

CHAPTER I

INTRODUCTION

1.1 General Description of Research Object

1.1.1 Universitas Indonesia



Figure 1. 1 Universitas Indonesia Logo

(Source: Universitas Indonesia, 2024)

Universitas Indonesia (UI) is one of the oldest and prestigious university in Indonesia situated in Depok of West Java and Jakarta that has its history back to 1849. It consists of more than fifty study programmes providing academic programmes in humanities, social sciences, and sciences, engineering, medicine and teacher training. A reputation of UI has always been that UI is a lively campus with numerous opportunities for the students both in class and out of class, and they have the most modern facilities. The reason why the university has a reputation of excellence is that it has high academic standards plus it adopts new and quality teaching techniques.

UI has more focus on research and innovation where there are over ten research centers to address different national and global challenges. The university supports the engagement of students, faculty and industries in cross-disciplinary research that will enhance the development of relevant research projects. UI research endeavours are backed by massive international partnerships and affiliations, they have a global outreach, which from time-to-time foster cross-

cultural knowledge sharing. This research output in the university is well accredited at both national and international levels for quality as well as relevance.

Apart from its teaching and research responsibilities, UI has embraced the delivery of services to the society that seeks to transform it. The organisations with which the university is affiliated participate in community welfare and social service programs in the community. The community service activities at UI are aimed at promoting the culture of servant hood among the students and the staff apart from supporting the sustainability agenda. These approaches guarantee that all the graduates from the University of Illinois are one complete person ready to contribute to society.

Vision and Mission:

a. Vision

To be a world-class research university.

b. Mission

i) To provide high-quality education that fosters innovation and creativity.

ii) To conduct impactful research that addresses global and local challenges

iii) To engage in community service that contributes to societal development and well-being.

1.1.2 Universitas Diponegoro



**UNIVERSITAS
DIPONEGORO**

The Excellent Research University

Figure 1. 2 Universitas Diponegoro Logo

(Source: Universitas Diponegoro, 2024)

UNDIP or Universitas Diponegoro is one of the well-known universities in Indonesia especially cultural city of Semarang in Central Java which has committed to serve the society by developing many academic programmes. Founded in 1957, UNDIP has expanded a lot over the following years to provide diverse and competitive programs with majors in Engineering, Social and Natural Sciences, Health sciences, and Humanities. With this strategic positioning, the university is well placed to be very active in the local community while reaching out nationally and internationally.

Research and innovation are core activities of learning institution that UNDIP has adopted as part of its mandate. It offers a number of research services through its Lembaga Penelitian dan Pengabdian Masyarakat where many research projects focus on sustainable development and improvement of the society. This commitment to quality education is proved through efforts made by UNDIP to maintain the quality through internal QA system coordinated by the Lembaga Pengembangan dan Penjaminan Mutu Pendidikan (LP2MP). All these make sure that UNDIP graduate is well equipped to compete in the global market.

Community service is also considered to be one of the priorities of UNDIP as priority in its educational activities. The university participates in many outreach activities that aim at solving societal problems within the society and enhancing their welfare. Such as the Kuliah Kerja Nyata Tematik Sustainable Development Goals (KKN-T SDG's), the UNDIP students engage in community development projects. This concern for community service assist in laying down the social responsibility in the learners, and at the same time, it benefits the society.

Vision and Mission:

a. Vision

To be an excellent and innovative world-class university imbued with the nation's cultural values.

b. Mission

- i) To provide high-quality education that nurtures leaders with integrity.
- ii) To conduct research that advances knowledge and addresses global challenges.
- iii) To engage on community service that promotes societal welfare.
- iv) To uphold transparency and accountability in all institutional process.

1.1.3 Universitas Gadjah Mada



Figure 1. 3 Universitas Gadjah Mada Logo

(Source: Universitas Gadjah Mada, 2024)

Universitas Gadjah Mada (UGM) is one of the oldest and reputed universities in Indonesia, situated in Yogyakarta and was founded in 1949. UGM has positioned the university as one that strives to foster academic excellence, cultural identity, as well as social relevancy. The university has a wide variety of programs in its various faculties such as agriculture, engineering, science, arts, medicine as well as law. The campus of UGM is have modern architectures and Javanese architectures that make the campus so conducive for learning process.

