



ISSN: 3032-596X

PROCEEDINGS

THE 2ND INTERNATIONAL

CONFERENCE ON ECONOMICS, BUSINESS AND MANAGEMENT RESEARCH (ICEBMR)

“Shaping the Sustainable Future: Trends and Insights in Economics, Business, Management, and Information Technology”

Vol 2, 2023



**FACULTY OF ECONOMICS,
SANATA DHARMA UNIVERSITY**

PROCEEDINGS
THE 2ND INTERNATIONAL CONFERENCE ON
ECONOMICS, BUSINESS, AND MANAGEMENT
RESEARCH (ICEBMR)



**“Shaping the Sustainable Future: Trends and Insights in
Economics, Business, Management, and Information
Technology”**

December 2, 2023



Faculty of Economics
Sanata Dharma University
Yogyakarta

THE 2ND INTERNATIONAL CONFERENCE ON ECONOMICS, BUSINESS, AND
MANAGEMENT RESEARCH (ICEBMR) “Shaping the Sustainable Future: Trends and
Insights in Economics, Business, Management, and Information Technology”

Copyright © 2023

Faculty of Economics, Sanata Dharma University, Yogyakarta

REVIEWER:

Barli Bram, M.Ed., Ph.D
Maryness Patrick
Nickson Nazarenu Mwinuka
Michael T.S. Lee, Ph.D
Prof. Sudi Mungkasi, Ph.D
Dr. James J Spillane, SJ
Agapito C. Rubio Jr., DBA
T Handono Eko Prabowo, MBA, Ph.D.
Dr. Dick Sibbernsen
Prof. Jaihak Chung, Ph.D.

EDITOR IN CHIEF:

T. Handono Eko Prabowo, MBA, Ph.D.

EDITORIAL BOARD:

T. Handono Eko Prabowo, MBA, Ph.D.
Dr. Titus Odong Kusumajati, M.A.
Antonius Sumarwan, S.J., S.S., M.M., Ph.D.
Drs. Gregorius Hendra Poerwanto, M.Si.
Albertus Yudi Yuniarto, S.E., M.B.A.
Aprilla Suriesto Madaun, S.S., M.M.

KEYNOTE SPEAKER

Prof. (H.C.) Djauhari Oratmangun,
M.Ec., M.A.Com
Maria Rosaline Nindita Radyati, Ph.D.
Drs. Hari Suparwito, S.J., M.App.IT
Tamako Watanabe, M.A.
Prof. Jaihak Chung, Ph.D.

CONFERENCE DATE

December 2, 2023

e-PROCEEDINGS BOOK:

ISSN: 3032-596X

PUBLISHED BY



FACULTY OF ECONOMICS,
SANATA DHARMA UNIVERSITY
Jalan Affandi (Gejayan) Mrican, Yogyakarta
55281
Telp. (0274) 513301, 515253; Ext. 51513

PREFACE

In the realm of academic and professional discourse, the International Conference on Economics, Business, and Management Research (ICEBMR) has emerged as a pivotal platform for the exchange of ideas, insights, and research findings. This preface welcomes participants to the eagerly anticipated 2nd edition of ICEBMR, an event that encapsulates the essence of collaboration, innovation, and intellectual exploration in the fields of economics, business, and management.

As we embark on the journey of the 2nd ICEBMR, it is with a sense of anticipation and excitement that we witness the conference's evolution as a dynamic space for scholars and practitioners alike. This edition aspires to build upon the success of its predecessor, offering an enriched program featuring distinguished keynote speakers, thought-provoking paper presentations, and interactive sessions that delve into the latest advancements and challenges shaping the global economic landscape. With a commitment to fostering interdisciplinary dialogues and fostering international connections, the conference stands poised to be a catalyst for transformative ideas and pragmatic solutions. In these rapidly changing times, the 2nd ICEBMR serves not only as a showcase of scholarly achievements but also as a nexus for forging connections that transcend borders. As we come together to explore the frontiers of economics, business, and management research, this conference invites participants to engage in meaningful conversations, share their expertise, and contribute to the collective pursuit of knowledge that holds the potential to shape the future of these crucial disciplines.

"May the second International Conference on Economics, Business, and Management Research (ICEBMR) be a crucible of inspiration and collaboration. In the spirit of Steve Jobs, let us 'innovate and push the boundaries of conventional thinking.' As we converge to share insights and engage in meaningful discussions, may these moments spark transformative ideas that contribute to the advancement of our disciplines. Remember, it is through the collective brilliance of this community that we can catalyze positive change and leave an indelible mark on the landscape of economics, business, and management."

T. Handono Eko Prabowo, MBA, Ph.D
Organizing Committee

TABLE OF CONTENTS

PREFACE	iii
TABLE OF CONTENTS	iv
IMPLEMENTATION OF CAPITAL MARKET SUPERVISION BY OTORITAS JASA KEUANGAN (OJK) TO ENHANCE INVESTOR PROTECTION AND PRINCIPLES OF JUSTICE.....	1
Diana Wiyanti ^{1*} , Ghina Aghina ² , Dian Suryani ³	
THE ROLE OF MEDIA ADVERTISING AND WORD OF MOUTH ON THE PURCHASE DECISION OF MINISO PRODUCTS IN PALEMBANG CITY	13
Christabel Michelle	
THE INFLUENCE OF BIG DATA ANALYTICS ON HUMAN RESOURCE MANAGEMENT STRATEGIES FOR COMPANY SUSTAINABILITY	25
Albin Moniago Simanjuntak ¹ , Suyono Thamrin ² , Sri Sundari ³	
A THIRD WORLD PERSPECTIVE ON WORK IN HOSPITALITY	34
Professor James J. Spillane, S.J.	
ANALYSIS OF THE EFFECT OF ECONOMIC GROWTH AND FOREIGN DIRECT INVESTMENT ON ENVIRONMENTAL DEGRADATION IN ASEAN CASE STUDY 2016 – 2022.....	48
Yemima Septi Nugraheni ¹ , Laurentius Bambang Harnoto ²	
DEVELOPMENT OF CORPORATE VALUE CONCEPTS THROUGH ETHICAL BUSINESS ACCORDING TO CHRISTIAN LEGAL PRINCIPLES	56
Vicky Martinus Widjojo	
THE INFLUENCE OF RISK AVERSION ON BRAND LOYALTY WITH BRAND TRUST AND BRAND AFFECT AS MEDIATING VARIABLES.....	65
L. I Gusti Ayu Carla Tiffany ¹ , Natasya Sharla Kirana ² , Timotius FCW Sutrisno ³	
HUMAN-CENTERED ECONOMICS: BRIDGING THE GAP BETWEEN ECONOMIC THEORY AND HUMAN WELL-BEING	73
Shibli Jamal Shariff Asad ^{1*} , Silvia Annisa ²	
MAPPING THE PROCESS OF DEVELOPING PRIEST CANDIDATES AT THE ANGING MAMMIRI MAJOR SEMINARY YOGYAKARTA BASED ON THE BUSINESS MODEL CANVAS	99
Aprilla Suriesto Madaun ¹ , T. Handono Eko Prabowo ²	
OPTIMIZING EMPLOYEE SCHEDULING: IMPACTS ON PRODUCTIVITY, SATISFACTION, AND WORK LIFE BALANCE IN THE HOTEL INDUSTRY	110
Maryness Patrick	

JOB DESIGN DURING AND REDESIGNING AFTER COVID-19 IN HOSPITALITY INDUSTRY: A CRITICAL REVIEW.....	120
Edward Phabiano	
THE IMPACT OF WAITING LINES ON CUSTOMER SATISFACTION IN TOURISM COMPANIES.....	130
Nickson Nazarenus Mwinuka	
LAW AS A DRIVING TOOL IN ADVANCING INTERNATIONAL BUSINESS.....	139
Ousu Mendy	
THE ROLE OF SIX SIGMA IN HOSPITALITY INDUSTRY	147
William Paulo Msilu	
SOCIAL IMPACT STRATEGIES IN FAMILY-OWNED VENTURES: PATH TO SUSTAINABLE ENTREPRENEURSHIP	156
Shibli Jamal Shariff Asad	
THE EFFECT OF SERVICE CONVENIENCE AND SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION	172
Bilqis Putri Azizah ¹ , Ida Bagus Nyoman Udayana ² , Agus Dwi Cahya ³	
ANALYSIS OF SPILLOVER EFFECT ON GREEN STOCK, COMMODITY AND CRYPTOCURRENCY MARKETS DURING COVID-19 PANDEMIC AND RUSSIAN-UKRAINE WAR.....	184
Nico Alexander Handoyo ¹ , Nuning Trihadmini ²	
WEALTH AND VALUES: EXPLORING MONEY BELIEFS IN THE ARLONG PARK ARC OF ONE PIECE	195
Bara Satrio ¹ , Ilsa haruti Suryandari ² , Agustinus Tri Kristanto ³	
IMPLEMENTATION OF INDUSTRIAL RELATIONS DISPUTE RESOLUTION IN THE INDUSTRIAL RELATIONS COURT IN REALIZING JUSTICE AND LEGAL CERTAINTY	205
Sri Nurcahyani	
ANALYSIS OF SDGs IMPLEMENTATION IN PROVINCIAL REGIONAL GOVERNMENT ORGANIZATIONS IN INDONESIA.....	215
Fransiskus Randa ¹ , Jeane Lelyana Sereh ²	
THE INFLUENCE OF FINANCIAL LITERACY, MATERIALISM, AND ALLOWANCE ON SAVING DECISION AND CONSUMPTIVE BEHAVIOR IN GENERATION Z	228
Lina Permatasari ¹ , Wida Purwidiandi ² , Erna Handayani ³ , Yudhistira Pradhipta Aryoko ⁴	
PIONEERING SUSTAINABLE CAREERS: STUDENT PARTICIPATION, UNIVERSITY IMAGE, AND INSTITUTIONAL SUPPORT AT SANATA DHARMA UNIVERSITY	244
Sthefi Hasanudin ¹ , Gregorius Cesario ² , Januari Ayu Fridayani ³	

