

**ANALISIS NIAT DAN PERILAKU PEMILAHAN SAMPAH DAERAH
ISTIMEWA YOGYAKARTA MENGGUNAKAN MODEL *THEORY OF
PLANNED BEHAVIOR* (TPB), FAKTOR INSENTIF, *REWARD* DAN
*PUNISHMENT***

*ANALYSIS OF WASTE SEPARATION INTENTIONS AND BEHAVIOR IN
SPECIAL REGION OF YOGYAKARTA USING THEORY OF PLANNED
BEHAVIOR (TPB) MODEL, INCENTIVE FACTORS, REWARDS AND
PUNISHMENT*

TESIS



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