinsic (Wijaya and Suprpto, 2012). *Local wisdom values* include *Paternalism*: the role of parents, senior relatives, the role of religious leaders, the role of community leaders, *fatalism*: supernaturalism, *situational-fatalism*: luck (Wijaya and Hidayat, 2011). The variable intention (intention) to study social psychology is measured by the intention to choose to study social psychology, the intention to spend some money to study in a psychology study program and recommend others to study social psychology (Ajzen, 2008).

Population, Sample and Data Collection

Population is all objects that have certain characteristics set by researchers to be able to study and draw a conclusion (Singarimbun, 1985). The population in this research are all Psychology students at Universitas Widya Dharma Klaten. The sample is part of the population. The researchers must take samples to study even though the conclusions of the research results will apply to all populations. The sample taken must represent all the characteristics contained in the population to which the conclusions will apply. If the sample does not represent the characteristics found in the population, the model conclusions will be biased (Santoso, 2007). To determine the number of the



research's respondents because the size of the existing population cannot be known with certainty, using the Bernoulli method.

The *sampling* technique using in this research is a *non-probability sampling* technique with *purposive sampling* type, which is a method of determining samples based on chance, any member of the population whom the researcher meets and is willing to be used as a sample / respondent. If it is deemed that the respondent happened to be found suitable as a source, the consumer respondent of the psychological science learner student is used as the primary research data. The sample size of 100 according to Ferdinand (2014) related to the number of variables is at least 20 respondents. This research uses two variables, the number of 100 respondents is enough sufficient.

Data Analysis Technique

Quantitative tests were carried out including reliability and validity tests and multivariate regression and correlation design. Statistical test tools used through AMOS software.

3. RESULTS AND DISCUSSION

Validity Test

The validity test is used in this research to measure the attributes in the questionnaire question items are able to measure what should be measured. Measurement of the validity test in research can show the amount of variance of the attributes extracted by the latent variable under study. The value of *variance extract* using to statistician agreement is 0.50. The complete *validity test results* are presented in Table 1.

Table 1. Validity Test in research (n=100)

No.	Variables	Variance extract
1.	Religiosity	0.88
2.	Local wisdom	0.77
3.	Intention to study Social Psychology	0.78

14 Based on the *validity test results* in table 1, it is obtained that the *variance extract* value for all research variables has met the required criteria. These results conclude that the amount of *variance of* the attributes extracted by the latent construct is able to measure what is commonly measured.

Reliability Test

The reliability test using to determine the extent to which the measuring instrument consistently makes the test models, which means that the measurement is reliable or consistent. This research, the *reliability* model used the *reliability construct* value. The minimum reliability value of latent variable indicators that is accepted according to statistician agreement is 0.70. The complete Reliability Test is presented in Table 2 below.





Table 2 Reliability Test in research (n=100)

No.	Variables	Reliability
1.	Religiosity	0.88
2.	Local wisdom	0.78
3.	Intention to study Social Psychology	0.79

Based on the reliability test in table 2, the reliability construct value for each latent variable is above 0.7. This result concludes that each question attribute in the questionnaire is trusted to test the model in the next stage.

Data Analysis

The test of the GOF test of the SEM model are described in table 3 below.

Table 3. Full Model Feasibility Test (n=100)

No.	Goodness of Fit Index	Cut off values	Results	Model Evaluation
1.	Chi square	small < 485.05	558.97	Good
2.	Probability	>0.05	0.006	Good
3.	RMSEA	<0.08	0.045	Good
4.	GFI	>0.90	0.944	Good
5.	AGFI	>0.90	0.931	Good
6.	CMIN/DF	<2.00	1.687	Good
7.	TLI	>0.95	0.981	Good
8.	CFI	>0.95	0.965	Good

Based on the model feasibility test described in table 3, the causal relationship between the independent variables of religiosity and the value of local wisdom on the intention to study social psychology, it is concluded that the model is suitable or fit with the data. This can be seen from the significance level of the chi-square value and other goodness of fit index values.

Hypothesis Test

Hypothesis testing in research refers to the Critical Ratio (CR) value of a causality relationship. The research hypothesis test is presented in full in table 4

Table 4.Hypothesis Test (n=100)

No.		Std Est	Est	SE	CR	P
1.	Religious -> intention Sos Psy	0.671	0.882	0.309	5.557	0.003
2.	Local wisdom values ->Intention	0.455	0.579	0.322	3.540	0.002

Hypothesis Test 1

Parameter estimation to test the effect of religiosity on the intention to study social psychology science obtained a CR value of 5.557 with a probability value of 0.003.





Because the probability value <0.05 , it is concluded that religiosity has a significant effect on the intention to study social psychology.

Hypothesis Test 2

Parameter estimation the effect of local wisdom values on the intention to study social psychological science obtained a CR value of 3.540 with a probability of 0.072. Because the probability value <0.05 , it is concluded that local wisdom values have a significant effect on the intention to study social psychology.

Discussion

Research findings there is a positive influence of religiosity variables and local wisdom values on learning motivation in social psychology according to research findings (Anas, 2018 and Fitriani, 2016). The positive effect of religiosity can be interpreted in the science of religiosity thick with spirituality factors both intrinsic and extrinsic in individuals carrying out worship. The role of individuals according to the concept of religiosity in behavioral /behavioristic science has a strong effect on improving *psychological well being* in the realm of social psychology. *Psychological well being* is a concept related to what individuals feel related to daily life activities in evaluating themselves and improving the quality of life experience. One of the things that affects psychological well being is the level of practicing one's religious rituals both in quantity and quality. These two variables are known as the concepts of religiosity and spirituality. Research findings, the better the religiosity commitment and individual spirituality commitment, the better the individual's relationship with the environment through group solidarity and family ties (Fitriani, 2016).

The variable value of local wisdom has a positive influence on students' intention to study social psychology according to research (Sujoko 2015). This can be interpreted that the Klaten Regency area is still in the *rural* category with agricultural areas so that students are still thick with paternalistic concepts and local wisdom traditions in their daily life practices. These local wisdom values are considered by students to be able to influence the understanding of social psychology that will be studied. Accounting learning based on the values of cultural spirituality of local wisdom in the context of business habitus, including *narimo ing pandum*, work as a basic concept of cash flow, blessings as a basic concept of added value and *sanak* (brotherhood) as a relevant balance sheet concept influences the content of accounting learning in Higher Education according to research findings (Anas 2018). Setiadi's research (2019) explained that the value of local wisdom and spiritual intelligence affects the learning behavior of students in the realm of high school students.

4.CONCLUSION

This research concluded that the are two independent variables of religiosity and local wisdom values have a significant effect on students' intention to study social psychology. Stakeholders must continue to encourage the University to include the





content of religiosity and local wisdom in learning social psychology. Psychological science in the future is expected to be more attractive and down to earth for prospective new students with increasing innovation in learning models in regional universities.

Increased quality, activation of knowledge and the influence of religious values and local wisdom are expected to further increase the awareness of young people to be more interested in studying social psychology. For universities that open learning services for social psychology, the increasing interest of the younger generation in studying this science will further increase the competitiveness of psychology study programs to become superior study programs in the future.

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