

ABSTRACT

Environmental Behavior of The Body Shop Employees

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This research stems from the phenomenon of the world facing environmental problems related to global warming, urban air pollution and scarcity of drinking water. Environmental awareness or pro-environmental behavior aims to reduce or provide solutions to environmental problems. Environmental awareness behavior possessed by each individual can be carried out within the family or office environment, awareness of pro-environmental behavior can also be seen from environmental values, environmental attitudes, these components are interrelated to form and reflect pro-environmental behavior within the company. It shows that employees who work at The Body Shop have high environmental behavior, this is based on the results of research where the value $(x)\bar{empirical} = 56.1 > x\bar{theoretical} = 40$, the result of the empirical score is greater than the theoretical score. it means that the employees who work at The Body Shop care about and care for the environment around them.

Keyword: Pro environmental Behavior

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