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Fostering Pro-Environmental Behavior in Higher Education: The Interplay of Green Transformational Leadership and Knowledge Environment

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ABSTRACT

This research was conducted to determine the influence of green transformational leadership and knowledge environment on Pro-Environmental Behavior of students in economics in the society era in Purwakarta. In this study using variables green transformational leadership and knowledge environment as independent variables. Primary data were collected from a sample of 98 respondents. The data analysis method used in this study is multiple linear regression with the help of SPSS 25 software. Based on the results of research that has been conducted shows that partially green transformational leadership and environmental knowledge have a positive and significant effect on Pro-Environmental behavior. And all independent variables have a simultaneous effect on Pro-Environmental Behavior with a calculated F value of 67.150 with a significance level of 0.000. And the R square value shows a result of 0.681 which means that all independent variables have a simultaneous effect of 68.1%.

Keywords: *Green Transformational Leadership, Knowledge Environment, Pro-Environment Behavior*

INTRODUCTION

Climate change and pollution are urgent and interrelated environmental issues, causing negative consequences and concerns about increasing the intensity of disasters globally (Liao, 2024). The main issue that occurs in the climate change environment, based on the results of the IPCC (Intergovernmental Panel on Climate Change, 2023) report, global warming in 2023 will reach 1.1 degrees Celsius above pre-industrial levels. The report noted that current climate change is unprecedented, with an increase in the frequency and intensity of extreme weather events, such as heat waves, heavy rains, and regional droughts (Syakirah et al., 2025). Environmental issues cover various aspects, such as air and water quality degradation, biodiversity loss, deforestation, soil erosion, and increased plastic waste. The impact of environmental issues not only affects natural ecosystems, but also human life, such as threats to health, food availability, and economic sustainability (Sugiarto et al., 2022); (Chuang et al., 2018).

The importance of environmental issues for humans has encouraged many parties to prioritize environmental issues for resolution. Countries have adopted the environmental development pillar in the six Sustainable Development Goals (SDGs), one of which is to encourage citizen education and engagement in sustainable consumption and lifestyles (Sugiarto et al., 2022); (Shrestha et al., 2025). Pro-Environmental Behavior (PEB) or Pro-Environment Behavior (PEB) is an activity carried out by individuals to reduce adverse environmental impacts and benefit the environment, such as recycling, using public transportation, avoiding deforestation and land burning (Wong et al., 2025). Pro-Environmental Behavior (PEB) has proven to be an important resource for implementation in SDG sustainable development programs, such as promoting individual PEB, which is important for the sustainable development of environmentally friendly cities (Huang et al., 2024).

Society also has a responsibility to maintain the environment for future generations, which means that humans have a moral obligation to be responsible for the natural environment (Keraf; Steg & de Groot, 2018) in (Ambarfebrianti & Novianty, 2021) . So that the Era *of Society* 5.0 created as a solution and the *4.0 Industrial Revolution* which is feared will degrade human character. This change is marked by the globalization and evolution is progressing rapidly, such as *the Internet of Things (IoT)* and *Artificial Intelligence (AI)*, which is bringing significant changes to the environment and attitudes in society. *The Society 5.0* era presents both a challenge and an opportunity to play an active role in guiding the future. Therefore, Indonesia's human resources must improve their quality to meet this challenge. make changes and innovations so as to create contributions to the progress of society and Environment.

The phenomenon that is currently occurring is the relatively dense population in Purwakarta district, which has an impact on cleanliness and health in the area, especially regarding environmentally unfriendly behavior. Which becomecauses of environmental damage, if this is left alone it will result in irrational use of resources. The next phenomenon according to (Pratama, Fitra Haldi, Setiawan & Siddha, 2025) the amount of waste in Indonesia increased by 66-67 million tons compared to the previous amount of around 64 million tons, in the Purwakarta area the amount of waste increased. According to data from the Purwakarta Regency Central Statistics Agency, the per capita waste volume and the city's waste volume in 2021 were higher than the amount transported to the landfill. Furthermore, according to the Purwakarta Regency Environmental Agency (DLH), the amount of waste entering the landfill (TPS) in 2024 reached 160.4 tons per day. With 130.6 tons per day coming from household domestic waste, and 23.8 tons per day from private waste that has collaborated, an increase in waste occurs in every activity, such as culinary tourism events, around 5 cubic meters per week, and in the new year it can reach 8 to 9 cubic meters per day.

