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# The Role of Village Culture and Social Environment on the Behaviour of the Young Generation

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#### ABSTRACT

This study investigates the role of village culture and the social environment in shaping the behavior of the younger generation in Belawan Bahagia Village. Amid the challenges of modern social change, preserving local values and fostering a healthy social environment are considered essential. A quantitative approach with multiple linear regression was employed, using data from 66 young respondents selected through purposive sampling. Classical assumption tests—normality, multicollinearity, heteroscedasticity—confirmed the feasibility of the regression model. The Ftest results (Sig. = 0.000) indicate that both independent variables significantly influence youth behavior. Partial T-tests show that village culture ( $\beta$  = 0.494; Sig. = 0.000) has a more dominant effect than the social environment ( $\beta$  = 0.353; Sig. = 0.002). The findings underscore the importance of strengthening local cultural values and social cohesion as strategic efforts to foster responsible and constructive youth behavior. The study highlights the critical role of educational management in shaping youth behavior by integrating local cultural values and social norms into the curriculum and extracurricular activities. Therefore, educational policies and practices should prioritize academic achievement and the cultivation of ethical values and social cohesion among the younger generation. However, the study is limited to internal community factors and excludes broader external influences.

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### INTRODUCTION

The younger generation's behavior is a critical factor in determining a community's social resilience and long-term sustainability. In many developing regions, youth are seen as key agents of change who are expected to uphold values, foster harmony, and contribute positively to their environments (Astuti & Yuki, 2023). However, various studies have shown that youth behaviour is significantly influenced by their immediate surroundings, particularly their communities' prevailing cultural values and social structures. This is especially evident in areas like Ward XI of Belawan Bahagia Village, where local wisdom

and social interaction patterns are deeply embedded in the daily life and practices of the residents.

Culture, understood as the lifestyle of a society passed from one generation to the next through the learning process, plays a crucial role in shaping individual behaviour (Syakhrani & Kamil, 2022). Often associated with indigenous groups, local culture constitutes an essential part of a community's cultural heritage. It is shaped by various factors, including race, technological developments, and geographic environment (Ramadhani & Pangestu, 2022). Key cultural indicators, such as ideas, values, norms, and patterned activities, contribute to the socialization processes that guide individuals, especially youth, in their development.

In Ward XI, the youth demonstrate a strong commitment to their community by actively engaging in social, religious, and various forms of communal activities that help strengthen relationships among residents. In the face of rapid globalization and the influx of foreign cultural influences, these young people show resilience by maintaining and promoting traditional values. This reflects their adaptability to modern times and their rootedness in the noble values inherited from their ancestors.

Educational management plays a significant role in this process, as it involves guiding and supporting students to navigate and integrate their local cultural values with modern societal needs. In village contexts like Belawan Bahagia, traditional values such as cooperation, courtesy, and social responsibility continue to shape daily life and interpersonal relationships. These values are taught, reinforced, and perpetuated through formal and informal educational systems, including family traditions, community rituals, and local organizations (Aseri, 2021; Papaya & Posumah, 2021). Through its curricula, teachers, and school leadership, educational management helps youth internalize these values, ensuring their active participation in social and community life.

Cultural and social environments serve as the primary foundations that shape individual behaviour. According to Siswati et al. (2018), behaviour is a fundamental aspect of human life and is subject to change, naturally or forcefully. It reflects how a person acts or responds to people, situations, or surroundings. The social environment, which includes family, school, and community, provides the interactional context in which youth learn, practice, and embody societal norms (Gultom, 2024; Simbolon et al., 2025). A nurturing social environment, including effective educational management, fosters empathy, responsibility, and discipline, while poor environments may lead to deviant behaviour.

Although many studies have examined youth behaviour from perspectives such as education, psychology, or peer influence, few have explored the integrated role of local culture and the social environment in shaping youth conduct, particularly in rural settings. Most discussions about youth in rural areas focus on issues like unemployment, lack of access to education, or delinquency without considering the positive behaviors that emerge from strong cultural and social ecosystems. This research aims to fill this gap in the academic literature by highlighting the potential of rural youth to uphold local values, engage in social responsibility, and demonstrate resilience in the face of globalization.

