

The Influence of Pro-Environmental Behaviour on the Leadership for Sustainability Among Employees in Jakarta

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Abstract

Green business has been a detrimental topic to the current industry in almost every sector possible. Cases of pollutions caused by business that accumulated over the years caused damages that might be irreversible if not changed. A transition into a more sustainable future is needed and as such need actions that help adapt and motivate people to work towards that transition. On its own, Pro-Environmental Behaviour helped in implementing actions that adapts to this transition, however, there is a need to see the influence these behaviours have on Leadership for Sustainability. Knowing the influence the variables have, helps us in knowing what actions we should take in order to make this transition going on more smoothly. With the help of knowing how much one variable influences the other, we can make changes accordingly that helps adapting and motivating these kinds of behaviours easier. To accomplish the purpose of this study, the researcher carried out a survey towards employees in Jakarta with the perspective that they are occupying most of the current consumer market as well as business owners. The methods that we use on analysing these data's will be using Rasch measurement model and Linear Regression analysis that will show the reliability and validity of the data gathered as well as to confirm the hypotheses test done. The research findings are first, mainly where it is proven that Pro-Environmental Behaviour have a significant influence on Leadership for Sustainability. Second, the respondents with high degree of Leadership for Sustainability are also accompanied with respondents with high degree of Pro-Environmental Behaviour, and the other way around. Lastly, most of the respondents have high Leadership for Sustainability and high Pro-Environmental Behaviour. The practical implication of this study is people that have the vision of a better, more sustainable future, usually always shows to have behaviours that helps the environment. Most of the people in the recent days have been showing that and working actively towards it. Thus, this could serve as an opportunity from businesses to make products or services that helps in helping these people transition to a more sustainable future and at the same time helps decreasing the environmental impacts they have. In this study, the questionnaires were filled out by 221 respondents which later deducted to eliminate non-valid responses. A total of 191 respondents were the respondents with valid responses. Study regarding green business practices is currently on the rise, thus there haven't been much of these studies in the recent years and there haven't been much of studies that compares the variables of green business like this.

Keywords

Pro-Environmental Behaviour, Leadership for Sustainability, Green Business, Sustainable Future

Biographies

Dr. Maria Grace Herlina, S.Sos., MM is a Senior Faculty Member in the Management Department of Bina Nusantara Business School. She also works as the Deputy Head of the Management Program. Her love of teaching has encouraged her to devote her expertise and experiences to improving the next generation for many years by teaching, studying, and producing scientific publications. She has done various local and international studies, and she has published multiple scientific articles in international journals that are Scopus indexed. Human resource management, organizational behavior, entrepreneurial behavior, and knowledge management behavior are among her knowledge areas.

Rivaldo is a senior student at BINUS Business School, Management Study Program, Bina Nusantara University, Indonesia, Jakarta. He currently taking Management major and taking Business and Organization concentration. On the first two years in college, he also uses his time off from college to work in his family business from Monday to Saturday taking Senior Administrative Assistant role. On the sixth semester of the study, he took *Entrepreneurship* project for one year where he makes a business from idea to sales. Prior to finishing his project, he still continues on growing his list of skills including Psychology, Graphic Design, and Branding skills that he is deeply interested in. nt Chapter of the IEOM Society at Lawrence Tech.