UGM has given research a central role in its academic endeavours as one of the essential pillars. It presents multiple specialized research centres that focus on performing research that addresses national and international concerns of the world. These centres include disaster management, biotechnology, social welfare, and culture and communication. Demonstrations of UGM's research activities are about

the enhancement and dissemination of knowledge for the progress of society both nationally and internationally.

Public participation is an important component of UGM's mandate. This university specifically involves itself in many social causes that are closely related to educational development of the general population and their welfare. UGM promotes accountability in all institutional processes and has received an award in openness of public information. This commitment also guarantees that UGM is not only of high academic standard but also a responsible governing body in the society as well as a proactive participant in social transformation.

Vision and Mission:

a. Vision

To become an excellent research university.

b. Mission

- i) To provide high-quality education that fosters innovation and creativity.
- ii) To conduct impactful research that addresses global and local challenges.
- iii) To engage in community service that contributes to societal development and well-being.

1.2 Research Background

The implementation of Sustainable Development Goals (SDGs) as development agenda has now become as a part of Indonesia's strategic priority focusing towards resolving global issues on climate change, disparities, and sustainability. These goals correspond with the various national development plans in Indonesia as they also encompass goals such as sustainable economic development, environmental conservation and socio-economic uplift of the Indonesian people. University has a great role in the implementation and achievement of SDGs with especial focus on SDG 4 (Quality Education) and SDG 12 (Responsible Consumption and Production). It is a well-known fact that universities are supposed to become major innovators, improve such a concept as sustainability around the world, as well as prepare their students to become active members of the world community that is struggling for sustainability (Bappenas, 2023).

Since the formulation of the SDGs, Indonesian private sector has also been supportive particularly when organisations acknowledge that sustainability is key in business continuity. There has been a rise in environmentally friendly policies especially among manufacturing firms and in the energy as well as farming sectors. Although the goals are quite general in nature, there are issues in their implementation because of existing gaps on infrastructure, awareness, and enforcement (Megawati & Pratama, 2024). Higher education institutions are organizations primarily focused on education, which makes their business processes distinct from those of other types of organizations (Pasaribu et al., 2021). These gaps give the educational institutions room in which they can practice in the promotion of green activities and good environmental practices that will foster sustainable development at the national level. Therefore, universities not only assist in the communication of knowledge about the SDGs but also in the execution of the SDGs through green campus policies and student-based sustainability causes.

The UI GreenMetric World University Ranking was developed in 2010 by Universitas Indonesia to gauge green progress in universities around the world. Indonesian institutions such as Universitas Indonesia (UI), Universitas Gadjah

Mada (UGM), and Universitas Diponegoro (Undip) have consistently demonstrated leadership in promoting sustainable practices across six key criteria: Setting and Infrastructure, Energy and Climate Change, Waste Management, Water, Transportation, and Education and Research (UI GreenMetric, 2024). Much has been accomplished by these universities through their efforts at ensuring that sustainability forms part of the campus management process and this involves energy management, waste management as well as Quality (UI GreenMetric, 2024). They benefit from the achieved information about their performance in the GreenMetric rankings and adjust their actions and approaches. It does not only serve the purpose of developing environmental awareness but also places Indonesian universities on the forefront of sustainable education and management initiatives worldwide (UI GreenMetric, 2024).

Taken from UI GreenMetric (2024), The top three ranked Universities in Indonesia are Universitas Indonesia (UI), Universitas Gadjah Mada (UGM), and Universitas Diponegoro (Undip).

