Generation Z: Green Employee Behavior, Green Employee Attitude, Green Employee Engagement Towards Self Efficacy in Green Corporate Perspective

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Abstract. This study aims to determine the influence green employee behavior, green employee attitude, green employee engagement have a significant positive effect on self efficacy in generation Z in the green corporate perspective. The sample of this study was 100 respondents consisting of generation Z in Indonesia. The instrument in this study used a questionnaire with 28 statements. The analysis in this study used multiple linear regression analysis using SPSS 27. The results showed that the green employee behavior variable had a significant positive effect on self ffficacy in generation Z. The green employee attitude variable had a significant positive effect on self efficacy in generation Z. The green employee engagement variable had a significant positive effect on self efficacy in generation Z. The green employee behavior, green employee attitude, green employee engagement variables had a significant positive effect on self efficacy in generation Z.

Keywords: Generation Z, Green Employee Behavior, Green Employee Attitude, Green Employee Engagement, Self Efficacy, Green Corporate.

Introduction

Generation Z or commonly known as Gen Z is the generation born in 1997-2012 (Pride et all, 2022). According to Rahmadianti et al, (2021) this generation is recognized as having high technological skills, sensitivity to social and environmental issues, and a desire to work in a place that not only provides financial rewards but also has a positive impact on society and the environment. Concern for the environment in the future is an important that must be taken seriously by all elements, both from the government, social institutions (NGOs), and the community so that this responsibility becomes a shared responsibility. Basically, humans are very dependent on the natural environment for the sustainability of life. The aspect in the world consist of land, water, and air are the most important natural resources for humanity. Current global issues focus on environmental conditions such as damage or degradation that occurs in various locations, due to human intervention. This is a special concern for environmental issues that are increasing throughout the world, including Indonesia.

Climate change, depletion of natural resources, and pollution are real challenges that must be faced by the global community. In facing these problems, more and more companies in Indonesia are committed to transforming into green companies or "Green Corporate". Green companies or Green Corporate are companies that aim to integrate the principles of sustainability and environmental protection into their operations and business activities. They are determined to reduce negative impacts on the environment, maintain the balance of the ecosystem, and make positive contributions to society.

Green Corporatein Indonesia has a significant impact on maintaining environmental sustainability and providing economic and social benefits. In addition to contributing to environmental conservation, sustainable practices can also reduce operational costs and improve the company's reputation. Green Corporate attracts employees who are increasingly concerned about environmental issues and can be an inspiring model for other companies to adopt sustainable practices.

The Indonesian government also provides support for green companies by issuing regulations and incentives that encourage sustainable practices. In addition, the public is increasingly aware of environmental issues and increasingly supports companies that are committed to protecting the environment.

The implementation of green corporate needs to be supported by the role of employee behavior as part of the company that is responsible for the sustainability of the company. This role requires awareness to form self-confidence in the ability of employees to complete tasks and achieve goals that lead to green corporate policies (Aboramadan, & Karatape, 2021). This belief is called

self-efficacy. Generation Z who work in companies that adopt environmentally friendly practices can feel an increase in self-efficacy because they feel that their contribution has greater meaning. Someone plays a role in initiatives that are beneficial to the environment. High engagement and strong self-efficacy support each other, creating a more productive and satisfying work environment.

In addition to self-efficacy, Green Employee Behavior is an individual or group attitude or behavior that contributes to environmental sustainability in the context of work (Norton, et.al., 2015). Green Employee Gehavior (GEB) is defined as any individual behavior that is measurable in achieving environmental sustainability in the workplace (Ones & Dilchert, 2012). Green employee behavior is an important component in an organization to continue to preserve the environment in its operational activities. Employee environmentally friendly behavior is an employee's action while working, which has a contribution to the use of existing resources (Wiernik, et al 2016).

