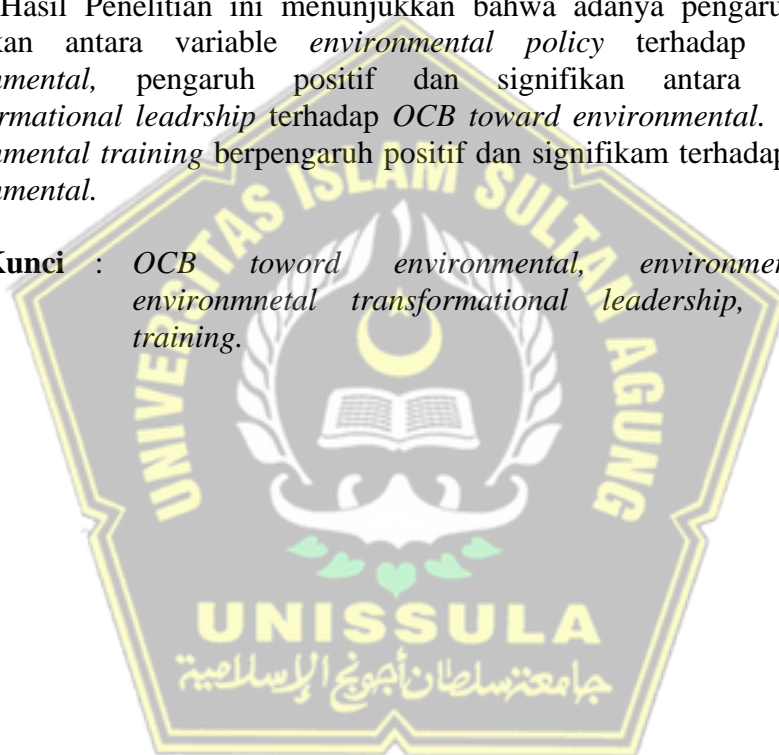


ABSTRAK

Tujuan dari penelitian ini adalah menganalisis dan mendeskripsikan *OCB toward environmental* berbasis *environmental policy*, *environmental transformational leadership* dan *environmental training*. Penelitian ini menggunakan kuesioner untuk mengambil data pada 5 UMKM batik di Grobogan sebanyak 132 responden. Teknik pengambilan sampling yang digunakan yaitu teknik *proportional random sampling*, artinya pengambilan sampel proporsional dilakukan dengan mengambil subjek dari masing-masing UKM. Metode analisis ini menggunakan software SPSS.

Hasil Penelitian ini menunjukkan bahwa adanya pengaruh positif dan signifikan antara variable *environmental policy* terhadap *OCB toward environmental*, pengaruh positif dan signifikan antara *environmental transformational leadership* terhadap *OCB toward environmental*. Serta variable *environmental training* berpengaruh positif dan signifikan terhadap *OCB toward environmental*.

Kata Kunci : *OCB toward environmental*, *environmental policy*, *environmental transformational leadership*, *environmental training*.



ABSTRACT

The purpose of this research is to analyze and describe OCB toward environmental based on environmental policy, environmental transformational leadership and environmental training. This study used a questionnaire to collect data on 5 UMKM batik in Grobogan as many as 132 respondents. The sampling technique used is the proportional random sampling technique, meaning that proportional sampling is carried out by taking subjects from each UKM. This analysis method uses SPSS software.

The results of this study indicate that there is a positive and significant influence between environmental policy variables on OCB toward environmental, positive and significant influence between environmental transformational leadership on OCB toward environmental.

Keyword : *OCB toward environmental, environmental policy, environmental transformational leadership, environmental training.*