World Rank	Country Rank	University	Total Score	SI Score	EC Score	WS Score	WR Score	TR Score	ED Score
21	1	Universitas Indonesia Indonesia, Asia	9050	1350	1800	1650	950	1500	1800
26	2	Universitas Diponegoro Indonesia, Asia	9000	1300	1875	1500	850	1675	1800
27	3	Universitas Gadjah Mada Indonesia, Asia	8975	1350	1800	1425	950	1650	1800

Figure 1. 4 UI Green Metric University Rankings for Indonesian Universities

(Source: UI Green Metric, 2024)

The development of sustainability at the Indonesian universities is well illustrated through the UI GreenMetric World University Rankings: Universitas Indonesia Universitas Diponegoro, and Universitas Gadjah Mada among others. Being the creator of the GreenMetric system, Universitas Indonesia not only scored well but also dedicated to global sustainability, for example, through the National Online Course on Sustainability that gathers specialists from the different universities including UGM (UI GreenMetric, 2024). Undip, which has maintained

its ranking for five consecutive years, participates in UI GreenMetric and other institutions to produce education activities, such as online courses with specific reference to SDGs (Universitas Diponegoro, 2022). These concern entails incorporation of sustainable practices in education and raising awareness of the environment among the learners and members of the University (Universitas Indonesia, 2024).

Now, UGM holds a relatively sustainable rank within the list of Asia's universities which, based on the 2024 UI GreenMetric ranking, it emerges within the top 5 universities (Kompas, 2024). It has established community environmental activities and participated in debates on how to achieve the SDGs by education and research (UI GreenMetric, 2024). As well as UI and Undip, UGM engaged in partnership programs allowing for increasing the awareness on sustainable practices and policies (Universitas Diponegoro, 2022). These initiatives demonstrated that these universities adopted actualisation of their sustainability courses, affirming that quality learning sustains that these programs served as benchmarks for higher education institutions in Indonesia and internationally.

Despite universities like these having great efforts and reports on their UI Green Metric, it is known that the University students still don't show the same efforts as how the campus envisions. The most common example we can take is littering not on the designated bins. Littering still remains a significant challenge among university students in Indonesia, this of course reflects a gap between environmental awareness and their behaviour. Cross-sectional study showed that although Indonesian students have significantly higher environmental efficacy than their Japanese counterpart's improper disposal of wastes is still evident in school environment (Syakura et al., 2020).

This argues that though students may have perception towards the conservation of the environment, the behaviour change may require more strategies. A study on Undip revealed that student knowledge plays an important role in their generation of solid waste; there is an excellent chance of achieving sustainable waste by providing knowledge and courses on sustainable waste (Budihardjo et al., 2021).

These studies serve as an argument for further development of educational initiatives to promote the actual change in people's behaviours.

In the study by Siswanti et al. (2024), the authors but emphasize on the importance of instituting green practices that would enhance sustainability results. These findings are consistent with Ta'Amnha et al. (2024) study that revealed that green process and product improvements improve organizational performance through reduction of the variability of operations and decrease in environmental pressures. Various innovations can be embraced by universities as other institutions through establishment of sustainable waste management and environmentally friendly working policies. It is also possible to use these changes to fill current lacks for example in the area of improper waste management, by implementing new solutions encouraging students to act more responsibly.

Ilmalhaq et al. (2024) support the aspect of behaviour change and the aspects of environmental attitude and mindful consumption of resources. Through their studies, they make it clear what extent digital technology and peer interaction can encourage sustainable practices, especially with help of self-identified environmental values. According to such principles, universities could improve the efficiency of waste management as a result of stimulating students to participate in awareness campaigns and taking personal responsibility for the sustainable behaviour. Such efforts could help combine technological and behaviour change approaches that may narrow the awareness-action gap on university campuses.

Another research conducted in Universitas Indonesia also included the analysis of the factors affecting to waste separation behaviour of the students. That is, waste bins' presence did not significantly predict the proper waste separation; instead, students' perceived usefulness of the action did. This is an implication that only providing facilities is insufficient without fostering a sense of responsibility and value towards waste management among students (Chaerunnissa et al., 2020). Besides, a study conducted to determine the level of perception towards the management of solid wastes at IPB University showed that students had a high level of awareness, but their actual practices regarding waste sorting, minimizing, reusing

and re cycling were different. The last research highlighted a statistically significant relationship between awareness and practices suggesting that there should be awareness creation programs that include consistent students' waste management behaviours (Rugatiri et al., 2021).