From the phenomenon of environmental damage that is occurring, efforts are needed to minimize it. damage environment, wrong One effort Which Can done by the community especially students in handle damageenvironment is with the concept of Pro-Environment Behavior (PEB) so that to build Pro-Environment Behavior (PEB) it is necessary to show concern for environment.

One of the main factors that influence Pro-Environment Behavior (PEB) Based on several previous studies, *green transformational leadership is a* key aspect of student leadership. *Green transformational leadership* can encourage and inspire followers to have the power to influence others by enabling them to feel the benefits of the leader's work. (Matsuki, 2021) The current phenomenon regarding the implementation of *green transformational leadership* is the rare holding of seminars on environmentally friendly programs, the utilization of waste recycling, and the minimal implementation of activities related to environmental conservation. The pre-survey results showed that student responses to each indicator question regarding *green transformational leadership* were suboptimal, with an average score of only 2.65, which is considered quite good.

Besides *green transformational leadership,* another factor expected to influence students' Pro-Environment Behavior (PEB) is *environmental knowledge* , the ability to view a situation from a natural environmental perspective and to pay attention to the natural environment (Lisa Ardaniyati, 2022) . The results of a pre-survey of economics students in the Society 5.0 era in Purwakarta showed that the average respondent's answers were in the fairly good category. This may indicate that students' understanding of *environmental knowledge* has not been fully applied in everyday life and that there are still issues

worthy of being used as research variables that influence Pro-Environment Behavior (PEB).

Higher education as a forum for fostering and developing human resources also has a role to play by contributing to environmental conservation through character development programs and environmentally friendly student behavior. Normative arguments about higher education playing an important role in the development of a nation, namely to shape students to play a big role in the development of a country, namely as agents *of change* and as reporters of the birth of new ideas to encourage the progress of the nation, especially in the environmental sector. Based on the description in the background, this study aims to determine and analyze the influence of *green transformational variables. leadership* and *knowledge environment* towards Pro-Environment Behavior (PEB) in economics students in the era *of society* 5.0 in Purwakarta.

THEORETICAL STUDY

Pro-Environment Behavior (PEB)

Pro-environment Behaviors (PEB) are defined as individual actions and habits consciously aimed at reducing negative impacts on the environment or increasing ecosystem benefits, such as recycling, energy and water conservation, participation in environmental actions, and the use of technology to support environmentally friendly practices (Gómez-Román et al., 2024); (Deltomme et al., 2023) Generally recognized definition of *pro-environmental behavior is actions aimed at reducing negative impacts on the environment. Pro-environmental* behavior encompasses various operational behaviors, such as recycling, transportation, waste management, energy use, purchasing environmentally friendly products, and using electrical equipment. According to Bechtel, R, and Churchman (in Diana Ayu & Sugiarto, 2020) , Pro-Environment Behavior (PEB) is behavior that pays special attention to the environment in everyday life. Pro-Environment Behavior (PEB) can also grow due to the awareness of each individual to recognize their surroundings.

Several studies have produced various concepts and approaches to assessing Pro-environment Behaviors (PEB), particularly from a personal, value, organizational, and situational perspective. (Steg & Vlek, 2009) laid the foundation for an integrative concept, showing that a combination of internal factors such as values, environmental awareness, self-regulation, and external factors (e.g., access to facilities, social influence, and policies) provides the most comprehensive explanation of variations in Pro-environment Behaviors (PEB), and remains the foundation of PEB research today. Meanwhile, the widely used PEB measurement indicators are those of research by (Deltomme et al., 2023), which also discusses the role of digital technology developments, opening new avenues in PEB studies to facilitate the adoption of environmentally friendly practices and the role of social support.

Research using an empirical determinant approach through recent systematic studies and reviews has identified several factors consistently associated with PEB, such as environmental awareness/knowledge, pro-environmental attitudes, social/subjective norms, perceived behavioral control, and self-regulatory processes (goal setting, monitoring), indicating that these factors have a positive influence on PEB (Colombo et al., 2023).

