

ABSTRACT

This research explores the implementation of Employee Green Behavior (EGB) in organizations and its impact on individual employee behavior, desires, and company performance. The main objective is to measure the implementation of EGB and understand the role of norms in achieving the company's desires and the efforts made by the company to maintain its performance through sustainable employee behavior. The research focused on Foods and Beverages (F&B) companies in Jakarta to identify the types of EGB implemented and the factors that influence the level of EGB among employees.

The data collection method used is descriptive quantitative through questionnaires. A total of 72 questionnaires were distributed to F&B company employees, with 132 responses collected. The questionnaire includes demographic information such as age, gender, and domicile. The research instrument consists of 40 closed questions and 32 open questions that describe the environmentally friendly behavior of employees in the F&B industry. The dimensions measured include working sustainably, conservation, influencing others, taking initiative, avoiding harm, as well as support for EGB regarding tasks and EGB proactiveness.

The research results show that F&B company employees have demonstrated good behavior in optimizing resource use and choosing environmentally friendly equipment. These findings provide important insights into the implementation of EGB and the factors that influence it, as well as its contribution to firm desirability and performance.

Keywords: Employee Green Behavior, Sustainable Company, Food and Beverages Company, Norms Conduct, Company Performance