THE DYNAMICS OF STUDENT ENGAGEMENT, UNIVERSITY IMAGE, AND INSTITUTIONAL SUPPORT IN FOSTERING PRO-ENVIRONMENTAL BEHAVIOR AMONG SANATA DHARMA UNIVERSITY STUDENTS 255

Bryant Dwi Sutanto¹, Marcella Renjana Wulandani², Januari Ayu Fridayani^{3*}

THE BODY SHOP'S SUSTAINABLE INNOVATION: GREEN BUSINESS FOR SUSTAINABLE FUTURE..... 265

Jessica Kristanti Santoso¹, Jeslyn Alvina Sarumaha², Alexandra Vonda Patricia Sirait³, Vincent Cedric Cahyo Santoso⁴, Firma Sulistiyowati⁵

THE ROLE OF CUSTOMER SATISFACTION IN MEDIATING DISCOUNTS AND SERVICE QUALITY ON CUSTOMER INTENTIONS FOR WORD OF MOUTH: STUDY ON ENGLISH COURSE CUSTOMERS DISCOVERY ENGLISH JOGJA 272

Rini Julia Agnes¹, Brigitta Gaby Kumaralita², Gloria Vanessa³, Luh Gita hari Dewi⁴

TRANSPARENCY AND ACCOUNTABILITY OF SCHOOL OPERATIONAL ASSISTANCE FUND MANAGEMENT IN SMK N 2 DEPOK YOGYAKARTA..... 285

Vincencia Eka Riyani¹, Maria Goldensia Pawang², Ignasia Lusiana Ambu Ate³, Fransiska Rahmayanti Kam⁴, Petrus Christoffer Anggelo Silalahi⁵, Yohanes Yuniur Erikson⁶, Anastasia Sophie Ayu Wulandari⁷, Regina Dentisia Deanetranderu⁸, Jessica Christanti Nata Ruron⁹, Aurelia Melinda Nisita Wardhani¹⁰

THE ROLE OF OPERATIONS CONSULTING IN ADDRESSING CHALLENGES FACING TOURISM AND HOSPITALITY INDUSTRY IN TANZANIA 291

Prosper Wilson Mmari

PENTINGSARI TOURISM VILLAGE AS A TOURISM SOCIAL ENTERPRISE: EMBARKING ON THE PATH TO SUCCESSFUL TOURISM SOCIAL ENTREPRENEURIAL ACTIVITIES 302

Prosper Wilson Mmari

FINANCIAL DECISION MAKING IN THE VIRTUAL WORLD OF MASSIVELY MULTIPLAYER ONLINE ROLE-PLAYING GAMES..... 318

Ilsa Haruti Suryandari

FINANCIAL ATTITUDE, BEHAVIORAL CONTROL, SELF-EFFICACY, AND FINANCIAL BEHAVIOR TOWARDS PAY LATER SERVICE USERS..... 333

Gracia Margaretha Meisya Carvallo¹, Wisanggalih², Suryaning Perwita Mandiri Putri³, Lidia Ratna Salwati⁴, Jerry Christofer⁵, Putu Bagus Dipa Andiniko⁶, Ester Marcelina Bau⁷, Fellicia Ravena⁸, Afriana Marselo⁹, Aurelia Melinda Nisita Wardhani¹⁰, Maria Bura¹¹

THE MAPPING OF IFRS S1 AND S2 WITH SEOJK-16-2021 343

Amelia Setiawan¹, Agung Nugroho Soedibyo², Samuel Wirawan³, Hamfri Djajadikerta⁴, Haryanto Haryanto⁵, Sandra Faninda⁶

INTENTION TO REPORT VIOLATIONS THAT ARE INFLUENCED BY PERSONAL COST, PROTECTION TO WHISTLEBLOWERS, AND THE MATERIALITY LEVEL OF VIOLATIONS..... 354

Vincentius Hans Kristian¹, Vincentius Seto Wicaksono², Brina Andrianti³, Vanes Suta Magih⁴, Dominikus Raymond Soetedjo⁵, Firma Sulistiyowati⁶

FOSTERING SUSTAINABILITY AWARENESS AMONG SANATA DHARMA UNIVERSITY STUDENTS: THE ROLE OF PARTICIPATION, UNIVERSITY IMAGE, AND INSTITUTIONAL SUPPORT	362
Gary Stevevai ¹ , Marcelina Estuningrum ² , Januari Ayu Fridayani ³	
ANALYSIS OF EXTERNAL AND INTERNAL FACTORS AS DETERMINANTS OF INDONESIAN LOAN DISBURSEMENT IN COMERCIAL BANKS FROM 2017 TO 2022	373
Yoga A. Pongtuluran	
THE INFLUENCE OF TRAINING AND JOB SATISFACTION ON EMPLOYEE PERFORMANCE WITH SELF-EFFICACY AS A MEDIATION VARIABLE IN PDAM BANTUL.....	384
Erwin Kurniawan ¹ , Kusuma Chandra Kirana ² , Tri Ratna Purnamarini ³	
THE IMPACT OF INDIVIDUAL CHARACTER, JOB STRESS AND JOBINSECURITY, ON TURNOVER INTENTION: LITERATURE REVIEW	391
Rayna Aisah Anami ¹ , Kusuma Chandra Kirana ² , Syamsul Hadi ³	
DETERMINANTS OF FINANCIAL LITERACY OF MSME OWNER IN INDONESIA	400
Cristalia Briliana Saliem ¹ , Romauli Nainggolan ²	
THE PHENOMENON OF THE CONSUMPTIVE CULTURE OF GENERATION Z IN CILANDAK SUB DISTRICT IN THE PERSPECTIVE OF BEHAVIORAL ECONOMICS IN THE NEW NORMAL ORDER.....	411
Natalia Enestasia Dasilva ¹ , Yuliana Rini Hardanti ² , Laurentius Bambang Harnoto ³	
THE EFFECT OF SALES PROMOTION AND HEDONIC SHOPPING VALUE ON IMPULSE BUYING WITH POSITIVE EMOTION AS A MEDIATION VARIABLE ON VINCT STUFF PRODUCTS	422
Joan Setianie ¹ , Azzahra Riastuti ² , Patricia Lintang Ayu C ³ , Joseph Lay Amatya W ⁴	
THE IMPLEMENTATION OF GOOD CORPORATE GOVERNANCE PRINCIPLES IN BANK NTT	436
Orenda Atira Maria Ladapase ¹ , Eufrosina Sovia Halim ² , Maria Quinatera Felisia ³ , Laura Rika Cantika ⁴ , Firma Sulistiyowati ⁵	
THE EFFECT OF DISTINCTIVE CAPABILITY AND CONSUMER REQUIREMENT ON VALUE CREATION	444
Nurkardina Novalia ¹ , Alhadi Yan Putra ² , Ahmad Maulana ³ , Zahrudin Hodzay ⁴	
THE ROLE OF SOCIAL MEDIA MARKETING AND PRIVACY CONCERN ON PERCEIVED RISK AND ONLINE PURCHASE BEHAVIOR IN FRESH MEAT PRODUCTS	453
Natasya Sharla Kirana ¹ , L. I Gusti Ayu Carla Tiffany ² , Timotius FCW Sutrisno ³	
EFFECTS OF SUSTAINABLE AWARENESS TOWARDS SUSTAINABLE PRODUCT PURCHASE DECISION	462
Agatha Cintyalaras ¹ , Maria Giannina ² , Fania Setia ³ , Maria Angela Diva ⁴	

