

ABSTRAK

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ANALISIS PENGARUH *CORPORATE SOCIAL RESPONSIBILITY* TERHADAP *PERFORMANCE* DAN *PRO-ENVIRONMENTAL BEHAVIOR* DENGAN PENERAPAN *GREEN PRACTICES* SEBAGAI MEDIASI PADA PERUSAHAAN AGRIBISNIS

Berkembangnya perusahaan di era saat ini, banyak sekali yang sudah menerapkan kegiatan sosial dan lingkungan atau biasa disebut CSR atau *Corporate Social Responsibility* karena kegiatan sosial dan lingkungan ini menjadi hal penting yang meningkatkan kinerja lingkungan dari perusahaan yang dapat membuat kegiatan ini menjadi berkualitas serta kinerja lingkungan menjadi meningkat, dan menjadi point penting bagi memajukan perusahaan. Dengan adanya *Corporate Social Responsibility* maka dapat juga meningkatkan sifat kepedulian terhadap lingkungan dengan menerapkan *green practices*. Tujuan penelitian ini yaitu untuk melihat apakah adanya pengaruh *Corporate Social Responsibility* terhadap *performance* dan *pro-environmental behavior* serta penerapan *green practices* sebagai mediasi. Objek penelitian ini yaitu faktor yang mempengaruhi kegiatan *Corporate Social Responsibility* serta dampak yang ditimbulkannya. Subjek penelitian ini adalah karyawan yang bekerja di perusahaan Agribisnis di Jakarta sebanyak 120 orang. Penelitian ini menggunakan teknik kuantitatif. Pengumpulan data ini dengan teknik *convenience sampling* dengan skala 5 *likert*. Analisis data yang digunakan adalah program Smart PLS *ver* 3.3. Hasil yang diperoleh dari penelitian ini yaitu terdapat pengaruh *Corporate Social Responsibility* terhadap *green practices*. *Green practices* terdapat pengaruh terhadap *performance*. *Corporate Social Responsibility* terdapat pengaruh terhadap *performance*. *Green practices* terdapat pengaruh terhadap *pro-environmental behavior*. *Corporate Social Responsibility* terdapat pengaruh terhadap *pro-environmental behavior*. *Green practices* dapat memediasi *Corporate Social Responsibility* dan *performance*. *Green practices* tidak dapat memediasi *Corporate Social Responsibility* dan *pro-environmental behavior*.

Kata kunci: *Corporate Social Responsibility; Performance; Green Practices; Pro-environmental Behavior.*

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON PERFORMANCE AND PRO-ENVIRONMENTAL BEHAVIOR WITH THE APPLICATION OF GREEN PRACTICES AS MEDIATION IN AGRIBUSINESS COMPANIES

The development of companies in the current era, many have implemented social and environmental activities or commonly referred to as Corporate Social Responsibility because these social and environmental activities are important things that can improve the environmental performance of companies that can make these activities quality and environmental performance. to increase, and become an important point for advancing the company, it can also increase the nature of concern for the environment by implementing green practices. The purpose of this study is to see whether there is an influence of Corporate Social Responsibility on performance and pro-environmental behavior as well as the application of green practices as a mediation. The subjects of this research are 120 employees in Agribusiness companies. This study uses quantitative techniques. This data was collected using a convenience sampling. Analysis of the data used is the Smart PLS ver33. The results obtained from this study are that there is an influence of Corporate Social Responsibility on green practices. Green practices have an influence on performance. Corporate Social Responsibility has an influence on performance. Green practices have an influence on pro-environmental behavior. Corporate Social Responsibility has an influence on pro-environmental behavior. Green practices can mediate Corporate Social Responsibility and performance. Green practices cannot mediate Corporate Social Responsibility and pro-environmental behavior.

Keywords: *Corporate Social Responsibility; Performance; Green Practices; Pro-environmental Behavior.*