#### RESEARCH METHOD

This study uses a quantitative and associative approach to measure and analyze the relationship between village culture and social environment on the behavior of the young generation in Ward XI of Belawan Bahagia Village. The study was conducted on the entire population of young people aged 15 to 30 living in the neighborhood. The research sample was randomly taken using the proportionate stratified random sampling technique so that each age group was proportionally represented, with a minimum sample of 66 people. Data collection was carried out mainly through a closed questionnaire containing several statements related to the younger generation's village culture, social environment, and behavior.

The measurement scale used is the Likert scale, which allows respondents to express the degree of agreement or disagreement with the statement submitted. Before questionnaires are widely used, research instruments are tested for validity and reliability to ensure the accuracy of the data. Data analysis was carried out descriptively to describe respondent characteristics and answer distribution, as well as analytically through correlation and regression to determine the relationship and influence of village culture and social environment on the younger generation's behavior.

The hypothesis proposed in this study is that there is a positive relationship between village culture and the behavior of the younger generation, a positive relationship between the social environment and the behavior of the younger generation, and the significant influence of village culture and the social environment together on the behavior of the younger generation. With this method, the research is expected to produce data that can be measured and statistically analyzed to provide an objective picture of the role of village culture and social environment in shaping the younger generation's behavior.

### **RESULT AND DISCUSSION**

#### Result

### Validity and Feasibility Test

According to Ghozali in (Ardian et al., 2022), validity test is a measure used to show the extent to which a research instrument (questionnaire) is able to measure the variables being measured. An instrument can be said to be valid if it is able to measure what is desired and can reveal data from the variables being researched precisely, (r>r table value) (Ono, 2020).

Reliability tests are used to test the reliability of a research instrument. An instrument can be said to be reliable if a person's answer to a statement is consistent or stable over time, (Cronbach's Alpha>0.6 value) (Rosita et al., 2021).

### Variable X1 (Village Culture)

Table 1. Case Processing Summary

I ab	ie 1. Case Processing 5	ummary
	N	%
Valid	65	98,5
Excludeda	1	1,5
Total	66	100,0
. Tierries deleties	basad on all remiables i	

a. Listwise deletion based on all variables in the procedure.

**Table 2. Reliability Statistics** 

Cronbach's Alpha	N of Items
,842	8

Reliability testing was conducted to determine the extent to which the instruments used in this study were able to provide consistent results when used repeatedly in relatively similar conditions. In variable X1, namely Village Culture, there are 8 statement items used to measure aspects of village culture that are relevant to this study. The results of the reliability test showed that the Cronbach's Alpha value obtained was 0.842, which is far beyond the minimum standard reliability limit of 0.60.

Table 3. Item-Total Statistics

	Scale Mean if Item	Scale Variance	Corrected Item-	Cronbach's Alpha if
	Deleted	if Item Deleted	<b>Total Correlation</b>	Item Deleted
Village Culture	30,0000	8,344	,521	,829
X1.1.2	30,0769	8,103	,530	,828
X1.2.1	29,9385	8,090	,552	,826
X1.2.2	29,9692	7,874	,639	,815
X1.3.1	30,1692	7,674	,630	,816
X1.3.2	30,0769	7,885	,606	,819

X1.4.1	30,0308	7,593	,610	,818	
X1.4.2	30,1077	7,910	,513	,832	

Based on the validity test results displayed in the previous table, it can be seen that all statement items used to measure the Village Culture variable are declared valid. This is evidenced by the Corrected Item Total Correlation value for each statement item, all of which are above the minimum limit value or rule of thumb of 0.244. Thus, it can be concluded that all statements in the Village Culture variable instrument have met the validity criteria and are suitable for use in further data analysis because they truly measure the aspects to be studied. The validity of this instrument is very important to ensure that the data collected truly represents the phenomenon that is the focus of the study, namely the role of village culture in shaping the behavior of the younger generation.

Variable X2 (Social Environment)

Table 4. Case Processing Summary				
	N	%		
Valid	66	100,0		
Excludeda	0	,0		
Total	66	100,0		

a. Listwise deletion based on all variables in the procedure.

Table 5. Reliability Statistics			
Cronbach's Alpha N of Items			
,824		6	

The results of the reliability test on variable X2, namely Social Environment, show that the Cronbach's Alpha value obtained is 0.824, which means it is greater than the minimum limit value of 0.6. Thus, it can be concluded that the instrument used to measure the social environment variable is stated to be consistent or reliable. This value indicates that the statement items in variable X2 have a good level of internal consistency, so it is suitable for use in collecting research data because it is able to provide stable and reliable results.

