

Pro-Environmental Behavior among Body Shop Employees in Indonesia

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Abstract. Body Shop Indonesia is a company that upholds environmental values. These pro-environmental values are also applied in their organizational culture, including in existing regulations or policies. In this study, researchers are interested in describing the employee's pro-environmental behavior who have instilled pro-environmental values. This research was conducted in industries that promote pro-environmental behavior. With a culture that focuses on environmental sustainability, the pro-environmental behavior of its employees will be more visible. Previous research was conducted in a particular area or organization in general. Measurement of pro-environmental behavior uses the Pro-Environmental Behavior (PEB) scale constructed by Blok, et al and adopted in the organizational context by Sanyal and Pal. The reliability of this scale is 0.810. Research on 150 employee respondents shows that they have a pro-environment that tends to be high. The results of this research can be used as a reference or basis for implementing a pro-environmental organizational culture

Keywords: *pro-environmental, organizational culture, employee, body shop*

Introduction

Environmental destruction is one of the problems that threaten our world. This destruction is not merely natural destruction, but the impact of human behavior on the environment (Nuryadin & Bakar, 2017). The environment is important to preserve because it is a place to live for all living things. At this time, nature is very threatened with manufacture activities or destruction by humans (Supandini & Pramudana, 2017). Various impacts often occur in Indonesia, such as floods, landslides, dry land, environmental pollution, forest degradation, and many other problems caused by human behavior.

The increasing number of problems that occur in nature due to human activities can be caused by an absence of environmental awareness. Environmentally conscious behavior can also be called pro-environmental behavior. The term refers to the same concept as being environmentally friendly. Environmental awareness or pro-environmental behavior has the aim of reducing or providing solutions related to environmental problems. This behavior is an active behavior to protect the environment

and arises because of human concerns about environmental destruction and its impacts (Searle & Gow, 2010). This action needs to be increased because the destruction that occurs including climate change can affect physical and mental health (Searle & Gow, 2010; Swim, et al., 2011). It can be concluded that environmental awareness or pro-environment are various forms of human action aimed at minimizing negative impacts on the environment (Homburg & Stolberg, 2006).

The condition of environmental destruction can be seen in the city of Jakarta. The head of the DKI Jakarta Environmental Control Agency revealed that Jakarta's environmental conditions are in critical condition. This is caused by pollution and environmental destruction due to industrial activities, settlements, offices, accommodation services, and community activities. Jakarta itself is a big city that produces a lot of garbage in the range of 6.5-7 tons per day and the amount of waste that is not transported is 0.7 tons per day (Arlinkasari, Caninsti, and Prasetya, 2018).

Various activities in the office use a lot of energy (electricity and water) and produce waste that harms the environment such as paper and plastic. However, both private companies and the government are often not aware of the impacts such as pollution, poisoning, noise, and environmental damage.

A company is a business entity or legal entity or organization that in the production process is directly related to the environment. In Law number 23 of 2007 concerning Environmental Management, it is emphasized that in utilizing natural resources to promote community welfare and to achieve happiness, it is necessary to carry out environmentally sound and sustainable development (Tuju, 2016).

The impact of the company's activities has also become a consideration for marketers to meet the need for more environmentally friendly products (Supandini and Pramudana, 2017). The pro-environmental behavior of a company can be seen from the company's values related to environmental preservation, attitudes toward the environment, and actual behavior. These components are interrelated to form and reflect pro-environmental behavior within the company. Organizational culture also reflects the form of values adopted by the company (Zsóka, 2007). Currently, many modern companies are starting to be responsive to environmental problems, such as pollution

and waste disposal problems by developing environmentally friendly packaging. They also make efforts to preserve the environment (Supandini & Pramudana, 2017).

One of the efforts to prevent and reduce the environmental destruction caused by organization activities is to implement an *eco-office* or *green office*. The *eco-office* is one of the efforts to create an environmentally friendly office community by creating a clean, beautiful, comfortable, and healthy office environment. *Eco-office* aims to increase the effectiveness and efficiency of the use of natural resources. *Eco-office* has greatly benefited both employees and office managers. The government has recommended this program with Presidential Instruction NO. 2/2008 dated May 5, 2008. One of the companies implementing the *eco-office* is The Body Shop Indonesia, which is located in the South Tangerang area.

The Body Shop is a global company that is committed to preserving the environment. Various efforts have been made such as saving energy use at every outlet around the world and even energy use in every company activity. The Body Shop is also listed as the first company to use plastic bottles that are 100% biodegradable, thereby reducing the impact of environmental pollution. This company is also a pioneer in beauty products that use natural raw materials and apply the concept of *no animal testing*.

The Body Shop Indonesia has carried out the obligations that must be carried out as an environmentally friendly company, namely, by placing green plants in The Body Shop office not only as a complement to the interior but also helping to improve air quality for employees, the presence of green plants also stimulates the creativity of employees. Not only that, but The Body Shop also collaborates with *Waste 4 Change* to provide trash cans according to the type of waste. The Body Shop also received a green certificate during the years 2013-2018. Based on this phenomenon, researchers are interested in seeing the description of pro-environmental behavior in their employees. With this implementation, the behavior of employees will also change and become aware of the environment. This research is expected to be able to explain WEB (Workplace Environmental Behavior) that can exist because of the organizational culture that carries this concept.