An interesting study of Pro-Environment Behaviors (PEB) in Indonesia focuses on cultural and structural characteristics as factors influencing PEB. These factors include strong group influence (collectivism), the role of schools and families as agents of environmental socialization, and heterogeneity in access to facilities. This study also emphasizes the need for a contextual approach when measuring and promoting PEB in Indonesia (Pratama et al., 2024).

Green Transformational Leadership

According to (Li et al., 2020) pro-environmental transformational leadership is defined as "manifesting transformational leadership, where the content of leadership behavior is focused on encouraging environmental initiatives". According to (Zhang & Halim, 2024) *Green transformational leadership* refers to a leadership style that inspires and motivates individuals to adopt environmental sustainability actions and attitudes. *Green transformational leadership* produces a vision for environmental sustainability and inspires people to achieve that vision. According to (Sanusi et al., 2023) defines that *Green Transformational Leadership* is a behavior where the leadership style is applied to motivate its members to achieve pro-environment-based environmental goals and can inspire its members. Leadership as a process of providing goals for joint efforts that result in continued efforts to achieve these goals is the ability to act outside of culture to initiate a more adaptive evolutionary change process and be able to influence, encourage, and enable others to contribute to the success of the organization.

Knowledge Environment

According to (DeChano, 2006) *Environmental Knowledge* is information that allows a person to study and reach conclusions about the physical, social, and cultural conditions that influence the development of an organism. According to (Aurelia Fiona., 2021) Environmental Knowledge can be defined as a person's general knowledge of facts, concepts, and relationships related to environmental protection and its primary ecosystems. The meaning of *Environmental Knowledge* according to (Amoah & Addoah, 2021) is awareness and knowledge of environmental problems and their solutions. Understanding *Environmental Knowledge* According to (Geiger Et., al 2018) in (Rahsilaputeri et al., 2022) Knowledge about environmental aspects can differ significantly between one country and another due to cultural differences in different situations and limitations in acquiring knowledge.

According to (Shi, Visschers and Siegrist, 2015) in (Amruloh DAG & W Yulianto, 2022) *Knowledge of the environment* and climate change and its relation to the worldview of environmental preservation culture can attract the surrounding community about the importance of preserving the environment. This study shows that knowledge about the environment has a positive effect on Pro-Environment Behavior (PEB), individuals who have more knowledge about the environment will care more about their environment. Previous research conducted by Hamiyati, Nadiroh, Amos Neoloka conducted on students at the State University of Jakarta, there was a significant influence of Environmental Knowledge on Pro-Environment Behavior (PEB), Deeper knowledge about environmental issues and how to solve them can increase individual efforts to take action to protect the environment.

RESEARCH METHODS

This study used a quantitative method , with economics students in Purwakarta Regency as subjects. The study period was March–September 2024. The subjects were Pro-Environment Behavior (PEB) as the dependent variable, along with *Green Transformational Leadership* and *Knowledge Environment.* as the independent variable. The population of this study was 3,463 students majoring in economics in the era of society 5.0 in Purwakarta Regency. The sample of this study consisted of 98 respondents, determined using the Slovin formula (Sugiyono 2019) and the sampling technique using *Stratified Simple Random Sampling.* The data collection instrument used a questionnaire given to respondents in the form of written statements, the results of respondents' answers were then measured using 5-point Likert Scale with categories ranging from "Strongly Disagree" to "Strongly Agree".

Respondent characteristics need to be considered because each employee has different characteristics and behaviors when it comes to providing their best ideas for the company. The individual characteristics used in this study include gender, age , and economics education. Respondent characteristics are presented in Table 1.

Table 1. Respondent Characteristics

Category	Frequency	Percentage
Gender		
Man	44	44.9
Woman	54	55.1
Total	**98**	**100.0**
Age (Years)		
17 – 22 years old	50	51.0
23-35 Years	48	49.0
Total	**98**	**100.0**
Economic Fakulty/College		

FEB Dr. Khez Muttaqien Islamic University of Purwakarta	26	26.5
STIE Wikara Purwakarta	28	28.6
STIEB Perdana Mandiri Purwakarta	26	26.5
STIES Purwakarta	18	18.4
Total	**98**	**100.0**

Source: Data processed by researchers (2024)

Based on Table 1, the total number of respondents in this study was 98. The gender distribution shows that female respondents constituted the majority, with 54 participants, while male respondents accounted for 44 participants.

