THE INFLUENCE OF RELIGIOSITY ON GREEN CAMPUS BEHAVIOR

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ABSTRACT

Large national and multinational companies have been practicing some efforts of green jobs embodiment, for example, the company declared as a green company or green office as well as educate and train employees to practice green-oriented behavior at workplace (green behavior). Some of the major universities in Indonesia has also launched a green campus academic environment that support green campus behavior. Nowadays religiosity has been acknowledged as one important factor that influences human behavior, but yet still received little attention from the researchers. This study aim to examine the influence of religiosity (interpersonal and intrapersonal religiosity) on green campus behavior. The questionnaires were collected from 118 employees in a state university located in Purwokerto, Central Java. The results from the multiple linear regression analysis showed that both interpersonal and intrapersonal religiosity determined employees green campus behavior.

Keywords: interpersonal religiosity, intrapersonal religiosity, green campus behavior

RESEARCH BACKGROUND

Changes in environmental conditions deteriorating due to the human negligenced in utilizing and exploiting natural resources was encourage many parties to give greater awareness toward the issue of global warming. This daunting condition directs the parties to give greater attention to the importance of Sustainable Development (SD) which integrates three things, namely economic growth, social welfare and environmental sustainability. SD model created a balance between the elements of the economic, social and environmental, which is implemented with an effort to manage the way of life and patterns of development that affect the economic and social well-being as well as increased environmental quality.

At the corporate level, the contribution that can be given to the achievement of sustainable development is to create *green companies*, where companies incorporate social and environmental concerns as an integral part of the management or business practices in its effort to generate profits (Ismalina, 2010). Large national and multinational companies have been practicing some efforts of green jobs embodiment, for example, the company declared as a green company or green office as well as educate and train employees to practice green-oriented behavior at workplace (green behavior).

Green company that aims to reduce the negative impact on the environment and society, which is done through the efforts of strategies, processes, products and green employees; actually is a fundamental principle for every company in the present and future in gaining competitive advantage. Dealing with energy and extreme climate change can be done partly by realizing the awareness of environmentally friendly behavior (*green behaviour*).

University or college as a vanguard in generating future leaders also have a responsibility to address this environmental issues that is very crucial. One thing that can be done by the univeristies or colleges to support this effort is by declaring themself as a Green

Campus. Green Campus is environmentally-insight campus community that realize environmental awareness through eco-friendly behavior to improve the quality of life. The implementation of green campus, can be shown by designing environmentally-insight curriculum, using of materials and maintenance of infrastructure based on the principles of eco-friendly, environmentally-insight management and environmentally friendly behavior (www.news.mercubuana.ac.id).

There are promising signs that universities on a global scale take upon actions to address this issue engaging in activities related to sustainable development by creating 'greener campus environments' (Dantsiou, 2013). Research result and on line survey toward universities all around the world by Universitas Indonesia (UI) Green Metric team on May to November 2010 showed that University of California, Barkeley, US (score 8,213), choosed as the best green campus in the world. Subsequently, University of Nottingham, England (score 8,201), and Northeastern University,USA (score 7,909) on the second and third position. In the meantime, UI itself exist on the 15th level with the score 6,875. UI become the only one Indonesian university that included in this UI Green Matric Rangking World Universities (http://edukasi.kompas.com). Some of the major universities in Indonesia has also launched themselves as a green campus; one of them is Universitas Jenderal Soedirman (Unsoed) Purwokerto.

To attain and maintain green campus, it must be supported by the entire academic community; i.e.employees, students, faculty and especially by policy makers. Therefore, it needs a strong commitment from all parties to change their behavior that initially did not care about the environment become more concerned by showing green behavior. However, in fact sometimes the policy at the organizational level is not always followed by the implementation of supporting behavior at the individual level.

Environmental problems are easily dismissible because many individuals do not see the connection between environmental degradation and their daily lives (Horenstein, 2012). Addressing the world's environmental problems therefore requires a shift in thinking regarding humans' relationship to the natural environment (Horenstein, 2012). This shift in thinking requires a new set of cultural values and moral beliefs. Religion has long been acknowledged as an important social force that influences human behaviour (Chai and Chen, 2009). Religion is an important cultural factor to study because it is one of the most universal and influential social institutions that have significant impact on people's attitudes, values and behaviors at both the individual and societal levels (Mokhlis, 2006).

As religion is an important source of morals and values for many individuals, and has the potential to influence political beliefs and views on social issues, it may serve as an important influence on environmental attitudes and behaviors (Horenstein, 2012). Some scholars have argued that ritual and religion and higher levels of religiosity positively correlated with environmentally friendly behaviors (Melgar and Rossi, 2013) and can play a salutary role in helping humans regulate natural systems in ecologically sustainable ways (Taylor, 2003; Horenstein 2012).