INSURANCE COMPANY PERFORMANCE ANALYSIS BEFORE AND DURING THE COVID-19 PANDEMIC (STUDY OF GENERAL INSURANCE COMPANIES LISTED ON THE IDX IN 2018-2022)	473
Cindy Octavia Gunawan ¹ , Nuning Trihadmini ²	
INSTITUTIONAL CHANGE AND SUSTAINABLE TOURISM DESTINATION: THE STUDY OF LEDOK SAMBI TOURISM VILLAGE, PAKEMBINANGUN, SLEMAN, YOGYAKARTA	483
Yakobus Timur Setiyo Nugroho ¹ , Antonius Budisusila ²	
THE INFLUENCE OF FASHION INVOLVEMENT, POSITIVE EMOTIONS AND AFFILIATE MARKETING ON IMPULSE BUYING GENERATION Z	492
Maria Retno Utami ¹ , Ferrynela Purbo Laksono ² , Caecilia Wahyu Estining Rahayu ³	
THE INFLUENCE OF CHANGES IN TECHNOLOGY AND ORGANIZATIONAL CULTURE ON INNOVATION PERFORMANCE THROUGH ORGANIZATIONAL	501
Ratri Wisnu Pertiwi ¹ , Kusuma Chandra Kirana ² , Eko Yulianto ³	
THE IMPACT OF THE COVID-19 PANDEMIC ON THE LABOR SECTOR IN INDONESIA: A MULTIVARIATE ANALYSIS OF VARIANCE APPROACH.....	505
Florentinus Nugro Hardianto ¹ , Shendy Ferika ² , Media Putri Baroto ³	
DIGITAL ANALYSIS OF TRENDS IN SUSTAINABLE DEVELOPMENT ISSUES.....	513
Florentinus Nugro Hardianto ¹ , Veronica Karmelia ²	
THE DEVELOPMENT OF THE CREATIVE ECONOMY IN INDONESIA BEFORE AND DURING THE COVID-19 PANDEMIC: A COMPARATIVE ANALYSIS	525
Florentinus Nugro Hardianto ¹ , Helesa Yuliana A.S. ² , Vincensius Nito Aji Prasetya ³	
THE FINANCIAL PERFORMANCE OF TELECOMMUNICATIONS COMPANIES BEFORE AND DURING THE COVID-19 PANDEMIC: A MANOVA APPROACH	535
Florentinus Nugro Hardianto ¹ , Christine Handayani Simanjuntak ² , Elysabeth Sintya Armenita ³	
PRODUCT DEVELOPMENT CAPABILITY AND MARKETING INNOVATIVENESS: EVIDENCE FROM INDONESIAN SMALL LOCAL FOOD PRODUCT	547
Berta Berti Retnawati ¹ , Okti Ruenda ² , Bernadeta Irmawati ³ , Christiana Retnaningsih ⁴	
DETERMINANTS OF FINANCIAL BEHAVIOUR OF MICRO, SMALL AND MEDIUM-SIZE ENTERPRISES OWNER IN INDONESIA	556
Nanda Catur Rochidayanti ¹ , Romauli Nainggolan ²	



THE DYNAMICS OF STUDENT ENGAGEMENT, UNIVERSITY IMAGE, AND INSTITUTIONAL SUPPORT IN FOSTERING PRO-ENVIRONMENTAL BEHAVIOR AMONG SANATA DHARMA UNIVERSITY STUDENTS

Bryant Dwi Sutanto¹, Marcella Renjana Wulandani², Januari Ayu Fridayani^{3*}

^{1,2,3}Management Program, Faculty of Economics, Sanata Dharma University

E-mail: ¹bryantdwisutanto90@gmail.com, ²212214002.marcella@gmail.com, ³januariayu@usd.ac.id

ABSTRACT

The study explores the intricate dynamics of student engagement, university image, and institutional support in shaping pro-environmental behaviour among 210 students at Sanata Dharma University. Employing a multiple regression approach and utilizing questionnaires for data collection, the research unveils a significant positive correlation between university support, student participation, and pro-environmental behaviour. Notably, the perceived university reputation appears to exert minimal influence on environmental attitudes and behaviours, challenging initial predictions. These findings emphasize the pivotal roles of student engagement and institutional support, prompting the need for strategic interventions. Tailored approaches should leverage the positive impact of university support and student involvement while recognizing the limited sway of the university's image on pro-environmental attitudes. This study challenges preconceived notions and provides a robust foundation for targeted strategies to foster a sustainable and environmentally conscious campus community at Sanata Dharma University, offering practical insights for cultivating a culture of environmental responsibility.

Keywords: Student Engagement, University Image, Institutional Support, Fostering Pro-Environmental Behavior

1. Introduction

The increasing global preoccupation with environmental sustainability has led to a heightened emphasis on university campuses (Leal Filho et al., 2021; Moscardini et al., 2022), where the actions and beliefs of students are crucial in crafting a sustainable future (Cook, 2014; Pauw et al., 2015; Vukelić & Rončević, 2021). The primary aim of this study is to investigate the intricate connection between student engagement, university image, and institutional support in the context of fostering pro-environmental behaviour among students who are currently enrolled at Sanata Dharma University. The rationale behind choosing these factors is based on the understanding that they collectively constitute a network that has the capacity to greatly impact the level of ecological knowledge and behaviours exhibited by university students (Fridayani, Kusuma, et al., 2022).

To begin with, the active involvement of students is recognized as a crucial determinant in influencing pro-environmental conduct. The expectation is that the active engagement of students in activities that promote sustainability will yield favourable outcomes in terms of increasing their understanding and commitment to pro-environmental attitudes and behaviours.

Furthermore, the perception of university image is regarded as a factor that could potentially impact students' perspectives on environmental accountability. Nevertheless, existing scholarly works indicate that the relationship between university image and pro-environmental conduct lacks comprehensive confirmation (Harahap et al., 2020; Hwang & Choi, 2019)

Moreover, the presence of institutional support is considered a pivotal determinant in influencing the adoption of pro-environmental behavior among students (Alnaimi & Rjoub, 2021; Gigliotti et al., 2019). The provision of active assistance from the institution, including the implementation of pro-environmental policies and the establishment of supportive facilities, is anticipated to have a substantial impact on promoting environmental sustainability among students.

The research encompasses a meticulously chosen cohort of 210 students representing diverse academic areas at Sanata Dharma University. The justification for choosing this particular group is rooted in the wide range of opinions and experiences it encompasses, which offers a comprehensive dataset for conducting a comprehensive examination. When you use multiple regression analysis, it's easier to look into all the connections between different variables. This gives you a quantitative view that helps you understand student behaviour and perspectives better.

As we traverse the intricacies of the linkages being studied, it is imperative to recognize the importance of previous research in developing the fundamental comprehension of pro-environmental conduct within academic contexts. Previous research has yielded useful insights pertaining to the determinants of sustainable behaviours. However, it is imperative to devote focused investigation to the specific interplay among student engagement, university image, and institutional support. This study aims to enhance our comprehension and provide innovative viewpoints that are specifically relevant to the distinct setting of Sanata Dharma University by building upon the knowledge acquired from previous research.

In brief, this introductory section offers a coherent and comprehensive justification for the choice of variables, highlighting the need to examine their interaction within a specific context. This study emphasizes the distinctiveness of its contribution to addressing the existing deficiencies in the academic literature. It establishes a foundation for the research by focusing on the particular context of Sanata Dharma University while also recognizing and expanding upon the knowledge gained from prior studies.

2. Literature Review

4.1 The Impact of Student Engagement on Pro-Environmental Behaviour

The relationship between student engagement and environmentally friendly actions has been thoroughly examined in scholarly works. According to (Biancardi et al., 2023; Nada et al., 2021; Pane & Patriana, 2016), empirical evidence indicates that engaging in sustainability projects and participating in environmentally-oriented activities fosters the development of a heightened sense of environmental responsibility among students. In addition, scholarly research underscores the importance of experiential learning and community engagement in the formation of durable attitudes (Menon & Suresh, 2020; Morris, 2020). The extent of student engagement, encompassing both academic and non-academic pursuits, is identified as a significant factor in cultivating a sustainable attitude among college students (Fridayani, Riastuti, et al., 2022)

2.2 The Impact of University Image on Pro-Environmental Behaviour

The intricate correlation between the reputation of a university and individuals' engagement in pro-environmental actions is revealed through contrasting research outcomes. Although the enhancement of sustainability initiatives through a positive institutional image

has been acknowledged, the influence on human behaviour is a complex matter, as highlighted by Piscitelli & D’Uggento (2022). Research indicates that the reputation of an institution can potentially impact the overall perception of its commitment to the environment. However, the actual implementation of environmentally sustainable actions is dependent on several factors, such as effective communication strategies and the alignment of institutional values with sustainable practices (Duvnjak & Kohont, 2021; Iqbal & Ahmad, 2021). The existing body of literature emphasizes the necessity of developing a more intricate comprehension of the relationship between university image and pro-environmental conduct.