Table 6. Item-Total Statistics

Tuble of Item Total Statistics				
	•		Corrected	Cronbach's
	Scale Mean if	Scale Variance	Item-Total	Alpha if Item
	Item Deleted	if Item Deleted	Correlation	Deleted
Social Environment	21,7727	5,163	,514	,811
X2.1.2	21,6364	4,973	,630	,788
X2.2.1	21,8485	4,961	,492	,819

X2.2.2	21,8182	4,705	,736	,766
X2.3.1	21,8788	5,062	,598	,795
X2.3.2	21,9545	4,721	,605	,793

From the table above, it is known that the Corrected Item Total Correlation value obtained a value greater than the Role of Thumb value of 0.244. Then all statements related to the Social Environment can be declared valid.

Variable Y (Behavior of the Younger Generation)

**Table 7. Case Processing Summary** 

Tuble 7: Case 1 locessing Summary				
		N	%	
Cases	Valid	65		98,5
	Excludeda	1		1,5
	Total	66		100,0
a. Listwise	deletion based	on all variables in th	ne procedure.	

**Table 8. Reliability Statistics** 

Cronbach's Alpha	N of Items
,932	14

The reliability test on variable Y obtained\_a Cronbach's Alpha value of 0.932>0.6. So it can be concluded that the Y variable is declared consistent or reliable.

**Table 9. Item-Total Statistics** 

	14010	3. Item Total Sta	tistics	
			Corrected	Cronbach's
	Scale Mean if	Scale Variance	Item-Total	Alpha if Item
	Item Deleted	if Item Deleted	Correlation	Deleted
Behaviour	57,4154	31,872	,644	,928
Y1.1.2	57,2923	32,023	,619	,929
Y1.2.1	57,6308	32,174	,612	,929
Y1.2.2	57,6308	31,893	,656,	,928
Y1.3.1	57,4615	31,409	,693	,927
Y1.3.2	57,4615	31,565	,701	,927
Y1.4.1	57,3538	32,107	,711	,927
Y1.4.2	57,3385	31,009	,813	,923
Y1.5.1	57,3846	31,459	,741	,925
Y1.5.2	57,3077	32,748	,566	,931
Y1.6.1	57,3385	31,852	,713	,926
Y1.6.2	57,4769	30,660	,778	,924
Y1.7.1	57,4923	32,973	,518	,932
Y1.7.2	57,4154	31,528	,734	,926

Based on the validity test results shown in the table above, it was obtained that the Corrected Item Total Correlation value for all items in the Behavior of the Young Generation variable was above the threshold value or rule of thumb of 0.244. This shows that each statement used in the research instrument has a fairly strong correlation to the total score, so it can be declared valid. Thus, all items are able to represent the behavior variables of the young generation accurately and are suitable for use in the next data analysis process.

### **Classic Assumption Test**

The classical assumption test is conducted with the aim of ensuring that the regression model used in the study meets the requirements of statistical validity and reliability. This is important so that the results of the interpretation and prediction produced by the model can be trusted and reflect the actual conditions. By fulfilling the classical assumptions, such as normality, multicollinearity, heteroscedasticity, and autocorrelation, the regression model can be used appropriately as a basis for making accurate decisions and supported by valid data.

### **Normality Test**

The normality test aims to ensure that residual data is distributed normally. In this study, the normality test was carried out using the One-Sample Kolmogorov-Smirnov Test.

Table 10. One	e-Sample Kolmogorov-	Smirnov Test
		Unstandardized Residual
N		65
Normal Parameters, b	Mean	,0000000
	Std. Deviation	3,89636239
Most Extreme Differences	Absolute	,082
	Positive	,082
	Negative	-,042
Test Statistic		,082
Asymp. Sig. (2-tailed)		,200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correct	ion.	
d. This is a lower bound of the t	true significance.	

Based on the output obtained, the value of Asymp. Sig. (2-tailed) is 0.200. Since the significance value is greater than the significance level of 0.05, it can be concluded that the residual data is normally distributed. Thus, the regression model has met the assumption of normality. It is important to ensure that the

estimation of regression parameters is unbiased and that the significance test performed on the regression coefficient is reliable.