The behavior of Generation Z employees in the workplace is influenced by their values that focus on social and environmental responsibility. They tend to choose companies that have a good reputation for sustainability and green corporate practices. This generation seeks jobs that not only meet their financial needs but also align with sustainability and ethical principles. In the context of Green Corporate, their behavior tends to be more proactive in supporting green initiatives and contributing to the achievement of the company's sustainability goals.

The green attitude factor is also closely related to a person's belief in implementing green corporate principles. This is in line with the statement (Aboramadan, 2020) that green attitude is a person's level of awareness of the importance of the environment. Therefore, having a green attitude is considered capable of encouraging a person's belief in working by reducing the impact of using environmentally unfriendly products. Green Employee Attitude can also be interpreted as a person's tendency to respond to environmental issues consistently, good or bad.

Generation Z's attitudes toward work are influenced by their expectations of social responsibility and sustainability. They tend to be more critical of corporate practices and expect transparency and commitment to the environment. In the Green Corporate context, these behaviors may include active involvement in green initiatives, adherence to the company's green policies, and participation in corporate social responsibility programs.

Employee engagement is a measure of the extent to which employees feel connected, motivated, and committed to their work and company. Generation Z tends to have higher levels of engagement when they work for companies that are committed to Green Corporate principles. This is due to the feeling that they are involved in work that has a positive impact and contributes to a greater purpose. In line with the statement of Sungmala & Verawat (2021) that a person's commitment can encourage confidence in a person to carry out their work with the principle of sustainability.

Several previous studies have discussed the positive and significant influence of green employee behavior, green employee attitude, and green employee engagement on self-efficacy (Mittal & Dhar, 2015; Zsoka et al, 2018; Norton, & Askhanasy, 2020). Therefore, this study aims to measure the influence of green employee behavior, green employee attitude, and green employee engagement on self-efficacy in generation Z from a green corporate perspective.

Methods

The method used in this study is a quantitative approach method. The sample used was 100 respondents of generation Z born in 1997-2012. The characteristics of gen Z consist of technology, values and priorities, communicaation, work ethic, and social media. Technology described gen z born into a world dominated by smartphones and the internet. They are "digital natives" who have never known a world without constant connectivity and advanced technology. Values and priorities, gen Z more pragmatic and focused on financial stability. They are less likely to prioritize loyalty to a single company and are more likely to be entrepreneurial. Communication, gen Z primarily communicate through social media and messaging apps, they are more likely use emojis and abbreviations in their writing. Work ethics, gen z more independent and self directed. They are less likely to be loyal to a single company and more likely to change jobs frequently. And social media, gen Z use social media for enterntainment and self expression. They are more likely to use platforms like tiktok and instagram The sampling technique used purposive sampling. The data analysis technique used multiple linear regression with SPSS 27 software.

Result and Discussion

The data analyzed in this study are data on Generation Z: Green Employee Behavior, Green Employee Attitude, Green Employee Engagement to Self Efficacy in the Green Corporate perspective. The questionnaire that has been filled out by the research sample, the data can be analyzed as follows:

Characteristics by Gender

Respondents of this study were mostly women. Data shows 76.5% were women and 23.5% were men.

Characteristics by Age

Generation Z in this study consists of 16-17 years old with 3 respondents (2.9%). 18-19 years old with 20 respondents (19.6%). 20-21 years old with 17 respondents (16.7). 22-23 years old with 22 respondents (21.6), 24-25 years old with 19 respondents (18.6%) and 26-27 years old with 21 respondents (20.6%).

Characteristics based on Domicile

Respondents domiciled from Nangroe Aceh Darussalam, West Kalimantan, East Kalimantan, South Kalimantan, North Kalimantan, North Sulawesi, Southeast Sulawesi, West Sumatra, Jambi each 1 respondent (1%). Banten 7 (6.9%) respondents. DKI Jakarta 14 (13.7%) respondents. West Java 16 (15.7%) respondents. Central Java 24 (23.5%) respondents. North Sumatra, South Sulawesi, Riau and Riau Islands each 2 (2.0%) respondents. Special Region of Yogyakarta 4 (3.9%) respondents. East Java 16 (15.7%) respondents. South Sumatra as many as 4 (3.9%) respondents. The respondents with the largest number came from Central Java.