2.3 The Importance of Institutional Support on Pro-Environmental Behaviour

The existing body of literature continuously emphasizes the crucial significance of institutional assistance in promoting environmentally friendly behaviour among university students. The adoption of proactive strategies, such as the incorporation of environmentally friendly laws, the establishment of sustainable infrastructure, and the inclusion of environmental education, has demonstrated a favourable association with engagement in environmentally responsible behaviours (Iqbal et al., 2020; Tang et al., 2022). The literature highlights the significance of institutional support in establishing an atmosphere that promotes sustainable activities and fosters a shared sense of responsibility among students (Vukelić & Rončević, 2021). The extent of institutional dedication and the inclusiveness of supportive measures are identified as crucial factors in influencing pro-environmental conduct.

2.4 In order to provide a comprehensive understanding of the literature, it is essential to contextualize it within the framework of Sanata Dharma University.

Even though there is a lot of writing about how student engagement, university image, institutional support, and pro-environmental behaviour all affect each other, it is important to note that Sanata Dharma University has its own unique circumstances that need to be carefully looked at. Given the unique socio-cultural and institutional context of Indonesia, it is imperative to conduct a focused analysis that takes into account the specific ethos of the university. Cultural values, community dynamics, and the distinctive activities the university engages in all have an impact on how these variables interact within the context of Sanata Dharma University. Hence, the primary objective of this research is to enhance the comprehension of pro-environmental behaviour within the unique context of an Indonesian institution by examining the specific characteristics that define it.

In conclusion, this literature review offers a comprehensive examination of the complex interconnections among student engagement, university reputation, institutional backing, and environmentally friendly conduct. The statement highlights the complex nature of these processes and emphasizes the importance of doing a context-specific analysis, particularly within the distinct environment of Sanata Dharma University.

3. Research Methods

The present study utilizes a quantitative research approach to comprehensively investigate the dynamics of pro-environmental behaviours among students enrolled at Sanata Dharma University. The objective of this study is to examine the impact of three primary factors, namely student engagement, university reputation, and institutional backing, on the development of environmentally conscious beliefs and behaviours among students.

The scope of this study includes all students currently registered at Sanata Dharma University. By employing a non-probability sampling method, a sample size of 211 students is chosen to encompass a diverse range of academic specialties available within the university. The non-probability strategy is used because of its pragmatic and efficient nature in collecting responses from a varied and inclusive cohort of pupils (Sugiyono, 2021). The administration

of a carefully crafted questionnaire that aims to gather comprehensive information about student involvement in environmental initiatives, their perceptions of the university's reputation, the level of support they perceive from the institution, and their self-reported environmental actions facilitates the collection of data. The electronic administration of the questionnaire is implemented in order to enhance the efficiency and convenience of the data collection procedure.

Before developing hypotheses, the study does an extensive examination of the literature to create the theoretical framework and situate the research within the current body of knowledge. This study's hypotheses are based on three main claims: first, that students' involvement in environmental issues doesn't have a big effect on their behaviour; second, that the university's reputation has some influence on environmental behaviour; and third, that providing institutional support has some influence on environmental behaviour. In order to conduct an analysis of the gathered data, the study utilizes the technique of multiple linear regression. This statistical approach enables a comprehensive investigation of the separate and combined impacts of the independent factors on the dependent variable. The analysis is performed with statistical software, such as SPSS, in order to extract significant insights from the collected data

4. Research Findings and Discussion

4.1 The process of evaluating instrument data

a. Validity Assessment

The validity assessment was conducted to ascertain the effectiveness of the questionnaire in measuring the targeted constructs. The obtained results in Table 1 which demonstrate a significance level of less than 0.05, provide support for the reliability and accuracy of the collected data. This discovery is consistent with other studies that highlight the significance of carefully designed questionnaires for effectively measuring the variables being studied (Fridayani et al., 2023)

Table 1. Validity Test Results

Items	r value	Sig.	Items	r value	Sig.
X1.1	0,782	0,000	X3.1	0,867	0,000
X1.2	0,825	0,000	X3.2	0,851	0,000
X1.3	0,722	0,000	X3.3	0,813	0,000
X1.4	0,764	0,000	X3.4	0,874	0,000
X1.5	0,875	0,000	X3.5	0,856	0,000
X2.1	0,832	0,000	Y1	0,734	0,000
X2.2	0,880	0,000	Y2	0,772	0,000
X2.3	0,894	0,000	Y3	0,780	0,000
X2.4	0,850	0,000	Y4	0,657	0,000
X2.5	0,846	0,000	Y5	0,756	0,000

b. Reliability Assessment

The reliability assessment aimed to evaluate the consistency of the measurement device. The data is considered credible if it has a Cronbach's alpha score greater than 0.60. Prior research has emphasized the importance of reliability in guaranteeing the consistency of outcomes across several questions in a questionnaire (Fridayani et al., 2023) This is consistent with the known methodologies employed in survey research.

Table 2. Reliability Test Results

Variable	Number of Items	Cronbach Alpha
Student Engagement (X1)		0,862
University Image (X2)		0,912
Institutional Support (X3)		0,905
Pro-Environmental Behaviour (Y)		0,785

4.2 Classical assumption testing

Classical assumption testing refers to the process of evaluating the assumptions underlying statistical models or tests in a classical statistical framework (Fridayani et al., 2023)

a. Normality Test.

The first step in analysing the data is to do a normality test. The normality test is a statistical tool utilized to evaluate the adherence of a given dataset to a normal distribution. According to the results of a one-sample Kolmogorov-Smirnov test, the data had a normal distribution. The test produced a p-value of 0.382, which is above the specified significance level of 0.05. This observation suggests that the criteria for normality are met, hence affirming the appropriateness of employing parametric tests.

b. The multicollinearity test

The multicollinearity test is an essential analysis performed to evaluate the existence of multicollinearity in a statistical model. Multicollinearity is a phenomenon characterized by strong correlations between independent variables, which might provide difficulties when constructing regression models. The present study covers the evaluation of multicollinearity by analysing the variance inflation factor (VIF) and tolerance values as shown in the coefficient table. Based on established criteria, the absence of multicollinearity can be inferred when the variance inflation factor (VIF) value is below 10 and the tolerance value is over 0.1. The analysis of Table 3 indicates that the variance inflation factor (VIF) values for all variables are below the threshold of 10, suggesting a lack of multicollinearity. Additionally, the tolerance values continuously exceed the minimum threshold of 0.1, indicating that there is no substantial correlation between the predictor variables. Hence, drawing upon the aforementioned criteria, the study ultimately determines that there is no substantiated indication of multicollinearity inside the dataset.

Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF
Student Engagement	0,310	3,478
University Image	- 0,083	3,389
Institutional Support	0,422	1,167

c. The heteroskedasticity test

The heteroskedasticity test is a statistical procedure used to assess the presence of heteroskedasticity in a dataset. The presence of homoscedasticity, as demonstrated through scatterplot analysis, enhances the dependability of the regression model. In earlier research, it was stressed how important it is to reduce heteroskedasticity to avoid wrong estimates and conclusions.

4.3 Multiple linear regression analysis

Multiple linear regression analysis is a statistical technique used to examine the relationship between a dependent variable and two or more independent variables. It allows for the identification and quantification of the impact of each independent variable on the dependent variable while controlling for the effects of.

- a. The goodness-of-fit test is a statistical method used to assess the degree to which observed data fits a specific theoretical distribution (Ferdinand, 2014).

The corrected R-squared value of 0.327 suggests that the independent factors can account for about 32,7% of the variability in pro-environmental behaviour. The remaining 67,3% is attributed to additional variables that have not been thoroughly investigated.

The current finding, which is supported by a statistically significant F-test ($p < 0.05$), is in line with other research that stresses how important it is to use a properly calibrated model when doing regression analysis

- b. The process of hypothesis testing is a fundamental statistical technique used to make inferences about population parameters based on sample data.

Table 4. Multiple linear regression analysis

Variable	B	t	Significance
Student Engagement	.	7,492	0,000
University Image	- 0,083	-0,661	0,509
Institutional Support		2,666	0,008

Hypothesis 1: The level of student participation has an impact on pro-environmental behaviour.

Upon analysing Table 4, significant findings emerge according to the initial hypothesis, which suggests a correlation between student engagement and environmentally conscious actions. The obtained significance value of 0.000, which is below the widely accepted threshold of 0.05, supports the statistical significance of this link. The presence of positive coefficients for both the beta and t values supports the aforementioned finding.

Based on the aforementioned results, it can be concluded that Hypothesis 1 is supported, indicating that student engagement has a partially beneficial and statistically significant influence on the adoption of ecologically sustainable practices. This conclusion is consistent with established statistical norms, suggesting that the impact of student participation on pro-environmental behaviour is not simply coincidental but has significant importance. The presence of a positive sign in both the beta and t values provides additional evidence supporting a positive direction of this influence.

