

**Model *Green Performance* Berbasis *Green Intellectual Capital* dan
Environmental Consciousness pada Sektor Perhotelan
di Provinsi Nusa Tenggara Barat**

**Diajukan Untuk Memenuhi Sebagian Syarat Memperoleh Gelar Doktor
Pada Program Studi Doktor Manajemen**

DISERTASI



**Oleh:
Safroni Isrososiawan
NIM: 1906827**

**PROGRAM STUDI MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
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MODEL *GREEN PERFORMANCE* BERBASIS *GREEN INTELLECTUAL CAPITAL* DAN *ENVIRONMENTAL CONSCIOUSNESS* PADA SEKTOR PERHOTELAN DI PROVINSI NUSA TENGGARA BARAT

Oleh
Safroni Isrososiawan

Universitas Pendidikan Indonesia
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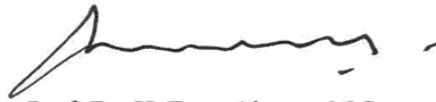
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**MODEL GREEN PERFORMANCE BERBASIS GREEN INTELLECTUAL
DAN ENVIRONMENTAL CONSCIOUSNESS PADA SEKTOR
PERHOTELAN DI PROVINSI NUSA TENGGARA BARAT**

Disetujui dan disahkan oleh panitia disertai:

Promotor



Prof. Dr. H. Eeng Ahman, M.S.
19610221986031002

Ko Promotor



Prof. Dr. H. Disman, M.S.
195902091984121001

Anggota Promotor



Dr. Rofi Rofaida, S.P., M.Si.
197302052005012003

Mengetahui,
Ketua Program Studi
Doktor Manajemen



Dr. Maya Sari, SE., MM
197107052002012001

HALAMAN PENGESAHAN

PERNYATAAN KEASLIAN DISERTASI DAN BEBAS PLAGIARISME

Dengan ini saya menyatakan bahwa Disertasi dengan judul: *Model Green Performance Berbasis Green Intellectual Capital dan Environmental Consciousness* pada Sektor Perhotelan di Provinsi Nusa Tenggara Barat ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung resiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini. Demikian surat pernyataan ini dibuat dengan sebenar-benarnya.

Bandung, 14 November 2023
Yang membuat pernyataan,

Safroni Isrososiawan
NIM. 1906827

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Safroni Isrososiawan
NIM. 1906827

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Safroni Isorososiawan
NIM. 1906827

ABSTRAK

Safroni Isrososiawan, NIM: 1906827, **Model *Green Performance* Berbasis *Green Intellectual Capital* dan *Environmental Consciousness* pada Sektor Perhotelan di Provinsi Nusa Tenggara Barat.**

Promotor: Prof. Dr. H. Eeng Ahman, M.S., **Co-Promotor:** Prof. Dr. H. Disman, M.S., **Anggota Promotor:** Dr. Rofi Rofaida, SP, M.Si.

Perkembangan industri perhotelan di Nusa Tenggara Barat memiliki dampak signifikan terhadap lingkungan yang berada di sekitarnya. Hal ini terlihat dari tingginya jumlah konsumsi energi, air, energi listrik perhotelan, serta tidak kalah pentingnya yaitu banyaknya limbah yang dihasilkan dari berbagai bentuk aktivitas. Melihat fenomena yang terjadi maka industri perhotelan di Nusa Tenggara Barat (NTB) perlu untuk menerapkan program hotel ramah lingkungan. Tujuan penelitian ini yaitu (1). Memperoleh Gambaran Implementasi *Green Intellectual Capital*, *Environmental Consciousness*, *Green Organizational Culture*, *Green Innovation* dan *Green Performance* Perhotelan Bintang 3, 4 dan 5 di Provinsi NTB, (2). Mengukur *Green Organizational Culture* memediasi pengaruh *Green Intellectual Capital*, *Environmental Consciousness* Terhadap *Green Performance* Perhotelan di Provinsi NTB, (3). Mengukur *Green Innovation* memediasi pengaruh *Green Intellectual Capital*, *Environmental Consciousness* Terhadap *Green Performance* Perhotelan di Provinsi NTB, (4). Mengukur *Green Organizational Culture* dan *Green Innovation* memediasi pengaruh *Green Intellectual Capital* Terhadap *Green Performance* Perhotelan di Provinsi NTB, (5). Mengukur *Green Organizational Culture* dan *Green Innovation* memediasi pengaruh *Environmental Consciousness* Terhadap *Green Performance* perhotelan Bintang 3, 4 dan 5 di Provinsi NTB. Penelitian ini menggunakan metode kuantitatif dengan populasi seluruh hotel berbintang di Nusa Tenggara Barat teknik penarikan sampel *non probability sampling* dengan *purposive sampling* dimana berdasarkan pertimbangan tertentu dari peneliti, responden adalah seluruh manajer Industri Perhotelan Bintang 3, 4 dan 5 di Nusa Tenggara Barat. Metode penelitian yang digunakan adalah survey deskriptif dan verifikatif. Teknik analisis data dalam penelitian ini menggunakan model persamaan struktural (SEM) dengan *Partial Least Square* (PLS) dengan model pengukuran *second order faktor* reflektif-reflektif. Temuan penelitian menunjukkan bahwa gambaran *Green Intellectual Capital*, *Environmental Consciousness*, *Green Organizational Culture*, *Green Innovation* dan *Green Performance* Perhotelan Bintang 3, 4 dan 5 menunjukkan kriteria tinggi. Penelitian ini juga menunjukkan bahwa *Green Intellectual Capital*, *Environmental Consciousness*, *Green Organizational Culture*, *Green Innovation* berpengaruh secara langsung terhadap *Green Performance* pada Perhotelan di Nusa Tenggara Barat. *Green Organizational Culture* dan *Green Innovation* dapat memediasi *Green Intellectual Capital* terhadap *Green Performance* Industri Perhotelan di Nusa Tenggara Barat namun hasil berbeda ditunjukkan dimana *Green Organizational Culture* dan *Green Innovation* tidak dapat memediasi hubungan antara *Environmental Consciousness* terhadap *Green Performance* Perhotelan di Nusa Tenggara Barat. Penelitian dalam disertasi ini menghasilkan *novelty* yaitu Model *Green Intellectual Capital* melalui *Green Innovation* meningkatkan *Green Performance* perhotelan di Nusa Tenggara Barat.