Characteristics by Position

Respondents have positions as admin, foundation member, assistant manager, auditor, staff, data analyst, lecturer, private employee, sub-section head, product specialist, laboratory technician, entrepreneur, and ASN.

Characteristics by Job

Based on the characteristics of the work that has been classified into 5 types of work. Respondents' jobs consist of Lecturers/Teachers as many as 14 (13.7%) respondents. BUMN/BUMD employees as many as 3 (2.9%) respondents. Private employees 49 (48%) respondents. ASN as many as 4 (3.9%) respondents. Entrepreneurs as many as 32 (31.4%) respondents. The data shows that most respondents work as private employees and entrepreneurs.

Characteristics based on Last Education

The respondents' last education can be described as follows: 20 (19.6%) respondents had a high school diploma, 7 (6.9%) respondents had a bachelor's degree, 71 (69.4%), 2 (2.0%) respondents had a master's degree, and 3 (3.0%) respondents had a doctorate.

The results of descriptive statistical tests are statistics used to describe data into clearer and easier-to-understand information that provides an overview of the research in the form of relationships between the measured independent variables (Ghazali, 2015). The results of the descriptive statistical test can be presented in table 1 below:

	N	Min	Max	Mean	Std. Deviation
SE	100	1	5	4.07	0.731
GEB	100	2	5	4.01	0.854
GA	100	2	5	4.27	0.721
GE	100	1	5	4.40	0.829

Source: Table Created by the authors (2021)

Based on table 1. data calculation shows that descriptive statistics of Green Engagement have the highest average of 4.40. Second, Green Attitude 4.27. Third, Self Efficacy of 4.07. Finally, Green Employee Behavior of 4.01. This shows that Green Employee Engagement is considered a positive, meaningful, and motivating trait characterized by enthusiasm, dedication, and deep involvement by employees (Schaufeli, 2017). Djani (2012) added that this positive attitude leads to someone who goes beyond expected tasks, thereby increasing the sense of ownership and advancing the overall business interests of the organization. In this context, Green Employee Engagement can be defined as the energy given by employees in tasks related to green work, the willingness to strive at an environmentally friendly level, and the level of involvement in green work (Aboramadan, 2020).

Testing the influence of variables X1, X2, and X3 on Y from the results of data processing can be formulated in table 2 of multiple linear regression:

Variables	Regression coefficient	Thitung	Sig

Constants	4.116	5.371	0.001
X1	0.123	2.042	0.000
X2	0.148	2.286	0.002
X3	0.754	2.124	0.003
F count	39,296	2.703	0.000
R square	0.690		

Source: Table Created by the authors (2021)

From the results of the multiple linear regression test in Table 4.13, the multiple linear regression equation can be formulated as follows:

Y = 4.116+0.123X1+0.148X2+0.754X3

The constant value (a) is 4.116, indicating that Self Efficacy will be worth 4.116 if the variables green employee behavior, green employee attitude, and green employee engagement are equal to zero or constant. The variable 0.123 (X1) which has a value of (positive) indicates a positive influence of the green employee behavior variable. If green employee behavior (X1) increases by one unit, then self efficacy will increase by 0.123 times.

The green attitude variable (X2) with a value of 0.148 (positive) indicates a positive influence of green attitude on self-efficacy. If green attitude increases by one unit, then self-efficacy will increase by 0.148 times.

The green employee engagement variable (X3) with a value of 0.754 (positive) indicates a positive influence of green employee engagement on self-efficacy. If green employee engagement increases by one unit, then a person's self-efficacy will increase by 0.754 times.

Based on the results of the linearity calculation, the deviation from linearity sig value is 0.000. First, it can be concluded that there is a significant linear relationship between the green employee behavior variable and self-efficacy. Thus, the hypothesis of the value Ho is rejected and the alternative hypothesis Ha is accepted. This means that green employee behavior has a significant effect on self-efficacy.

