



**THE SUSTAINABLE BUSINESS PERFORMANCE IN
CONSTRUCTION INDUSTRY IN BRUNEI
DARUSSALAM**

THESIS

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**UNIVERSITAS
MERCU BUANA**

**MASTER OF MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
MERCU BUANA UNIVERSITY**

2026



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THESIS

Submitted as One of the Requirements for Completing the Master of
Management Study Program

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2026

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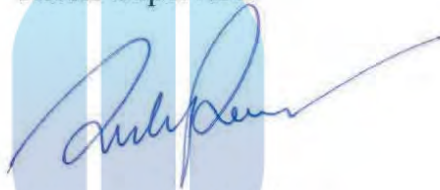
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FOREWORD

Praise be to Allah SWT for His abundance of grace and guidance, so that the author can complete this thesis with the title “The sustainable business performance in construction industry in Brunei Darussalam”. This thesis is a requirement to a degree in the Master of Management Study Program, Faculty of Economics and Business, Universitas Mercu Buana.

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The author realizes as an ordinary human being, that this research is not free from mistakes and shortcomings due to limited knowledge and experience. Therefore, the author expects all forms of suggestions and input and even constructive criticism from various parties. In addition, with all sincerity and humility, the author apologizes if there are errors and weaknesses in this thesis. Finally, I hope this thesis is useful and can increase knowledge, especially for writers and readers in general.

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ABSTRAK

Penelitian ini menganalisis pengaruh Praktik SDM Hijau, Perilaku Karyawan Hijau, dan Sistem Informasi Manajemen terhadap Kinerja Bisnis Berkelanjutan dalam industri konstruksi. Penelitian ini berfokus pada sumber daya manusia dalam perusahaan konstruksi di Brunei, dengan meneliti para profesional pada tingkat manajerial dan supervisi. Pendekatan kuantitatif digunakan dengan teknik pengambilan sampel probabilitas serta kuesioner berbasis skala Likert untuk pengumpulan data. Pemodelan Persamaan Struktural (SEM) menggunakan SmartPLS diterapkan untuk analisis data. Hasil penelitian menunjukkan bahwa Praktik SDM Hijau memiliki pengaruh langsung yang signifikan terhadap Kinerja Bisnis Berkelanjutan. Perilaku Karyawan Hijau menunjukkan pengaruh sedang, sementara Sistem Informasi Manajemen berperan sebagai faktor pendukung dalam meningkatkan hasil yang berkelanjutan. Penelitian ini menekankan peran penting Praktik SDM Hijau sebagai pendorong utama dalam mencapai keberlanjutan di sektor konstruksi, serta menyoroti potensinya dalam meningkatkan keterlibatan karyawan dan kinerja organisasi.

Kata kunci: Praktik SDM Hijau, Perilaku Karyawan Hijau, Sistem Informasi Manajemen, Kinerja Bisnis Berkelanjutan, Industri Konstruksi, Brunei Darussalam.

ABSTRACT

This study analyses the influence of Green HR Practices, Green Employee Behaviour, and Management Information Systems on Sustainable Business Performance in the construction industry. The research focuses on human resources within construction companies in Brunei, examining professionals in managerial and supervisory roles. A quantitative approach is employed, utilizing probability sampling techniques and a Likert-scale-based questionnaire to collect data. Structural Equation Modelling (SEM) using Smarts is applied for data analysis. The findings indicate that Green HR Practices have a significant direct influence on Sustainable Business Performance. Green Employee Behaviour demonstrates a moderate influence, while Management Information Systems play a supporting role in enhancing sustainable outcomes. The study emphasizes the critical role of Green HR Practices as a driver for achieving sustainability in the construction sector, highlighting their potential to foster employee engagement and organizational performance.

Keywords: Green HR Practices, Green Employee Behaviour, Management Information Systems, Sustainable Business Performance, Construction Industry, Brunei Darussalam.

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