

ABSTRAK

Penelitian ini bertujuan untuk mengetahui yaitu : pertama, mengetahui pengaruh *Environmental Belief* terhadap *Organizational Citizenship Behavior Toward Environment*. Kedua, mengetahui pengaruh *Organizational Citizenship Behavior Toward Environment*. Ketiga, mengetahui pengaruh *Environmental Belief* terhadap *Environmental Performance*. Keempat, mengetahui *Organizational Citizenship Behavior Toward Environment* sebagai mediasi antara *Environmental Belief* terhadap *Environmental Performance*. Semua pengaruh antar variabel diatas telah diuji yang dilakukan pada UMKM Batik di Kota Semarang.

Metode penelitian ini yang digunakan yaitu penelitian deskriptif melalui pendekatan kuantitatif dengan menggunakan media pengumpulan data kuesioner untuk mengungkap data *Environmental Belief*, *Environmental Performance* dan *Organizational Citizenship Behavior Toward Environment*, serta teknik penelitian yang digunakan yaitu analisis regresi linier berganda.

Hasil penelitian yang didapatkan menunjukkan bahwa *Environmental Belief* dan *Organizational Citizenship Behaviour Toward Environment* mampu menjadi variabel intervening antara *Environmental Belief* terhadap *Environmental Performance*.

Kata kunci : *Environmental Belief*, *Environmental Performace*,
Organizational Citizenship Behaviour Toward Environment

ABSTRACT

This study aims to determine, namely: first, to determine the effect of Environmental Belief on Organizational Citizenship Behavior Toward Environment. Second, knowing the influence of Organizational Citizenship Behavior Toward Environment. Third, knowing the effect of Environmental Belief on Environmental Performance. Fourth, knowing Organizational Citizenship Behavior Toward Environment as a mediation between Environmental Belief and Environmental Performance. All the effects between the variables above have been tested on Batik SMEs in Semarang City.

The research method used is descriptive research through a quantitative approach using questionnaire data collection media to reveal Environmental Belief, Environmental Performance and Organizational Citizenship Behavior Toward Environment data, and the research technique used is multiple linear regression analysis.

The results obtained indicate that Environmental Belief and Organizational Citizenship Behavior Toward Environment are able to become intervening variables between Environmental Belief and Environmental Performance.

Keyword : *Environmental Belief, Environmental Performace, Organizational Citizenship Behaviour Toward Environment*

