

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis dan mendeskripsikan model peningkatan kesadaran *organizational citizenship behavior toward environmental* melalui *environmental belief*, *environmental transformational leadership* dan *environmental training*. Penelitian ini menggunakan kuesioner untuk mengambil data pada karyawan UKM batik tulis lasem Desa Babagan sebanyak 80 orang dan yang kembali sebanyak 74 orang. Teknik pengambilan sampel menggunakan teknik sensus, yang artinya semua populasi dijadikan sampel. Metode analisis ini menggunakan path analysis dan juga sobel test.

Hasil penelitian ini menunjukkan adanya pengaruh positif dan signifikan antara variabel *environmental transformational leadership* terhadap *environmental belief*, pengaruh positif tetapi tidak signifikan antara variabel *environmental training* terhadap *environmental belief*, pengaruh positif dan signifikan antara variabel *environmental transformational leadership* terhadap *organizational citizenship behavior toward environmental*, pengaruh positif dan signifikan antara variabel *environmental training* terhadap *organizational citizenship behavior toward environmental*. Serta variabel *environmental belief* terbukti memediasi variabel *environmental transformational leadership* terhadap *organizational citizenship behavior toward environmental*, tetapi tidak mampu memediasi antara variabel *environmental training* terhadap *organizational citizenship behavior toward environmental*.

Kata kunci : *Environmental Transformational Leadership, Environmental Training, Environmental Belief, Organizational Citizenship Behavior Toward Environmental.*



ABSTRACT

The purpose of this study is to analyze and describe a model for increasing awareness of organizational citizenship behavior toward the environment through environmental beliefs, environmental transformational leadership and environmental training. This study used a questionnaire to retrieve data on employees of the UKM Batik Lasem Babagan Village as many as 80 people and 74 people who returned. The sampling technique used a census technique, which means that all populations were sampled. This method of analysis uses path analysis and sobel test.

The results of this study indicate a positive and significant influence between environmental transformational leadership variables on environmental belief, a positive but insignificant effect between environmental training variables on environmental belief, positive and significant influence between environmental transformational leadership variables on organizational citizenship behavior toward environmental, positive and significant between the environmental training variables on organizational citizenship behavior toward environmental. As well as the environmental belief variable is proven to mediate the environmental transformational leadership variable on organizational citizenship behavior toward environmental, but is unable to mediate between environmental training variables on organizational citizenship behavior toward environmental.

Keywords : *Environmental Transformational Leadership, Environmental Training, Environmental Belief, Organizational Citizenship Behavior Toward Environmental.*