RESULTS AND DISCUSSION

Description Analysis

This descriptive analysis is an analysis of the variables el *green Transformational Leadership , Knowledge Environment* and Pro-Environment Behavior (PEB) , where the analysis is conducted based on the results of respondents' statements on each statement in each indicator or variable item. This variable description analysis uses index values, namely by determining the score value as follows by (Sugiyono 2019):

Respondents' responses regarding the *green transformational leadership variable* showed an average score of 4.10, meaning "good." Respondents' responses regarding *the knowledge environment variable* were valued at 3.68 , with the "good " criteria, meaning that all respondents gave a good perception of the green transformational leadership variable. *knowledge environment* as a variable to increase Pro-Environment Behavior (PEB) .

The overall score for the Pro-Environment Behavior (PEB) variable was 3.92, indicating "Good." "Good" means that the average respondent felt that the Pro-Environment Behavior (PEB) of economics students in the Society 5.0 era in Purwakarta was good. However, it still needs to be maintained and optimized so that this Pro-Environment Behavior (PEB) becomes a characteristic of each student.

Data Quality Test

Validity test is conducted to measure the accuracy of an item/indicator in the questionnaire. Validity test of this research indicator is conducted using Pearson correlation value (r count), which is declared valid if the r count value is > r table with a significance of 0.05. The r table value obtained in this study is 0.198. The output results of r count show that all question items/indicators in this study have a value greater than 0.198 . Thus, the research indicators of *Green Transformational Leadership , Knowledge Environment* , and Pro-Environment Behavior (PEB) are declared valid and all indicators can be used. Reliability testing aims to determine the extent to which the measurements that have been carried out in this study can

be trusted or relied upon. Reliability testing is conducted by calculating Cronbach alpha > 0.6 for each indicator in a variable. The output results show that all questions/indicators from each variable produce Cronbach alpha values > 0.6 so that it can be said to be reliable and the indicators proposed in this study are suitable to be used as data collection tools .

Test Data Assumptions

Normality testing is performed to determine whether the data is normally distributed or not. The normality test uses *the Kolmogorov-Smirnov one-sample test.* If the probability of significance is > 0.05, then the data is normally distributed. The output results show that the significance value of the Kolmogorov-Smirnov test is 0.200 . Since the Kolmogorov-Smirnov significance value is 0.200 > 0.05, it can be concluded that the data is normally distributed. The linearity test aims to examine and analyze whether two variables have a linear relationship. Two variables are said to be linear if the significance value *(Deviation for Linearity)* is greater than 0.05.

Correlation Test

Correlation analysis aims to measure the relationship between independent variables and dependent variables and to determine the direction of the relationship that occurs. Categorization to provide interpretation with intervals of the strength of the correlation coefficient relationship using Pearson correlation is r (0–19) means very weak, r (0.2 0 –0.39) means weak, r (0.4 0 –0.59) means moderate, r (0.6 0 –0.79) means strong, and r (0.8 0 –1) means very strong. The r value ranges from -1 to +1. The results of the correlation analysis are shown in Table 3.

Table 3. Correlation Coefficient Test Results

		X1	X2	Y
Green Transformational Leadership	Pearson Correlation	1	,233 *	,593 **
	Sig. (2-tailed)		,021	,000
	N	98	98	98
Knowledge Environment	Pearson Correlation	,233 *	1	,609 **
	Sig. (2-tailed)	,021		,000
	N	98	98	98
Pro-Environment Behavior (PEB)	Pearson Correlation	,593 **	,609 **	1
	Sig. (2-tailed)	,000	,000	
	N	98	98	98

Source: Data processed by researchers (2024)

Based on table 3, the value of *the Pearson correlation test* above between the *green transformational leadership variables is known.* (X_1) with Pro-Environment Behavior (PEB) (Y), has a positive correlation with a value of 0.593 which is classified as "moderate". And

the value of the *Pearson correlation test* above is known between the *environmental knowledge variables.* (X_2) with Pro-Environment Behavior (PEB) (Y), has a positive correlation with a value of 0.609 which is classified as "strong" .