1.3 Problem Formulation

Based on Chapter 1.2, it is relevant to investigate how reuse intention, a type of pro-environmental behaviours, can be better promoted by green initiatives from universities and students' environmental values. Although there are a lot of investigations of general environmental behaviour, few attempts have been made to understand relationships between specific green initiatives at universities and predefined environmental values of students in terms of sustainable behaviour more specifically concerning the reuse of materials in Indonesian universities.

Thus, the problem which this research will try to solve is the inconsistency between the increased level of environmental consciousness, established by green university activities, and the real tendencies of student reusing behaviour. In particular, the present research aims to answer the following question: How does the green university initiatives affect the students' intention to reuse materials where environmental values will act as a mediating variable. Thus, by filling this gap, the research will provide useful data on how higher education institutions could improve sustainability policies and actions on campus.

1.4 Research Questions

Given these considerations, this research seeks to address the following questions:

1. Does Attitude Towards Reuse have a positive influence on the Reuse Intention of undergraduates?
2. Does Environmental Value have a positive influence on the Reuse Intention of undergraduates?
3. Does Green University Initiative have a positive influence on the Attitude Towards Reuse of undergraduates?

4. Does Green University Initiative have a positive influence on the Moral Norm of undergraduates?
5. Does Green University Initiative have a positive influence on the Perceived Behaviour Control of undergraduates?
6. Does Green University Initiative have a positive influence on the Subjective Norm of undergraduates?
7. Does Moral Norm have a positive influence on the Reuse Intention of undergraduates?
8. Does Perceived Behaviour Control have a positive influence on the Reuse Intention of undergraduates?
9. Does Subjective Norm have a positive influence on the Reuse Intention of undergraduates?
10. Does Environmental Value moderate Attitude Towards Reuse and give a positive influence on the Reuse Intention of undergraduates?
11. Does Environmental Value moderate Subjective Norm and give a positive influence on the Reuse Intention of undergraduates?
12. Does Environmental Value moderate Moral Norm and give a positive influence on the Reuse Intention of undergraduates?
13. Does Environmental Value moderate Perceived Behaviour Control and give a positive influence on the Reuse Intention of undergraduates?
14. Does Subjective Norm become a mediating variable on Green University's Initiative's influence on Reuse Intention?
15. Does Perceived Behaviour Control become a mediating variable on Green University's Initiative's influence on Reuse Intention?
16. Does Moral Norm become a mediating variable on Green University's Initiative's influence on Reuse Intention?
17. Does Attitude Towards Reuse become a mediating variable on Green University's Initiative's influence on Reuse Intention?

1.5 Research Objectives

1. To know if Attitude Towards Reuse has a positive influence on the Reuse Intention of undergraduates.

2. To know if Environmental Value has a positive influence on the Reuse Intention of undergraduates.
3. To know if Green University Initiative has a positive influence on the Attitude Towards Reuse of undergraduates.
4. To know if Green University Initiative has a positive influence on the Moral Norm of undergraduates?
5. To know if Green University Initiative has a positive influence on the Perceived Behaviour Control of undergraduates.
6. To know if Green University Initiative has a positive influence on the Subjective Norm of undergraduates.
7. To know if Moral Norm has a positive influence on the Reuse Intention of undergraduates.
8. To know if Perceived Behaviour Control has a positive influence on the Reuse Intention of undergraduates.
9. To know if Subjective Norm has a positive influence on the Reuse Intention of undergraduates.
10. To know if Environmental Value moderates Attitude Towards Reuse and gives a positive influence on the Reuse Intention of undergraduates.
11. To know if Environmental Value moderates Subjective Norm and gives a positive influence on the Reuse Intention of undergraduates.
12. To know if Environmental Value moderates Moral Norm and gives a positive influence on the Reuse Intention of undergraduates.
13. To know if Environmental Value moderates Perceived Behaviour Control and gives a positive influence on the Reuse Intention of undergraduates.
14. To know if Subjective Norm becomes a mediating variable on Green University's Initiative's influence on Reuse Intention.
15. To know if Perceived Behaviour Control becomes a mediating variable on Green University's Initiative's influence on Reuse Intention.
16. To know if Moral Norm becomes a mediating variable on Green University's Initiative's influence on Reuse Intention.