Research Methods Research

This is quantitative research and aims to describe the behavior of employees of a particular company. Pro-environmental behavior measurement is used with *Pro-environmental Behavior* (PEB). PEB was constructed by Blok, etc. (2015) and adopted in the organizational context by Sanyal and Pal (2017) and has been adapted into Indonesian by researchers. The research instrument consists of 20 items with a choice range of "Agree" (score 1), Strongly Agree (Score 2), Disagree (Score 3), and Strongly Disagree (Score 4). The scale score shows the larger the score, the smaller the individual's pro-environmental behavior. The readability test was carried out on 20 employees to find out whether the employees understood the contents of the items given. This scale consists of 20 items with the reliability of this scale being 0.810 calculated using *Cronbach's Alpha*. The *corrected item-total correlation* range is 0.076-0.663. 4 items have a *corrected item collection* of 0.00 – 0.01 so they are eliminated. With the following questions:

1. As an employee I need to obtain information about the amount of utility consumption
2. I like to behave environmentally friendly at work
3. I like the company's policy to provide organic food
4. an example of environmentally friendly behavior

Results

Respondents in this study amounted to 150 permanent employees. Table 1 will describe the demographic data of the respondents.

Table 1. Demographic data

Demographic	Frequency (n)	Percentage (%)
Sex		
Male	82	55%
Female	68	45%
Position		
SPV	24	16%
Manager	25	17%
Staff	101	67%
Tenure (year)		
1-3	68	45%
> 3	82	55%

The data obtained shows that the lowest value of pro-environmental behavior in employees is 32 and the highest value is 64 ($M = 56.1$, $SD = 4,831$). The difference between the empirical and theoretical means indicates that the empirical mean score is higher than the theoretical mean score. It can be concluded that the subjects in this study have pro-environmental behavior that tends to be high.

The Body Shop Employee Environmental Behavior by position in the organization

The following is the average difference by job title. It can be seen from table 3 that all positions have pro-environmental behavior above the theoretical average. It can be concluded that the employees of the company have pro-environmental behavior that tends to be high. Based on the job categories, Manager, SPV, and Staff, it can be seen that Managers have higher pro-environmental behavior ($M = 57.04$) than SPV ($M = 56.83$) and Staff ($M = 55.69$). This shows that culture is indeed descended from a high line as a *role model*. In this case, The Body Shop company is quite successful in running pro-environment because from the top level it has set a good example. details can be seen in table 2.

Table 2. Description of pro-environmental behavior by position in the organization

Position	Empirical Mean	Theoretical Mean
Manager	57,04	40,00
SPV	56,83	40,00
Staff	55,69	40,00

The results of calculations using JASP 0.14.1.0 have described the pro-environmental behavior of The Body Shop employees who are differentiated based on the length of work that can be seen in Appendix 1, then this category of the length of work will be described per each variable, namely length of work 1-3 years and more than 3 years in detail. The results of the complete analysis and calculation can be seen in table 3.

Table 3. Description of pro-environmental behavior based on years of work

Tenure (Year)	Empirical Mean	Theoretical Mean
1 – 3	57,04	40,00
> 3	56,83	40,00

Discussion

Based on the results of the study, it can be seen that organizational culture in The Body Shop company plays an important role in shaping pro-environmental behavior. This can also be seen from the activities of employees where they print on both sides, turn off the computer after use, turn off the lights, and so on. In this case, the company has a role in its production process which is directly related to the environment (Tuju, 2016).

The Body Shop is a company that is experienced in having a pro-environment concept, which is committed to making climate change due to global warming. Various efforts are made by the company both within the organizational culture and corporate structure such as trade marketing (The Body Shop, 2020).

The Body Shop has also implemented an *eco-office*- one of the most effective efforts to create an environmentally friendly office by creating a clean, comfortable and healthy office environment that can be utilized by employees (quoted from Kurianti, 2013).

The Body Shop also carries out its obligations as an environmentally friendly company by supporting each of its employees as well as taking pro-environmental actions, such as placing green plants as one of the interiors in the corner of the room, besides adding to the aesthetics of the room, it is also good for air circulation for each employee. The Body Shop also makes a habit that every employee must, such as sorting the waste that will be disposed of into four categories of waste (The Body Shop, 2020).

Based on this research, values are very important in shaping pro-environmental behavior. There are two types of environmental domains, self-transcendence consists of altruistic and bio-spheric. Another domain is self-enhancement consisting of egoistic and hedonic. Values are related to attitudes, norms, and also behavior. Biospheric values are related to the quality of the environment, while altruistic more concerned with the welfare of other people. In many cases, biospheric values are better to predict pro-

environmental behavior than altruistic values (De Groot et al. 2016; Schuitema and De Groot 2015; Van Doorn and Verhoef 2015). In this research, the biospheric values can explain the behavior of the employee. In this case, the environmental norms; organizational culture shaped the behavior of the employee. The behavior is the result of the culture. They don't tend to perform the behavior because of the welfare of others.

According to the research of Sanyal and Pal (2007), the existence of an organizational culture owned by employees will be an important role in companies maintaining the organization or company environment. The resulting influence not only affects each individual and organization physically but even becomes a significant influence on the company's environmental development process. Moningga, et al (2020) also explain that to restore the impact of environmental destruction, it is necessary to intervene as early as possible. Environmental awareness of the younger generation is also needed to develop.

Conclusion

Based on the results of the study, it can be concluded that company employees can adopt existing values or culture, in this case, a pro-environmental culture. In this case, the office model and culture like the company in this study can be applied to other offices or organizations. This research can be the basis of how to apply pro-environmental values in organizations. The pro-environmental value must be upheld by the organization to ensure a change in the behavior of employees. Values can be applied to regulations, organizational attitudes, and production processes that do uphold environmental sustainability.

Acknowledgment

The researcher is grateful to PT Body Shop Indonesia which has provided a real example of an organization that supports environmental sustainability. The researcher also thanked the employees who participated in this research.

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