Determination Test

The coefficient of determination test in this study uses the R Square value to measure the ability of the independent variables *Green transformational leadership* and *Knowledge Environment* in influencing the dependent variable Pro-Environment Behavior (PEB). The results of the determination test are shown in Table 4.

Table 4. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,825 [a]	,681	,674	1,186

Source: Data processed by researchers (2024)

Based on table 4 , the coefficient of determination or R square is 0.681 , which means that the influence of the variables el *green transformational leadership* and *knowledge environment* on Pro-Environment Behavior (PEB) simultaneously is 0.681 . or 68.1 % and the rest is influenced by other variables not explained in this study.

Hypothesis Testing

The T-test was conducted to determine the extent of the partial influence of the independent variable on the dependent variable. In this study, the decision criteria for the T-test were if the Sig. value was <0.05 or the calculated t-value was > t-table (1.985) , then it could be concluded that the independent variable had a significant influence on the dependent variable. The results of this study's T-test are shown in Table 5.

Table 5. T-Test Results (Partial Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,780	1,856		1,497	,138
	X1	,545	,078	,477	7,023	,000
	X2	,389	,053	,498	7,327	,000

Source: Data processed by researchers (2024)

Based on table 5, it is known that the significance value for the *green transformational leadership variable* (X1) on Pro-Environment Behavior (PEB) (Y) shows a significance value of 0.000 < 0.05 and t count 7.023 > t table 1.985 and β_1 0.545 so it can be concluded that H0 is rejected and H1 is accepted. **Decision** : There is an influence between *knowledge*

environment (X1) on Pro-Environment Behavior (PEB) (Y) (t count 7.023 > t table 1.9 85) **→Reject Ho**

Based on table 5, it is known that the significance value for the knowledge environment variable (X2) on Pro-Environment Behavior (PEB) (Y) shows a significance value of 0.00 0 < 0.05 and t count 7.327 > t table 1.98 5 *and* β 1 0.389 so it can be concluded that H0 is rejected and H1 is accepted . Decision **:** There is an influence between *knowledge environment* (X 1) towards Pro-Environment Behavior (PEB) (Y) (t count 7.327 > t table 1.9 85) **→Reject Ho**

F test

The F-test was conducted to examine the effect of all independent variables simultaneously on the dependent variable. In this study, the decision criteria for the F-test were if the calculated F-value was greater than the F-table value and the sig. value was less than 0.05. The F-table value in this study was 3.09. The results of this study's F-test are shown in the following table.

Table 6. F-Test Results (Simultaneous Test)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	621,418	2	310,709	67,150	,000 [b]
	Residual	439,572	95	4,627		
	Total	1060,990	97			

Source: Data processed by researchers (2024)

Based on table 6 , the significance value for the influence of the variables *green transformational leadership* and *knowledge environment is known.* on Pro-Environment Behavior (PEB) of 0.000 < 0.05 and the calculated F value of 67.150 > from F table 3, 09. So it can be concluded that H0 is rejected and H1 is accepted, which means that simultaneously *green transformational leadership* (X1) and *knowledge environment* (X2) have a significant effect on Pro-Environment Behavior (PEB) (Y).

DISCUSSION

The Influence of *Green Transformational Leadership* on Pro-Environment Behavior (PEB)

the green transformational leadership variable is known. is 7.023 > t table 1 , 9.85 so it can be concluded that H0 is rejected and H1 is accepted which means that partially *green transformational leadership has* a significant positive effect on Pro-Environment Behavior (PEB).

This research is in line with research conducted by (Ardaniyati & Wisnu, 2022) stated that *green transformational leadership* has a positive effect on Pro-Environment Behavior (PEB). This study was conducted in Semarang City at the Rural Credit Bank (BPR). And another study by (Nila Sari & Siti Amanah, 2021) . In the Pabuaran Mekar sub-district, Bogor City , which also stated that *green transformational leadership* has a positive effect on Pro-Environment Behavior (PEB). The similarity of this study with previous research is in the green *transformational leadership variable* (X1) and the Pro-Environment Behavior (PEB) variable (Y). However, there is a difference in the research location, for this study was conducted on students majoring in economics in the era *of society* 5.0 in Purwakarta.