17. To know if Attitude Towards Reuse becomes a mediating variable on Green University's Initiative's influence on Reuse Intention

1.6 Research Benefit

1.6.1 Theoretical Benefit

This study on sustainability practices in higher education is particularly relevant in the global context, thanks to several reasons. By examining the green supply chain practices and sustainability awareness at Universitas Indonesia, Universitas Diponegoro, and Universitas Gadjah Mada, the research provides valuable insights into environmental sustainability in educational institutions, especially the ones in Indonesia. The findings of this study may be useful for other universities that are interested in adopting green supply chain practices as well as measuring organizational sustainability, using tools like the UI Green Metrics.

Furthermore, this research fills the discussed gaps and contributes to the development of sustainable development in educational institutions throughout the world. More importantly, it will also be beneficial for future researchers that wants to do their research in this field.

1.6.2 Practical Benefit

In this thesis, the author intends to assess the effectiveness of Green University Initiatives (GUIs) and make suggestions for improvement. In this way, Universitas Indonesia, Universitas Diponegoro, Universitas Gadjah Mada (UI, Undip, UGM) gets more aligned with the ideas of sustainability in accordance with the UI Green Metrics framework. Such alignment reinforces the commitment of these universities to global sustainability standards and strengthens their reputation as eco-friendly institutions. Additionally, this research highlights common obstacles to implementing sustainable practices and equips students with tools to make environmentally conscious decisions more effectively.

The findings contribute to fostering a cleaner, healthier campus environment and cultivating a culture of environmental responsibility that aligns with the universities' green initiatives. It also provides the guidance that policymakers,

academics, and sustainability practitioners need to develop or enhance approaches to sustainable development within their organizations and, in the case of the latter, within the context of SDGs.

1.7 Systematic of Mini-Thesis Writing

This writing section will give a detailed description of the expected structure of a mini thesis. The thesis will be arranged in a logical manner right from chapter one to chapter five. Every chapter has been written with some contribution to the general flow and the extent of the research, with the description of the structure as follows:

Chapter 1: Introduction

This chapter gives background of the research with emphasis on the Sustainable Development Goals implementation in Indonesia, focusing more on the implementation in Universities of Indonesia. It describes the problem context as to lack of implementation by the university students in Indonesia. This chapter lays the groundwork for the subsequent chapters' findings on the influence of Green University Initiative on Reuse Intention by university students in Indonesia.

Chapter 2: Literature Review

In this chapter, the findings of several studies on SGD's and GUI are discussed. It explains about the theories of Operational Management and its derivatives to Green University Initiative. This chapter also discusses about the framework used and compares the previous research that is similar to this mini thesis topic.

Chapter 3: Research Methodology

This chapter discusses the research approach where the primary method is the Quantitative Research Methodology. This chapter explains how the data for this mini thesis is collected, and the logical approach of this research. The chapter also provides information on how it will determine the effectiveness of the solutions that has been implemented.

Chapter 4: Results and Discussion

This chapter includes a discussion of research findings and, specifically, discussions of the data analysis. The results are then presented to address the research hypotheses and provide insights to the extent that the Green University Initiative affects the reuse intention while being moderated by environmental value. Finally, the chapter discusses the implications of these results to findings from other similar studies in the current literature.

Chapter 5: Conclusion and Recommendations

Consequently, this chapter considers the general recommendations concerning the study based on the points made in Chapter 4. It gives specific suggestions for universities and students in Indonesia and explains how the results can be used to enhance environmental consciousness and sustainability initiatives among college communities. Also, the chapter discusses the implications of the present study and identifies any existing gaps or factors that could affect the results. Finally, it identifies possible directions of the further research based on the results obtained and the prospects for the development of the investigated topic.