Moreover, this discovery aligns with previous scholarly investigations, including the works of (Sahin & Teksoz (2012), which have continuously emphasized the significant influence of active student engagement in moulding attitudes towards environmental sustainability. The current study provides statistical validation for the observed association between student participation and pro-environmental conduct. Furthermore, this finding is conceptually consistent with previous scholarly discussions on the topic.

This research makes a valuable contribution to the existing literature by emphasizing the importance of fostering student engagement in sustainability initiatives. The statement posits that promoting active engagement among students can work as a catalyst for nurturing environmentally conscious attitudes and behaviours. In general, a close look at Table 4 and the following logical interpretation of the results give us a solid foundation

for understanding and recognizing the important role that student engagement plays in encouraging environmentally-friendly behaviours.

Hypothesis 2: The influence of university image on pro-environmental behaviour is not partial.

After doing a thorough examination of Table 4, a significant revelation arises pertaining to the second hypothesis, which suggests the impact of university image on environmentally conscious conduct. The computed p-value for this association is 0.509, exceeding the customary significance level of 0.05. Therefore, it may be inferred that the second hypothesis is refuted, indicating that the university's image does not have a statistically significant impact on environmentally beneficial conduct.

According to the investigations carried out by (Hansmann et al., 2020), the observed result deviates from prior research conclusions and presents a departure from anticipated outcomes. The absence of a statistically significant influence of university image on pro-environmental behavior necessitates a reevaluation of prevailing beliefs. The observed divergence between the current findings and previous studies indicates that the impact of university image on environmental views may depend on particular contextual elements. Given the aforementioned findings, it is imperative to acknowledge the unique contextual factors associated with Sanata Dharma University, which could potentially account for the observed behavior. The nullification of the hypothesis highlights the significance of doing research that is tailored to the specific environment, hence underscoring the necessity of taking into account the distinct attributes and cultural milieu of the institution being examined. The consideration of contextual nuances becomes especially relevant when analysing the impact of institution image on environmental views, as this relationship may differ depending on elements unique to Sanata Dharma institutions.

Hypothesis 3: The level of institutional support has an impact on individuals' pro-environmental behaviour.

By doing a thorough analysis of Table 4, significant findings arise pertaining to the third hypothesis, which investigates the impact of university support on environmentally conscious behaviours. The computed significance value for this association is 0.008, which is below the commonly accepted threshold of 0.05. Moreover, it is noteworthy that both the beta and t values have a positive orientation. Therefore, it can be concluded that the third hypothesis is supported, indicating that university assistance has a substantial and positive impact on promoting environmentally conscious behaviours.

The aforementioned conclusion is in perfect accordance with recognized statistical norms, suggesting that the impact of university funding on pro-environmental conduct is not a random event but rather has substantial importance. The presence of a positive sign in both the beta and t values serves to further substantiate the directionality of the positive influence.

Furthermore, this discovery aligns with a substantial body of previous scholarly investigations, as demonstrated by the work of (Fatoki, 2019), which constantly emphasizes the crucial influence of university policies and facilities on the formation of sustainable behaviours. The findings of this study demonstrate a positive correlation between the level of support provided by universities and individuals' pro-environmental behaviour. These results are consistent with existing academic literature and add to our understanding of the importance of institutional support in promoting environmentally responsible attitudes and actions.

The extant body of literature underscores the significance of institutional support in shaping individuals' pro-environmental behaviour, and the present study offers empirical

substantiation for this proposition. This highlights the significance of higher education institutions actively promoting and supporting ecologically sustainable initiatives. The comprehensive examination of Table 4 and the subsequent elucidation of the third hypothesis provide a solid basis for comprehending and recognizing the crucial influence of university assistance in promoting pro-environmental conduct.

- c. The dominance test is a method used to determine the hierarchical relationship between individuals or groups within a social structure (Ghozali, 2018).

The findings of the dominance test indicate that student engagement exerts (0,422) a more significant impact on pro-environmental behaviour (0,310) in comparison to institutional support. This statement is consistent with the focus on the proactive involvement of students in promoting sustainability efforts. The prevalence of student involvement implies that strategic interventions should prioritize the cultivation and promotion of student engagement in order to achieve more impactful results in the advancement of environmental responsibility.

5. Conclusions

In summary, this research conducted a comprehensive examination of the factors influencing pro-environmental behaviour in the student population of Sanata Dharma University. The study specifically investigated the relationship between student engagement, university reputation, institutional assistance, and environmentally conscious beliefs and behaviours. The study utilized a rigorous quantitative technique, which involved conducting tests to assess the validity and reliability of the data, examining the assumptions of classical statistical analysis, and doing multiple linear regression analysis.

The findings suggest that the level of student engagement has a considerable impact on pro-environmental behaviour, highlighting the crucial importance of active engagement in promoting sustainability. In contrast, the study revealed that the reputation of the institution did not exert a statistically significant effect on pro-environmental conduct within the particular setting of the Sanata Dharma institution. This underscores the necessity of a nuanced comprehension of the relationship between university image and students' environmental attitudes. The presence of institutional support has been identified as a noteworthy feature, highlighting the importance of university policies and facilities in influencing environmentally conscious behaviours among students.

Furthermore, the results of the dominance test indicate that student engagement exerts a more significant influence on pro-environmental behaviour compared to institutional support. This highlights the significance of cultivating a culture that encourages active student engagement in sustainability projects in order to achieve desirable results.

6. Implications

In this discourse, we will examine several strategies employed by universities. It is imperative for universities to focus efforts that effectively engage students in pro-environmental actions. This includes the implementation of sustainability initiatives, educational workshops, and organized activities aimed at fostering student engagement in environmental preservation endeavours.

The concept of reputation management refers to the practice of actively monitoring and controlling the perception and image of an individual, organization, or brand in order to maintain a positive reputation. Although the influence of university image on pro-environmental behaviour was found to be insignificant in this particular context, it is imperative for universities to consistently evaluate and improve their environmental programs in order to meet the expectations of environmentally conscious students. The transparent dissemination of

information regarding sustainability initiatives has the potential to enhance the overall reputation of a university.

The provision of institutional support is crucial for the success and sustainability of any organization or establishment. The considerable impact of institutional backing underscores the significance of colleges adopting and advocating for environmentally friendly policies (Kusuma & Fridayani, 2022). Enhancing the overall impact of institutional assistance can be achieved through investment in sustainable infrastructure, the integration of environmental education, and the active support of student-led projects.

The topic of student engagement is of great importance in the field of education. In light of the significant impact of student involvement on promoting environmentally conscious actions, it is imperative for universities to prioritize the establishment of a conducive atmosphere that fosters and promotes student engagement. This may entail the establishment of student-led sustainability committees, the provision of resources for environmentally beneficial projects, and the integration of sustainability into the curriculum.

In light of the current study's findings, there are several areas that warrant further investigation in future research. This study presents opportunities for further investigation, namely in the examination of cultural and contextual variables that shape the relationship between university image and pro-environmental behaviour. Furthermore, longitudinal studies have the potential to offer valuable insights on the enduring impacts of consistent institutional support and student engagement on environmental attitudes and behaviours over an extended period of time.

References

- Alnaimi, A. M. M., & Rjoub, H. (2021). Perceived organizational support, psychological entitlement, and extra-role behavior: The mediating role of knowledge hiding behavior. In *Journal of Management and Organization* (Vol. 27, Issue 3, pp. 507–522). Cambridge University Press. <https://doi.org/10.1017/jmo.2019.1>
- Biancardi, A., Colasante, A., & D’Adamo, I. (2023). Sustainable education and youth confidence as pillars of future civil society. *Scientific Reports*, 13(1). <https://doi.org/10.1038/s41598-023-28143-9>
- Cook, J. W. (2014). Sustainable School Leadership: The Teachers’ Perspective. *NCPEA International Journal of Educational Leadership Preparation*, 9(1).
- Duvnjak, B., & Kohont, A. (2021). The role of sustainable hrm in sustainable development. *Sustainability (Switzerland)*, 13(19). <https://doi.org/10.3390/su131910668>
- Fatoki, O. (2019). Hotel employees’ pro-environmental behaviour: Effect of leadership behaviour, institutional support and workplace spirituality. *Sustainability*, 11(15), 4135.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. Badan Penerbit Universitas Diponegoro.
- Fridayani, J. A., Kusuma, S. E., Kusumajati, T. O., M, T. A. H., Wijayanto, W. A., & Press, S. D. U. (2023). *Statistika Inferensial untuk Organisasi dan Bisnis*. Sanata Dharma University Press. <https://books.google.co.id/books?id=hYrcEAAAQBAJ>
- Fridayani, J. A., Kusuma, S. E., & Yuniarto, A. Y. (2022). Building Link-Match of Gen Z and The World Of Work Through Contextual-Adaptive Facilitation. *Jurnal Bisnis Strategi*, 31(2), 46–58. <https://ejournal.undip.ac.id/index.php/jbs>
- Fridayani, J. A., Riastuti, A., & Jehamu, M. A. (2022). Analisis Faktor yang Memengaruhi Kemampuan Berpikir Kritis pada Mahasiswa. *Journal of Business Management Education* |, 7(3), 1–8. <https://doi.org/https://doi.org/10.17509/jbme.v7i3>
- Ghozali, I. (2018). *Aplikasi analisis multivariete SPSS 25*. Semarang: Universitas Diponegoro.
- Gigliotti, R., Vardaman, J., Marshall, D. R., & Gonzalez, K. (2019). The Role of Perceived Organizational Support in Individual Change Readiness. *Journal of Change Management*, 19(2), 86–100. <https://doi.org/10.1080/14697017.2018.1459784>

