

# Analisis Persepsi Stakeholder Terhadap Green Behavior Pada Penerapan Green Construction di Indonesia = Analysis of Stakeholder Perceptions of Green Behavior in the Implementation of Green Construction in Indonesia

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## Abstrak

Industri konstruksi sebagai salah satu Industri terbesar di Indonesia memiliki dampak yang signifikan terhadap lingkungan. Secara global, industri konstruksi menyumbang hampir 25% dari total emisi gas rumah kaca, 16% dari total konsumsi air, penyumbang 30-40% dari jumlah keseluruhan limbah padat. Salah satu solusi untuk menjawab masalah tersebut adalah menerapkan green construction, di Indonesia green construction sudah mulai diterapkan namun implementasinya masih terbatas pada proyek tertentu, rendahnya penerapan green construction akibat kendala culture and behavior. Penelitian ini bertujuan untuk mengidentifikasi faktor yang paling dominan dalam membangun green behavior stakeholder terhadap penerapan green construction menggunakan metode Parsial Least Square- Structural Equation Modeling (PLS-SEM) yang selanjutnya dapat digunakan dalam analisa persepsi stakeholder terhadap green behavior dan hambatan green behavior pada penerapan green construction. Data penelitian dikumpulkan dari 46 stakeholder green construction yaitu kontraktor dan konsultan yang memiliki pengalaman dalam proyek green construction. Pada penelitian ini diperoleh hasil bahwa terdapat lima faktor yang paling dominan dalam membangun green behavior yaitu attitude toward green construction, technology, value, environmental knowledge dan subjective norm. Secara keseluruhan baik kontraktor dan konsultan memiliki evaluasi positif terhadap green construction dan diperoleh empat hambatan green behavior stakeholder pada penerapan green construction. Dari hasil faktor dominan penulis merumuskan rekomendasi strategi untuk meningkatkan green behavior satakeholder pada penerapan green construction.

.....Construction industry as one of the largest industries in Indonesia has a significant impact on the environment. Globally, construction industry contributes nearly 25% of total greenhouse gas emissions, utilizes 16% of total water consumption, contributing 30-40% of the total amount of solid waste. The solution to answer the problem is to implement green construction. In Indonesia green construction has started to be applied but the implementation is still limited to certain projects due to culture and behavior constraints. This research aims to identify the most dominant factors influencing stakeholder green behavior towards the application of green construction, using the Partial Least Square Structural Equation Modeling (PLS-SEM) method which can then be used in analyzing stakeholder perceptions of green behavior and green behavior barriers in application of green construction. The research data were collected from 46 green construction stakeholders (contractors and consultants) who have experience in green construction projects. This study found that there are five most dominant factors influencing green behavior: attitude towards green construction, technology, value, environmental knowledge and subjective norm. Overall, both contractors and consultants have a positive evaluation of green construction and identified four barriers to green behavior stakeholders in the implementation of green construction. Based on the results of dominant factors, the author formulates strategy recommendations to improve stakeholders' green behavior in the implementation of green construction.