Based on the results of the descriptive analysis, it shows that the variable index value is 4.10, which means that respondents have a good perception of *green transformational leadership.* as a tool to increase Pro-Environment Behavior (PEB).

The Influence of *Knowledge Environment* on Pro-Environment Behavior (PEB)

Based on the t test that has been done, it is known that the calculated t value for the environmental knowledge variable on *Pro-Environment Behavior (PEB)* is 7.327 > t table 1.985 , so it can be concluded that H0 is rejected and H1 is accepted, meaning that partially *the Environmental Knowledge variable* has a significant effect on the Pro-Environment Behavior (PEB) variable . This research is in line with research conducted by (Amos Neoloka, 2020) which states that there is a positive and significant relationship between *environmental knowledge* and Pro-Environment Behavior (PEB) in students at the State University of Jakarta. Other research according to (Desriana, 2020) which states that there is a significant relationship between *environmental knowledge* and Pro-Environment Behavior (PEB), this research was conducted on communities living in protected areas along the edge of the Sianok canyon in Bukit Tinggi. Further research according to (Amruloh DAG & W Yulianto, 2022) . States that the results of several linear regressions show that environmental knowledge and training influence environmental care attitudes. Another study by (Ardiana Fatma Dewi & Anggraini, 2022) stated that there is a significant relationship between environmental knowledge and environmental care attitudes in Tadris IPA IAIN Kediri students.

Based on the results of the descriptive analysis, the average value for the *knowledge environment variable* is 3.68 with the criteria of "good " in this case meaning that all

respondents gave a good perception of *the knowledge environment.* as a variable to increase Pro-Environment Behavior (PEB)

The Influence of *Green Transformational Leadership* and *Knowledge Environment* on Pro-Environment Behavior (PEB).

Based on the F test table above, the significance value for the influence of *the green transformational leadership* and *knowledge environment variables can be seen.* on Pro-Environment Behavior (PEB) of 0.000 < 0.05 and the calculated F value of 67.150 > from F table 3, 09. So it can be concluded that H0 is rejected and H1 is accepted, which means that simultaneously *green transformational leadership* (X1) and *knowledge environment* (X2) have a significant effect on Pro-Environment Behavior (PEB) (Y).

Together, all the variables that have been tested have a significant influence on the Pro-Environment Behavior (PEB) variable , the influence given by both variables is positive, which means that the higher the value of *green transformational leadership.* And *knowledge environment then the value of* Pro-Environment Behavior (PEB) in students will be higher . The value of the Pro-Environment Behavior (PEB) variable index in this study is 3.92 and is in the "Good" *range* , which means that all respondents provide good perceptions of *green transformational leadership* and *knowledge environment* as variables to increase Pro-Environment Behavior (PEB).

CONCLUSION AND SUGGESTIONS

the results of research and discussion, partially *Green Transformational Leadership* has a positive and significant influence on Pro-Environment Behavior (PEB). This means that *Green Transformational Leadership* increases, then Pro-Environment Behavior (PEB) will also increase . Partially *Knowledge Environment* has a positive and significant influence on Pro-Environment Behavior (PEB). This means that if *Environmental Knowledge* increases, the more Pro-Environment Behavior (PEB) among students will increase . Simultaneously, there is a positive and significant influence between *Green Transformational Leadership* and *Environmental Knowledge* on Pro-Environment Behavior (PEB). This means that *Green Transformational Leadership* and *Environmental Knowledge* increases, then it will also increase Pro-Environment Behavior (PEB) in students majoring in economics in the era *of society* 5.0 in Puwakarta. BEM needs to increase the encouragement to always think creatively in solving environmental problems, and for leaders to motivate in the environmental field that is already good, it needs to be maintained and optimized **.** Students are advised to increase their understanding of the causes and impacts of environmental problems. Further research is recommended to go deeper by adding dimensions and indicators that may have a greater influence on Pro-Environment Behavior (PEB). Thus, further research is needed in the future to develop the results of this study.

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