Keyword: *Green Intellectual Capital*, *Environmental Consciousness*, *Green Organizational Culture*, *Green Innovation* dan *Green Performance*.

ABSTRACT

Safroni Isrososiawan, NIM: 1906827, ***Green Performance Model Based on Green Intellectual Capital and Environmental Consciousness in the Hotel Sektor in West Nusa Tenggara Province.***

Promoter: Prof. Dr. H. Eeng Ahman, M.S., **Co-Promoter:** Prof. Dr. H. Disman, M.S., **Promoter Member:** Dr. Rofi Rofaida, SP, M.Sc.

The development of the hotel industry in West Nusa Tenggara significantly impacts the surrounding environment. This can be seen from the high amount of hotel energy, water, and electrical energy consumption, and no less important, namely the large amount of waste produced from various forms of activities. Seeing the phenomenon, the West Nusa Tenggara hotel industry (NTB) needs to implement an environmentally friendly hotel program. The objectives of this research are (1). Obtaining an overview of the implementation of Green Intellectual Capital, Environmental Consciousness, Green Organizational Culture, Green Innovation, and Green Performance of 3, 4, and 5 Star Hotels in NTB Province, (2). Measuring Green Organizational Culture mediates the influence of Green Intellectual Capital and Environmental Consciousness on the Green Performance of Hospitality in NTB Province, (3). Measuring Green Innovation mediates the influence of Green Intellectual Capital and Environmental Consciousness on the Green Performance of Hospitality in NTB Province, (4). Measuring Green Organizational Culture and Green Innovation mediates the influence of Green Intellectual Capital on Hospitality Green Performance in NTB Province, (5). Measuring Green Organizational Culture and Green Innovation mediates the influence of Environmental Consciousness on the Green Performance of 3, 4, and 5 Star hotels in NTB Province. This research uses a quantitative method with a population of all-star hotels in West Nusa Tenggara, a non-probability sampling technique with purposive sampling where's based on certain considerations from the researcher, the respondents are all managers of the 3, 4, and 5 Star Hotel Industry in West Nusa Tenggara. The research method used is a descriptive and verification survey. The data analysis technique in this research uses a structural equation model (SEM) with Partial Least Square (PLS) with a reflective-reflective factor second-order measurement model. Research findings show that the description of Green Intellectual Capital, Environmental Consciousness, Green Organizational Culture, Green Innovation, and Green Performance of 3, 4, and 5 Star Hospitality shows high criteria. This research also shows that Green Intellectual Capital, Environmental Consciousness, Green Organizational Culture, and Green Innovation have a direct influence on Green Performance in Hospitality in West Nusa Tenggara. Green Organizational Culture and Green Innovation can mediate Green Intellectual Capital on the Green Performance of the Hospitality Industry in West Nusa Tenggara. Still, different results are shown where Green Organizational Culture and Green Innovation cannot mediate the relationship between Environmental Consciousness and Green Performance of Hospitality in West Nusa Tenggara. The research in this dissertation produced a novelty, namely the Green Intellectual Capital Model through Green Innovation to improve the Green Performance of hotels in West Nusa Tenggara.

Keyword: *Green Intellectual Capital, Environmental Consciousness, Green Organizational Culture, Green Innovation and Green Performance.*

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