THE GREEN ATTITUDE, INTENTION DAN BEHAVIOR COMPARISON BETWEEN GOVERNMENT AND PRIVATE EMPLOYEE (THE GUIDELINESS)

Rizka Zulfikar¹, Prihatini Ade Mayvita² dan Purboyo³

^{1,2,3}Prodi Manajemen, Fakultas Ekonomi, Universitas Islam Kalimantan MAAB Banjarmasin,
Jalan Adhyaksa No. 2 Banjarmasin, Propinsi Kalimantan Selatan, Indonesia

E-mail: rizkazulfikar@gmail.com

ABSTRACT

This research is a qualitative-quantitative descriptive to examine the comparison the level of green attitude, attention and behavior between government employees and the private sector. This research was conducted in South Kalimantan province from October 2018 to June 2019 using sample as many as 334 respondents consisting of 163 government employees and 171 private employees. These sample were taken by purposive sampling technique and using a questionnaire as an instrument. The data analysis technique is done by using (1) Descriptive qualitative analysis to describe the distribution of respondents (2) Compare means analysis to see the green attitude level, attention and behavior of each type of work (3) Kolmogorov-Smirnov Test to see the differences between the level of green attitude, attention and behavior of government and private employees and (3) Structural Equation Model to obtain a models which can be used to explained relationships between green attitude, attention and behavior.

Keywords: *Green Attitude, Green Intention, Green Behavior*

ABSTRAK

Penelitian ini merupakan penelitian deskriptif kualitatif-kuantitatif untuk mengkaji komparasi tingkat green attitude, attention dan behavior antara pegawai pemerintahan dan swasta. Penelitian ini dilaksanakan di propinsi Kalimantan Selatan pada bulan Oktober 2018 hingga bulan Juni 2019 dengan populasi dan sampel adalah pegawai pemerintah dan pegawai swasta sebanyak 334 responden yang terdiri dari 163 pegawai pemerintah dan 171 pegawai swasta. Pola penarikan sampel dilakukan dengan teknik purposive sampling dan menggunakan kuesioner sebagai instrumen penelitian. Teknik analisis data dilakukan dengan menggunakan (1) Analisis deskriptif kualitatif untuk menggambarkan sebaran responden (2) Uji perbandingan rata-rata untuk melihat tingkat green attitude, attention dan behavior masing-masing jenis pekerjaan, (3) Uji Kolmogorov-Smirnov untuk melihat perbedaan tingkat green attitude, attention dan behavior pegawai pemerintahan dan swasta, (3) Structural Equation Model untuk mendapatkan model yang dapat menjelaskan hubungan antara green attitude, attention dan behavior.

Kata kunci: *Green Attitude, Green Intention, Green Behavior*

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