### **Multicollinearity Test**

The multicollinearity test aims to ensure that there is no high relationship between independent (independent) variables (Yaldi et al., 2022). If there is high multicollinearity, the interpretation of the regression coefficient becomes unstable.

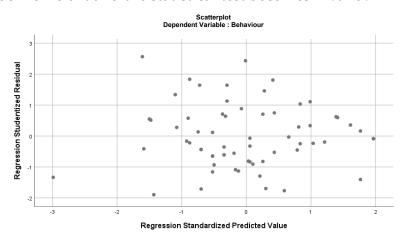
Table 11. Coefficient

		Collinearity Statistics				
Туре		Tolerance	VIVID			
1	(Constant)					
	Village culture	,572		1,748		
	Social environment	,572		1,748		
a. Dependent Variable: Behavior of the Young Generation						

Based on the output results, the Tolerance value for the two independent variables, namely Village Culture and Social Environment was 0.572 each, and the VIF value was 1.748. All of these values have met the criteria of being free from multicollinearity. Thus, it can be concluded that there is no multicollinearity between independent variables in this regression model. This shows that each independent variable has unique information and does not distort each other in influencing the dependent variable (Younger Generation Behavior)

### **Heteroscedasticity Test**

The Heteroscedasticity test aims to ensure that the residual variance is constant (homoscedasticity) (Sari & Wibowo, 2023). Otherwise, the estimation results can be inefficient and the statistical test becomes invalid.



One of the methods used to detect heteroscedasticity is to look at the pattern of point distribution on the scatterplot between standardised residual and standardized predicted value. Based on the scatterplot in the test results above, it appears that the residual points are randomly scattered above and below the horizontal line (residual = 0) and do not form a specific pattern such as constricting or widening spreads. This random, unpatterned spread indicates that the regression model does not suffer from heteroscedasticity problems. Thus, it can be concluded that the homoskedasticity assumption is met, which means that the constant residual variance and regression model are feasible for further testing without estimation bias.

#### **Inferential Test**

Inferential testing is a type of statistical analysis used to draw conclusions about the population based on data from samples. The main purpose of this test is to test hypotheses or assess the relationship between variables with a certain level of confidence. Inferential tests typically include the F-test to see if the regression model as a whole is significant, and the t-test to see if each independent variable has a significant effect on the dependent variable.

### Test F

The F test is performed to find out whether the independent variables simultaneously (together) have a significant influence on the dependent variables.

NEW ERA								
Туре		Sum of Squares	Df	Mean Square	F	Sig.		
1	Regression	1437,360	2	718,680	45,859	,000b		
	Residual	971,625	62	15,671	·			
	Total	2408,985	64	1				
a. Dej	pendent Variable	: Behavior of the Yo	ung Gen	eration	·			
b. Pre	dictors: (Constar	nt), Social Environm	ent, Villa	ge Culture				

In the ANOVA table shown, the value of F is 45.859 with a significance value (Sig.) of 0.000. The significance value is much smaller than 0.05 ( $\alpha$  = 5%), so based on the decision-making criteria: If the Sig. value < 0.05, then the regression model is simultaneously significant, Ghozali in (Rizky et al., n.d.). Thus, it can be concluded that simultaneously the variables of Village Culture and Social Environment have a significant effect on the behavior of the Young Generation.

#### T Test

The T test was carried out to test the influence of each independent variable partially on the dependent variable, namely the Behavior of the Young Generation.

	~ ~ •	•		
 $\alpha$	++1	01	en	

		_	CITTCICIT			
		Standardized				
		<b>Unstandardized Coefficients</b>		Coefficients		
Type		В	Std. Error	Beta	t	Sig.
1	(Constant)	7,172	5,644		1,271	,209
	Village Culture	,949	,205	,494	4,633	,000
	Social Environment	,840	,254	,353	3,310	,002
a.	Dependent Variable:	Behavior of the	Young Generat	ion	·	

Based on the t-test results in the table above, the Village Culture variable has a significance value (Sig.) of 0.000 and a t-value of 4.633. Because the significance value is less than 0.05, it can be concluded that Village Culture significantly affects the Behavior of the Young Generation. A beta coefficient value of 0.494 indicates that the effect is positive and quite strong. The Social Environment variable also showed a significance value of 0.002 with a t-value 3.310. This value is also smaller than 0.05, which means that the Social Environment significantly affects the younger generation's behavior. A beta coefficient of 0.353 indicates a moderate positive effect.

