

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh variabel *Environmental Transformational Leadership* dan *Organizational Environmental Policy* terhadap *Environmental Performance* serta *OCB towards Environment* sebagai variabel intervening. Data dalam penelitian ini menggunakan data primer dengan penyebaran kuesioner sebanyak 100 responden UMKM Batik di Kota Semarang. Teknik pengambilan sampel penelitian menggunakan metode *purposive sampling*. Pengujian penelitian ini menggunakan analisis regresi berganda dan untuk menguji pengaruh variabel intervening diuji menggunakan uji *sobel test*. Hasil penelitian ini menunjukkan bahwa (1) *Environmental Transformational Leadership* berpengaruh positif terhadap *OCB towards Environment*. (2) *Organizational Environmental Policy* berpengaruh positif terhadap *OCB towards Environment*. (3) *Environmental Transformational Leadership* berpengaruh positif terhadap *Environmental Performance*. (4) *Organizational Environmental Policy* berpengaruh positif terhadap *Environmental Performance*. (5) *OCB towards Environment* berpengaruh positif terhadap *Environmental Performance*.

Kata Kunci : *Environmental Transformational Leadership, Organizational Environmental Policy, OCB towards Environment, Environmental Performance*.

ABSTRACT

The purpose of this study was to determine the effect of Environmental Transformational Leadership and Organizational Environmental Policy variables on Environmental Performance and OCB towards Environment as intervening variables. The data in this study used primary data by distributing questionnaires to 100 respondents of UMKM Batik in Semarang City. The research sampling technique used purposive sampling method. The test of this study used multiple regression analysis and to test the effect of the intervening variable, it was tested using the Sobel test. The results of this study indicate that (1) Environmental Transformational Leadership has a positive effect on OCB towards Environment. (2) Organizational Environmental Policy has a positive effect on OCB towards Environment. (3) Environmental Transformational Leadership has a positive effect on Environmental Performance. (4) Organizational Environmental Policy has a positive effect on Environmental Performance. (5) OCB towards Environment has a positive effect on Environmental Performance.

Keywords : *Environmental Transformational Leadership, Organizational Environmental Policy, OCB towards Environment, Environmental Performance.*