- Hansmann, R., Laurenti, R., Mehdi, T., & Binder, C. R. (2020). Determinants of pro-environmental behavior: A comparison of university students and staff from diverse faculties at a Swiss University. *Journal of Cleaner Production*, 268, 121864.
- Harahap, D. A., Amanah, D., Gunarto, M., Purwanto, P., & Umam, K. (2020). Pentingnya citra universitas dalam memilih studi di perguruan tinggi. *Niagawan*, 9(3), 191–196.
- Hwang, Y.-S., & Choi, Y. K. (2019). Higher education service quality and student satisfaction, institutional image, and behavioral intention. *Social Behavior and Personality: An International Journal*, 47(2), 1–12.
- Iqbal, Q., & Ahmad, N. H. (2021). Sustainable development: The colors of sustainable leadership in learning organization. *Sustainable Development*, 29(1), 108–119. <https://doi.org/10.1002/sd.2135>
- Iqbal, Q., Ahmad, N. H., & Halim, H. A. (2020). How Does Sustainable Leadership Influence Sustainable Performance? Empirical Evidence From Selected ASEAN Countries. *SAGE Open*, 10(4). <https://doi.org/10.1177/2158244020969394>
- Kusuma, S. E., & Fridayani, J. A. (2022). *Institusi Dan Organisasi: Pengenalan, Identifikasi Dan Analisis Dasar*. Sanata Dharma University Press.
- Leal Filho, W., Sima, M., Sharifi, A., Luetz, J. M., Salvia, A. L., Mifsud, M., Olooto, F. M., Djekic, I., Anholon, R., & Rampasso, I. (2021). Handling climate change education at universities: an overview. *Environmental Sciences Europe*, 33, 1–19.
- Menon, S., & Suresh, M. (2020). Synergizing education, research, campus operations, and community engagements towards sustainability in higher education: A literature review. *International Journal of Sustainability in Higher Education*, 21(5), 1015–1051.
- Morris, T. H. (2020). Experiential learning—a systematic review and revision of Kolb’s model. *Interactive Learning Environments*, 28(8), 1064–1077.
- Moscardini, A. O., Strachan, R., & Vlasova, T. (2022). The role of universities in modern society. *Studies in Higher Education*, 47(4), 812–830.
- Nada, H. N., Fajarningsih, R. U., & Astirin, O. P. (2021). Environmental education to build school members’ character. *JPBI (Jurnal Pendidikan Biologi Indonesia)*, 7(1), 43–52. <https://doi.org/10.22219/jpbi.v7i1.14283>
- Pane, M. M., & Patriana, R. (2016). The Significance of Environmental Contents in Character Education for Quality of Life. *Procedia - Social and Behavioral Sciences*, 222, 244–252. <https://doi.org/10.1016/j.sbspro.2016.05.153>
- Pauw, J. B. de, Gericke, N., Olsson, D., & Berglund, T. (2015). The effectiveness of education for sustainable development. *Sustainability (Switzerland)*, 7(11), 15693–15717. <https://doi.org/10.3390/su71115693>
- Piscitelli, A., & D’Uggento, A. M. (2022). Do young people really engage in sustainable behaviors in their lifestyles? *Social Indicators Research*, 163(3), 1467–1485. <https://doi.org/10.1007/s11205-022-02955-0>
- Sahin, E., & Teksoz, G. (2012). University students’ behaviors pertaining to sustainability: A structural equation model with sustainability-related attributes Researchers Night-Avrupa Bilim ve Eglence Günü View project STEM EĞİTİMİ ÇALIŞTAY RAPORU View project. In *Article in The International Journal of Environmental and Science Education*. <https://www.researchgate.net/publication/286595887>
- Sugiyono. (2021). *Statistika untuk Penelitian*. Alfabeta.
- Tang, Y., Chen, Y. J., Shao, Y. F., & Cao, Q. (2022). The Impact of Sustainable Transformational Leadership on Sustainable Innovation Ambidexterity: Empirical Evidence From Green Building Industries of China. *Frontiers in Public Health*, 10. <https://doi.org/10.3389/fpubh.2022.814690>
- Vukelić, N., & Rončević, N. (2021). Student teachers’ sustainable behavior. *Education Sciences*, 11(12). <https://doi.org/10.3390/educsci11120789>



THE BODY SHOP'S SUSTAINABLE INNOVATION: GREEN BUSINESS FOR SUSTAINABLE FUTURE

Jessica Kristanti Santoso¹, Jeslyn Alvina Sarumaha², Alexandra Vonda Patricia Sirait³,
Vincent Cedric Cahyo Santoso⁴, Firma Sulistiyowati⁵

^{1,2,3,4,5}Sanata Dharma University

Email: ¹jessicaks2306@gmail.com, ²jeslynalvinasarumaha@gmail.com, ³alexandravonda27@gmail.com,
⁴dracorex1609@gmail.com, ⁵firma@usd.ac.id

ABSTRACT

The objective of this study is to address the issues raised during the G20 summit pertaining to the green economy, with a specific focus on the green business operations of The Body Shop Company. Furthermore, this study also makes reference to the Sustainable Development Goals (SDGs), which align with Indonesia's long-term aims. The data utilized in this study were derived from the sustainability report and annual report of the company, with the objective of assessing the financial impact resulting from the implementation of the green economy throughout the period of 2021-2022. The research methodology employed in this study involves using documentation techniques, namely relying on secondary data acquired from the company's official website. The results showed that The Body Shop's sustainability policy also not only has a positive impact on the environment and stakeholders, but also implicitly can increase the company's profitability through sustainable operational efficiency.

Keywords: Green Business; Sustainable Development Goals.

1. Introduction

It's one of the most important factors in economic activity because the natural environment produces the resources necessary for economic activity. Currently, our natural environment is experiencing a crisis characterized by global warming, ice melting, air pollution, natural disasters, and depleted natural resources. As the damage to the earth gets worse, consumers realize the importance of using environmentally friendly products/services and companies as producers are expected to implement activities that protect the environment. Sustainable Business is the thought of sustainability to be able to carry out repeated activities in the long term. This concept of sustainability has goals outlined in the Sustainable Development Goals (SDG's) which contain 17 goals. Sustainable Development Goals point 12, Responsible Consumption and Production, provides attention where in doing business and consuming products / services we must be responsible for the waste and materials we have used for the product / service. In line with this, at the G20 Bali 2022 Summit, the G20 overarching priorities encompass inclusion and a sustainable, green economy. Green Economy provides the idea of improving the welfare and social equality of society with an economy that reduces risks to nature. The implementation of green economy includes the implementation of green business. Green business is a business concept that applies environmental friendliness and balances the benefits obtained. Green Business is an organization that is committed to the principles of environmental sustainability in its operations, strives to use renewable resource, and tries to minimize the negative environmental impact of its activities (Čekanavičius et al., 2014). The whole world is currently concerned about efforts to improve and care for environmental damage due to economic activity.

This research is important to do in order to provide awareness to companies regarding the application of green business in their business that causes environmental damage due to production activities carried out. Building green business has a positive impact because consumers are increasingly concerned about the environment, it is important for companies to apply green business to company operations. As producers and consumers, must be responsible for the activities carry out to the limited natural environment. By implementing green business maintain the survival of the natural environment which will have a good impact on the natural environment we live in. Currently, attention to the implementation of green business is the focus of business development, but which companies have implemented green business and what they have implemented is an interesting thing to research.

One of the companies that implement green business is The Body Shop. The Body Shop International plc, or better known as The Body Shop, is a company engaged in the beauty business in the form of cosmetic or make-up products. The company's goal is to fight for a more just and beautiful world through environmentally friendly products. The company's founder, Dame Anita Roddick built The Body Shop to fight for what is good, fair, and beautiful for the earth. The company applies the triple bottom line business principle which actually not only measures success from a financial perspective, but also ensures that the business understands its social and environmental impact. Some of the innovations The Body Shop has made to become a B Corps company include involving customers in our activist campaigns, including Forever Against Animal Testing.