### Discussion

This research aims to determine the role of village culture and the social environment in influencing the younger generation's behavior. Classical assumption tests and multiple linear regression analyses were conducted to achieve this. Based on the Kolmogorov-Smirnov test, the significance value was 0.200, greater than 0.05, indicating that the residuals are normally distributed. A normal distribution of residuals is a key requirement in linear regression, ensuring that the estimates are unbiased and efficient (Arianto & Simanjuntak, 2020; Jardim et al., 2023).

Furthermore, the multicollinearity test results showed that the tolerance value for both independent variables was 0.572, and the VIF value was 1.748. Since the tolerance is above 0.1 and VIF is below 10, it can be concluded that there is no multicollinearity between the variables. This means that both village culture and the social environment contribute to explaining the dependent variable. In addition, the scatterplot from the heteroscedasticity test displayed randomly dispersed points without a specific pattern, indicating no heteroscedasticity problem (Kaneeva & Bagdasaryan, 2023; Xie et al., 2022).

From the inferential analysis, the F-test results showed a significance value 0.000 with an F-value of 45.859. This means that simultaneously, the two independent variables, village culture and social environment, significantly influence the behavior of the younger generation (Lawanda, 2020). Thus, the first

hypothesis proposed by the researcher, which stated that both variables have a joint effect, is accepted.

On the partial test, the village culture variable obtained a significance value of 0.000 and a t-count of 4.633 (> t-table 1.684), with a regression coefficient of 0.949 and a standardized beta coefficient of 0.494. This means that village culture has a significant and positive effect on the younger generation's behavior. Among the two variables, it also has the highest contribution. This result aligns with Aditiya et al. (2023) findings, which state that rural cultural values such as cooperation, politeness, and social solidarity strongly shape youth behavior and character. When such values are preserved and transmitted across generations, they foster discipline and community awareness among young people.

Meanwhile, the social environment variable also showed a significant positive effect, with a significance value of 0.002, a t-count of 3.310, a regression coefficient of 0.840, and a beta value of 0.353. Although the influence is negligible than village culture, the social environment still plays a meaningful role. This supports the findings of Rosfir Nila (2023), who found that peer interaction, digital exposure, and neighborhood context shape youth decisions and social adaptation, especially in transitional phases from adolescence to adulthood.

The findings of this study have significant contributions to educational management, especially in rural areas where local cultural values play a dominant role. Schools and educational institutions can take a proactive approach by integrating local cultural values into their curricula and fostering character education programs emphasizing cooperation, courtesy, and social solidarity. Educational managers are encouraged to collaborate with local communities to create programs that reinforce these values, ensuring that youth are academically equipped, socially responsible, and culturally aware.

Moreover, the role of the social environment, while less influential than village culture, underscores the importance of creating positive peer dynamics and managing the broader social environment within educational settings. Schools should provide opportunities for social interaction and community engagement, such as extracurricular activities, that help youth navigate modern life's challenges, including the influence of digital media and peer pressure. This approach can complement cultural teachings and contribute to the overall development of the youth, ensuring they grow into responsible and adaptable citizens.

In summary, the findings confirm that village culture and social environment influence the younger generation's behavior. However, village culture proves to be more dominant. Cultural values embedded in rural life remain relevant in shaping constructive youth behavior, while the social environment offers complementary but less powerful influence. Therefore,

strategies to foster positive youth behavior should prioritize preserving and internalizing cultural values while also paying attention to managing the social surroundings and peer dynamics that youth engage with. Educational management is central in guiding youth to balance cultural heritage with modern societal challenges.

#### **CONCLUSION**

Based on the data analysis, this study concludes that the regression model meets classical assumptions of normality, no multicollinearity, and no heteroscedasticity, making it valid for estimating the influence of independent variables. The F-test results indicate that village culture and social environment simultaneously significantly affect the younger generation's behavior (significance = 0.000). Partially, both variables also show significant influence, with village culture having a more dominant impact (Beta = 0.494) than the social environment (Beta = 0.353). These findings highlight the importance of preserving local culture and fostering a positive social environment as key strategies for shaping responsible and constructive youth behavior. Cultural values such as cooperation and politeness serve as guiding principles, and their sustainability depends on collective commitment, especially from the younger generation as the future bearers of local identity.

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