

ABSTRACT

Corporate sustainability is a global issue often like how a company can manage the environment well. Likewise, things that happen in the manufacturing industry must balance the production process. This study aims to analyze the effect of Green Motivation, Green Transformational Leadership and Green Organizational Culture on Corporate Sustainability with Green Intellectual Capital as an Intervening Variable in Automotive Manufacture Indonesia studying the case of PT Toyota Motor Manufacturing Indonesia Karawang Plant. This research methodology uses descriptive and quantitative methods using Smart PLS 3.3.3 to analyze several theoretical concepts for 62 respondents to the corporate committee environment. Based on the results of the analysis in this study, the results obtained : 1) There was influence Green Motivation on Green Intellectual Capital; 2) There was influence Green Transformational Leadership on Green Intellectual Capital; 3) There was influence Green Organizational Culture on Green Intellectual Capital; 4) There was influence Green Intellectual Capital on Corporate Sustainability; 5) There was influence Green Motivation on Corporate Sustainability; 6) There was influence Green Transformational Leadership on Corporate Sustainability; 7) There was no influence Green Organizational Culture on Company Sustainability; 8) Green Intellectual Capital mediates the influence of Green Motivation on Corporate Sustainability; 9) Green Intellectual Capital mediates the influence of Green Transformational Leadership on Corporate Sustainability; 10) Green Intellectual Capital mediates the influence of Green Organizational Culture on Corporate Sustainability; 11) There was influence Green Motivation, Green Transformational Leadership and Green Organizational Culture on Green Intellectual Capital; 12) There was influence Green Motivation, Green Transformation Leadership, Green Organizational Culture and Green Intellectual Capital on Company's Sustainability.

Keywords : Green Motivation, Green Transformational Leadership, Green Organizational Culture, Green Intellectual Capital, Corporate Sustainability, Automotive Manufacture.

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ABSTRAK

Keberlanjutan perusahaan merupakan isu-isu global sangat sering dikaitkan dengan bagaimana sebuah perusahaan dapat mengelola lingkungan dengan baik. Demikian pula hal tersebut terjadi pada industri manufaktur harus menyeimbangkan proses produksinya. Penelitian ini bertujuan untuk menganalisa pengaruh *Green Motivation*, *Green Transformational Leadership* dan *Green Organizational Culture* terhadap *Corporate Sustainability* dengan *Green Intellectual Capital* sebagai Variabel Intervening pada *Automotive Manufacture* Indonesia studi kasus PT Toyota Motor Manufacturing Indonesia Karawang Plant. Metodologi penelitian ini menggunakan deskriptif dan kuantitatif dengan menggunakan Smart PLS 3.3.3 untuk menganalisis beberapa konsep teoritis terhadap 62 responden *environment committee* perusahaan. Berdasarkan hasil analisis dalam penelitian ini, diperoleh hasil bahwa : 1) Terdapat pengaruh positif dan signifikan *Green Motivation* terhadap *Green Intellectual Capital*; 2) Terdapat pengaruh positif dan signifikan *Green Transformational Leadership* terhadap *Green Intellectual Capital*; 3) Terdapat pengaruh yang positif dan signifikan *Green Organizational Culture* terhadap *Green Intellectual Capital*; 4) Terdapat pengaruh positif dan signifikan *Green Intellectual Capital* terhadap *Corporate Sustainability*; 5) Terdapat pengaruh positif dan signifikan *Green Motivation* terhadap *Corporate Sustainability*; 6) Terdapat pengaruh positif dan signifikan *Green Transformational Leadership* terhadap *Corporate Sustainability*; 7) Tidak terdapat pengaruh *Green Organizational Culture* terhadap *Corporate Sustainability*; 8) *Green Intellectual Capital* memediasi pengaruh *Green Motivation* terhadap *Corporate Sustainability*; 9) *Green Intellectual Capital* memediasi pengaruh *Green Transformational Leadership* terhadap *Corporate Sustainability*; 10) *Green Intellectual Capital* memediasi pengaruh *Green Organizational Culture* terhadap *Corporate Sustainability*; 11) Terdapat pengaruh yang positif dan signifikan *Green Motivation*, *Green Transformational Leadership* dan *Green Organizational Culture* terhadap *Green Intellectual Capital*; 12) Terdapat pengaruh yang positif dan signifikan *Green Motivation*, *Green Transformational Leadership*, *Green Organizational Culture* dan *Green Intellectual Capital* terhadap *Corporate Sustainability*.

Kata Kunci : *Green Motivation*, *Green Transformational Leadership*, *Green Organizational Culture*, *Green Intellectual Capital*, *Corporate Sustainability*, *Automotive Manufacture*.

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