In addition, The Body Shop was a refill pioneer in the 70s and is committed to helping empower people and communities around the world through its Community Fair Trade program. The Body Shop understands that society's biggest problems cannot be solved by governments and non-profit organizations alone. So, they seek to address these issues through business, such as tackling inequality and poverty and creating high-quality jobs. Researchers chose The Body Shop as a company that runs green business to represent the implementation of green business because there are many interesting activities related to green business carried out and The Body Shop is an international company that can be emulated by other companies. With the problem, researchers researched how the implementation of green business at The Body Shop and how the impact on 3P (Planet, People, and Profit) implemented by The Body Shop.

2. Literature Review

2.1 People, Profit, Planet (3P) Theory

The Triple Bottom Line (TBL) was developed by John Elkington in 1994 into three terms: economic prosperity, environmental quality, and social justice, or commonly known as people, profit and planet. The TBL concept is applied to balance the social, economic and environmental sides. In addition to pursuing profit, companies must also pay attention and be involved in fulfilling the welfare of the community (people) and actively contribute to preserving the environment (planet) (Lumi et al., 2023).

People refers to the company's main focus in running its business, namely the community (Lumi et al., 2023). People are important for the company in maintaining the sustainability, development and progress of the company. Included in people are all individuals and groups involved in the company, such as employees and their families, suppliers, customers, customers, communities, and even all people who can influence or be influenced by the company. For this reason, the company can make activities to develop society and human resources.

Profit is the most important element and the main goal of every business activity including companies. However, companies should not only have profits for their organization but must be able to provide economic progress for their stakeholders. Profit refers to the company's responsibility to the existing economy, both in the company's internal economy and the impact of the economy at large (Lumi et al., 2023). In this case, the company has a challenge to be able to maintain and improve the company's economy, as well as the impact on the

surrounding environment, such as improving people's lives with the jobs provided, innovations created, and other economic impacts.

Planet is a concept that refers to the impact of all activities caused by the company in carrying out its operational activities both directly and indirectly (Lumi et al., 2023). It is mandatory for companies to maintain and preserve the environment in which the company exists and operates. The company must maintain the state of the environment, especially around the company's environment because it is the company's obligation to care about the environment.

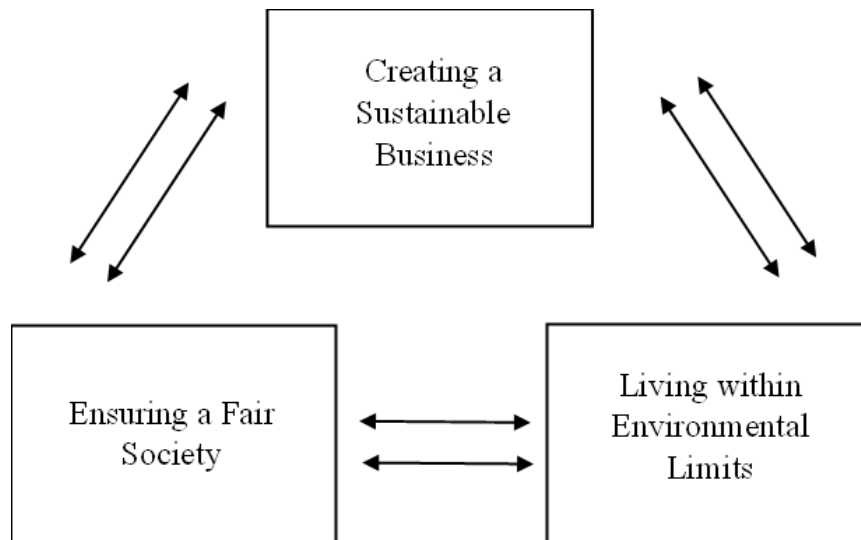


Figure 1

2.2 Sustainable Development Goals (SDGs)

In September 2015, the United Nations General Assembly (Leaders of 193 countries in the world) adopted the seventeenth sustainable development goal as an action plan to transform the world (people, planet and prosperity) by 2030. (UN, 2015). Sustainable Development Goals (SDGs) are development that maintains the improvement of people's economic welfare on an ongoing basis, development that maintains the sustainability of people's social life, development that maintains the quality of the environment and development that ensures justice and the implementation of governance that is able to maintain the improvement of the quality of life from one generation to the next. SDGs are global and national commitments in an effort to improve the welfare of society, including 17 goals, namely (1) No Poverty; (2) No Hunger; (3) Healthy and Prosperous Life; (4) Quality Education; (5) Gender Equality; (6) Clean Water and Sanitation; (7) Clean and Affordable Energy; (8) Decent Work and Economic Growth; (9) Industry, Innovation and Infrastructure; (10) Reduced Inequality; (11) Sustainable Cities and Settlements; (12) Responsible Consumption and Production; (13) Addressing Climate Change; (14) Ocean Ecosystems; (15) Land Ecosystems; (16) Peace, Justice and Resilient Institutions; (17) Partnerships for the Goals. (bappenas.go.id).

This research mainly focuses on the 12th point of the SDGs, which is responsible production. Achieving economic growth and sustainable development means all of us must recognize the importance of reducing the ecological footprint by changing the way produce and consume food and other resources. By 2030, Indonesia has a target to substantially reduce waste production through prevention, reduction, recycling and reuse. Another target is to ensure that people everywhere have relevant information and awareness on sustainable development and lifestyles in harmony with nature. (bappenas.go.id). Therefore, it is important for Indonesia to find alternative production and consumption processes by considering environmental sustainability according to SDGs point 12.

2.3 *Green Business*

The term 'green business' covers a wide range of topics, such as sustainability, scarce energy sources, environmentally friendly, pollution-free, social or political stability. It focuses on environmentally friendly activities, such as environmentally friendly practices throughout society. Green Business is an organization that is committed to the principle of environmental sustainability in its operations, strives to use renewable resources, and tries to minimize the negative environmental impact of its activities (Čekanavičius et al., 2014). Green Business is carried out in order to reduce the amount of waste, reuse wasted materials and recycle them as by-products or as raw materials for other products products can reduce costs through environmentally friendly processes (Gadde et al., 1997).

Earlier studies by renowned researchers (e.g., Čekanavičius et al., 2014; Florida et al., 1999; Molenaar and Kessler, 2017; Pattinson, 2015) identified different advantages of green business. Various advantages of implementing green business, are reducing resource use and costs, saving money through digitization, increasing budgets for higher revenues, and gaining investment capital. Nulkar (2014) argues that green business can guarantee four competitive advantages, namely emerging market opportunities, early mover advantage, cost & risk management, and environmental management. It also creates various advantages ranging from environmental management classification to personnel management, operational efficiency, and tangible profits (Lun, 2011).

3. Research Methods

The research method used in this research is descriptive qualitative research. The data used comes from secondary data obtained from The Body Shop's sustainability report. With the data reduction stage, we select data related to this research from the sustainability report and present the related data that we have collected, after which researchers draw conclusions from the related data.

4. Research Findings and Discussion

4.1 *Implementation of green business at The Body Shop*

The Body Shop is committed that the packaging materials of its products are 100% reusable, compostable by 2030, and 50% of all plastics are recycled. By 2022, The Body Shop has achieved the target of recycled plastic and 90% of the packaging of various products can be recycled from data in The Body Shop's Sustainability Report on 2022. In enhancing green business, The Body Shop ensures that its product packaging remains safe, effective, and aesthetically pleasing with various efforts made, among others:

- a. Removing all unnecessary packaging such as skincare cartons, multiple transit plastic protectors and additional gift packaging layers to reduce the use of resources, water and energy.
- b. Reusing packaging materials by increasing the number of in-store refill bins and strengthening plans to phase out hard-to-recycle materials.
- c. Replacing some plastics with recycled glass and aluminium which increases Post-Consumer Recycled (PCR). In addition, replacing plastic used for soap packaging with paper.

In running a sustainable green business, The Body Shop is committed to helping address the climate emergency and limit global warming to 1.5 degrees Celsius. This is supported by all Natura & Co brands having committed to achieving net zero by reducing all direct and indirect greenhouse gas emissions associated with the business and franchises. The Body Shop considers that carbon reduction planning is a complex business process that requires an approach to understand and assess the best way forward, such as in product rationalization The Body Shop estimates that carbon emission reductions will fluctuate in line with business

growth or decline. After that, The Body Shop will start to look at achieving short-term carbon reduction targets in accordance with the Science Based Targets Initiative (SBTi) rules. In the short term, this process commits The Body Shop to:

- a. 80% of purchased electricity comes from renewable energy by 2025.
- b. Reduce emissions from store heating and cooling, company vehicle use and backup energy sources, and purchased electricity to net zero by 2030.
- c. Reduce carbon associated with products created (including materials, packaging, upstream transportation, and post-consumer disposal of products sold) by 42% by 2030.