According to Tende & Deme (2020), green employee behavior can influence self-efficacy through employee behavior in their daily lives that cares about the environment. Someone will act voluntarily which leads to effective environmental performance in an organization (Purnama et al., 2021). Someone also believes that by supporting green behavior, they can achieve competitive advantage (Chaudry, 2020). This behavior will influence someone to behave so as to form a belief that maintaining the sustainability of the company through the environment is important. Employee behavior that supports environmental sustainability in the workplace, such as energy savings, waste reduction, and efficient use of resources. According to Nawafleh et al (2020), employees with high levels of self-efficacy feel more confident in taking the initiative to implement environmentally friendly practices. Someone who is confident in their abilities is more likely to be actively involved in sustainability practices.

Second, there is a significant linear relationship between the green employee attitude variable and self-efficacy. Thus, the value hypothesis Ho is rejected and the alternative hypothesis Ha is accepted. This means that green employee attitude significantly influence self-efficacy. This can happen when someone believes that being environmentally friendly is the right attitude, then self-efficacy becomes high. If behavior is a response or response to an individual's actions to the environment. For example, how does an older person or superior respond when spoken to by gen Z subordinates, whether respectful or otherwise. However, attitude is the way a person does something through speech, language or body position. For example, how to speak and polite body language when dealing with older people or superiors (Astuti & Wahyuni, 2018).

This study also shows that the relationship between a high green employee attitude in a person will also be high in a person's self-efficacy level in a green corporate perspective. This is in line with Dahiya's research (2020) that Green Employees Attitude influences Self Efficacy.

Third, the results of the linearity calculation obtained a Deviation from Linearity Sig. value of 0.003. So it can be concluded that there is a significant linear relationship between the Green Employee Engagement variable and Self Efficacy. Thus the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted, so it can be concluded that there is a significant influence of green employee engagement on self efficacy. The results of this study indicate that green employee engagement has an effect on self efficacy in generation Z so that it can be explained that self efficacy can be formed through green employee engagement or employee involvement that supports green corporate. This means that the higher a person's green employee engagement, the higher their self efficacy in a green corporate perspective. A person with a high sense of involvement in the company

will believe that their actions in protecting the environment are the right actions (Zulkarnain et al (2021).

Green employee engagement can increase self-efficacy through active involvement in green corporate initiatives can increase a person's self-efficacy. When someone sees that efforts have a positive impact on the environment, they can feel a sense of achievement and success that strengthens their self-confidence in terms of environmental behavior and other tasks. According to research by Roscoe, et al (2019) that the greater the involvement of employees in environmentally friendly activities, the more they feel able to make a real difference such as protecting the environment by turning off office lights, using tumblers, quitting smoking, using bicycles or walking to the concept of paperless. This activity is carried out to strengthen positive perceptions of oneself and one's ability to contribute to environmental goals (Gustiah & Nurhayati, 2022).

Fourth, the influence of green employee behavior, green employee attitude, green employee engagement on self-efficacy in generation Z. Based on the results of the linearity calculation, the deviation value from the linear sig. is 0.000. It can be concluded that there is a significant linear relationship between variables X1, X2, X3 and Y. Thus, Ho is rejected and Ha is accepted. The results of this study indicate that in the perspective of green corporate self-efficacy, generation Z is formed through green employee behavior, green employee attitude, green employee engagement.

Conclusion

Based on the description of the data that has been explained in the discussion, the following conclusions can be drawn:

The Green Employee Behavior variable has a significant positive effect on Self Efficacy in Generation Z.

The Green Employee Attitude variable has a significant positive effect on Self Efficacy in Generation Z.

The Green Employee Engagement variable has a significant positive effect on Self Efficacy in Generation Z.

The variables Green Employee Behavior, Green Employee Attitude, Green Employee Engagement have a significant positive effect on Self Efficacy in Generation Z.

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