The Body Shop's implementation progress towards net zero carbon includes:

- a. The Bring Back Our Bottle (BBOB) program in collaboration with Waste4Change achieved success in its program where around 1,133,620 empty bottles have been returned from the total sales products.
- b. The Body Shop has used green marketing as a global strategy to promote green products and provide tangible evidence that the company is taking part in maintaining environmental sustainability.
- c. The Body Shop has implemented the green office concept by installing solar panels to reduce carbon emissions and is committed to having an environmentally friendly office.

The beauty products company headquartered in Watersmead, Littlehampton, UK also has a unique way of communicating with its customers. The communication is not directly related to its products. The brand aims to run a business that makes people feel good about themselves. In 1995, The Body Shop stores in the UK conducted a "What Women Want" and received 14,000 responses within three months significantly raising awareness and campaigning on women's issues.

When it comes to workers, The Body Shop as a B Corp is committed to treating all their workers, customers, suppliers and communities fairly and equally. The company does not only focus on its products but also on creating a fair and equal society. In many cases, The Body Shop helps lead working groups to improve knowledge and practices. In 2022, The Body Shop is actively working with action for sustainable development, ethical trading initiative, global shea alliance, and others. A concrete example of what our company is doing, in line with our Commitment to Life target to pay all our employees a real living wage (higher than minimum wage) by the end of 2023, 96% are paid more or the same as 2022 wages. In addition, all suppliers are required to sign a supplier code of conduct which outlines the high standards of all direct suppliers and their supply chains in relation to human rights and labour practices. The Body Shop also implemented a Responsible Recruitment Toolkit aimed at helping suppliers build their capacity in ethical recruitment practices thereby reducing the risk of labour exploitation.

In addition, The Body Shop operates with principles that oppose animal testing, support community trade, defend human rights, and protect the earth. These values influence the business from product development to supply chain. Starting in 2016, The Body Shop transformed these values into three pillars focusing on Enrich Our People, Enrich Our Products, and Enrich Our Planet. The campaign refreshed The Body Shop's mission and reinforced its commitment to people, planet and products. The commitment to these three pillars is not only for the short term, but is also part of The Body Shop's long-term targets for 2030. These pillars have been translated into several long-term programs, such as expanding the fair trade program for communities from 19 to 40 key ingredients and improving the quality of life of producer communities, as well as helping 40,000 people to get jobs (Enrich Our People). Second, ensuring that 100% of natural ingredients come from sustainable sources, publicizing the natural and non-natural ingredients used, and disclosing biodegradation and water use in production (Enrich Our Products). The Enrich Our Planet program aims to ensure that 70% of

total packaging does not contain fossil fuels, reduce energy consumption by 10% in all stores, and more.

4.2 The impact of 3P (Planet, People, and Profit) implemented by The Body Shop

The increased implementation of sustainable business practices by The Body Shop has a positive impact on the planet's natural environment and the people connected to The Body Shop's business activities (Stakeholders). Based on a study conducted by Peng et al. (2018) shows that efforts to reduce carbon emissions, such as those made by The Body Shop, improve air quality and reduce premature deaths due to air pollution. Not only that, The Body Shop's social policies also have a positive impact on workers and customers by enriching company employees and listening to customer feedback. In relation to reducing carbon emissions, The Body Shop also uses renewable energy sources and recycled materials in the production process. According to Gielen et al. (2002), companies can reduce carbon emissions by using substitute materials that are recycled materials or materials that are easily processed as waste. The research is also supported by the results of research conducted by Cochran (1998) which found that the use of substitute materials can save the cost of producing goods.

Thus, The Body Shop, with a focus on skin care products as consumer staples, utilizes sustainability policies to manage materials efficiently, support recycling, and build efficient supply chains. Research conducted by Ameer and Othman (2012) shows that the sustainability practices of top Global companies within the industrials, Customer Staples, and Materials sectors have improved financial performance. Similarly, Porter's Hypothesis tested by Brannlund and Lundgren (2010) states that strict environmental regulations can increase the competitiveness of firms. Although the limited research conducted by Lundgren on the impact of CO₂ tax policy on Swedish industry shows a decrease in profitability, other studies show that improving profitability through productivity improvements by implementing efficient technologies and procedures takes more than one year. Therefore, although our research cannot argue that The Body Shop's implementation of sustainability policies increases profitability due to difficulties in obtaining information related to the company's financial condition, we can deduce that The Body Shop's sustainability policies not only support the environment and stakeholders, but also implicitly increase the company's profitability through continued operational efficiency.

5. Conclusion

The conclusion of this paper is that an analysis of the implementation of sustainable business practices by The Body Shop, based on the Triple Bottom Line (TBL) or 3P (People, Planet, Profit) principle, shows that these business practices have a positive impact on the natural environment of the planet and the company's stakeholders. With a focus on social, economic, and environmental sustainability, The Body Shop has successfully achieved various targets and commitments related to reducing carbon emissions, managing waste, using renewable energy sources, and using recycled materials in its production. The implementation of the Triple Bottom Line principle is also in line with the Sustainable Development Goals (SDGs) adopted by the United Nations (UN). The Body Shop is committed to achieving sustainable development goals, particularly in sustaining economic prosperity, maintaining environmental sustainability, and ensuring social justice. Related to the role of Green Business in The Body Shop's strategy that focuses on environmental sustainability, the company implements green business practices to reduce resource use, save costs, and create a competitive advantage. The Body Shop also incorporates social values, including human rights and community trade, in its business. The Body Shop's sustainability policies also not only have a positive impact on the environment and stakeholders, but can also implicitly improve the company's profitability through continued operational efficiency.

While previous research findings suggest a positive relationship between sustainability practices and environmental, stakeholder and financial performance, we cannot explicitly conclude that sustainability practices within The Body Shop improve the company's profitability as we were unable to find data related to the company's current and historical financial condition. In addition, the very short time span of our study prevents any meaningful attempt to improve the accuracy and quality of our research. To better understand the impact of The Body Shop's sustainability policy implementation on Planet, People, and Profit, future research should be conducted with a wider time span and use more accurate information.

References

- 3P: Planet, People dan Profit. (2018). <https://bangazul.com/3p-planet-people-dan-profit/amp/>
- Ameer, R., & Othman, R. (2012). Sustainability practices and corporate financial performance: A study based on the top global corporations. *Journal of Business Ethics*, 108(1), 61–79. <https://doi.org/10.1007/s10551-011-1063-y>
- Bappenas. (n.d.). *Sekilas SDGs*. <https://sdgs.bappenas.go.id/sekilas-sdgs/>
- Brännlund, R., & Lundgren, T. (2010). Environmental policy and profitability: Evidence from Swedish industry. *Environmental Economics and Policy Studies*, 12(1), 59–78. <https://doi.org/10.1007/s10018-010-0163-8>
- Čekanavičius, L., Bazyte, R., Dičmonaitė, A., 2014. Green business: Challenges and practices. *ISSN Ekon* 93, 74–88.
- Cochran, C.N. (1988) Long-term substitution dynamics of basic materials in manufacture. *Materials and Society*, vol. 12, no. 2, pp. 125–150.
- Gadde, S., Rabinovich, M., Chase, J., 1997. Reduce, reuse, recycle: An approach to building large internet caches. *Oper. Syst.* 1997, 93–98.
- Gielen, D. J., & Moriguchi, Y. (2002). Waste benefits of CO2 policies in Japan. *Waste Management & Research ISSN 0734–242X*, 20, 2–15.
- Nulkar, G., 2014. SMES and environmental performance – a framework for green business strategies. *Procedia - Soc. Behav. Sci.* 133, 130–140. <http://dx.doi.org/10.1016/j.sbspro.2014.04.177>.
- Nylund, S., 2012. Reverse Logistics and Green Logistics: A Comparison Between Wäertsilä and IKEA. Vaasan Ammattikorkeakoulu University of Applied Sciences.
- Lumi, C. A., Pio, R.J., & Rumawas W. (2023). Implementasi Corporate Social Responsibility Berdasarkan Konsep Triple Bottom Line. *Productivity*, 4, 4.
- Lun, Y.H.V., 2011. Green management practices and firm performance: A case of container terminal operations. *Resour. Conserv. Recycle.* 55, 559–566. <http://dx.doi.org/10.1016/j.resconrec.2010.12.001>
- Peng, W., Yang, J., Lu, X., & Mauzerall, D. L. (2018). Potential co-benefits of electrification for air quality, health, and CO2 mitigation in 2030 China. *Applied Energy*, 218, 511–519. <https://doi.org/10.1016/j.apenergy.2018.02.048>
- United Nation-UN (2015). United nations-Resolution adopted by The General assembly on 25 September 2015-transforming our world: The 2030 agenda for sustainable development, Vol. 16301 <https://doi.org/10.1007/s13398-014-0173-7.2>.