The purpose of this study is to examine the relationship between religion and the environmental behavior, specifically green campus behaviour. The paper begins by literature review that provides a theoretical background, followed by methodology. Thereafter subsequently the results from the quantitative study, concluson and discussion were presented as well.

LITERATURE REVIEW

Religiosity

The term of religiosity is derived from the word "religion" that has varied definition. Mangunwijaya (1982) distinguishes between the terms religion and religiosity. Religion refers to the formal aspects related to the rules and obligations while religiosity refers to the religious aspects of the internalized by the individual at the heart. Johnstone (1975) defined religion as a system of beliefs and practices by which group of people interpret and respond to what they feel. Glock and Stark (1968) states that the ideological dimension (religious belief) is the degree to which individuals perceive things in a dogmatic religion professed by the individual, like the belief in God, angels, heaven, hell, and so on. The ritualistic dimension (religious practice) is the degree to which the individual doing the ritual obligations of the religion professed by the individual. Furthermore, religion is a social institution that shapes and controls the beliefs and behavior of its followers. Religion affects individual behavior through two sources. First, religion stipulates rules and obligations as well as sanctions that directly control and influence individual's behavior (Harrell, 1986).

According to Johnson et al (2001), religiosity or religious commitment is the extent to which an individual's committed to the religion he or she professes and its teachings, such as the individual attitudes and behaviors reflect this commitment. Meanwhile, Glock and Stark (1968) defined religiosity as to what extent the religion knowledge, how sturdy the belief, how zealously the worship and how deep religious appreciation of a person, which is described in 5 dimensions. Those five dimensions can be explained as follows : (1) the ritual dimension or ritual activities (including, but not only, houses of worship attendance); (2) the ideological dimension or adherence to the principal beliefs of the religion; (3) the experiential dimension or the "feeling" aspect of religion, like feeling close to God, feeling saved from doom, and so on; (4) the intellectual dimension (religious knowledge) that is the intellectual side of religion, which involved religious "knowledge" and was frequently measured by such activities as reading religious publications (including, but not only, sacred texts); (5) the consequential dimension, which attempted to measure the implemetation of an individual's religion in its other dimensions upon one's social life, such as helping people who are having trouble, donated property, and so on (Swatos, 1998).

Religiosity is a difficult construct to measure since there are several definitions of religiosity (Muhamad, 2006). There are a vast number of existing measures of religiosity created and/or used in research (Mokhlis, 2006). Caird (1987) proposed that religiosity could be measured based on three dimensions: cognitive (focuses on religious attitudes or beliefs), behavioral (measures that seek to evaluate church attendance or private prayer), and experiential (query that relates to mystical experiences). Another religiosity measurement was developed by The intrinsic and extrinsic religiosity scales developed by Allport and Ross (1967), that perceived religious motivation as differentiated by two types of religious sentiment; intrinsic and extrinsic religiosity. The intrinsically motivated person lives his religion whereas the extrinsically motivated person uses his religion (Allport and Ross, 1967).

This current study using the Religious Commitment Inventory Scale (RCI-10) developed by Worthington et al (2003) that adopted by Mokhlis (2009) to measure intrapersonal and interpersonal religiosity. Respectively it is consists of six statements expressing intrapersonal religiosity (cognitive) focuses on individual's belief or personal religious experience and four statements expressing interpersonal religiosity (behavioral) focuses on the level of activity in organised religious activities.

Green Campus Behavior

The word "green" is now used not only as an adjective but as verb and adverb in a linguistic innovation that signals environmental action (Taylor, 2003). It is not a simple task to define the term "green behavior". Indeed the terminology "green" in this area has varied,

includes : green corporate or green company, green buying (Mainieri, 1997), green consumer (Shrum, Mc Carty and Lowry, 1995), green marketing (Polansky 1995, 2001), green purchasing behavior (Kaufmann, Panni and Orphanidou, 2012), etc. So far, there is no single definition and parameters of green behavior. Of some of the terms that refer to the green behavior, such as green attitude, green employees, etc., can be taken equal understanding of the meaning of green behaviour, ie behaviors that show concern for the environment (eco-friendly behavior). Green behavior refer to or similar with the term Pro-environmental behavior (Challenger, et.al, 2010). Concern for the environment and pro-environment attitudes can be assessed in a wide arrange of situations, ranging from water savings to buying organic fruits or participating in environmental organizations (Taylor, 2003). Such behavior can be demonstrated in a variety of activities oriented on saving energy, reducing waste or increasing recycling. Such efforts can be demonstrated in daily behavior such as : reduce the use of electricity, water, raw materials, paper, tissue, and others.

Organisations are increasingly introducing sustainability policies to encourage environmentally friendly behaviours (Norton, Zacher and Ashkanasy, 2014). Organizations today realize that paying attention to the impact on the environment seriously is not only useful for the environment, but also for their business. Being a green company can be a source of business competitive advantage. Going green, or at least being seen to be green brings benefits to the organisation such as enhanced reputation, competitive advantage, reduced operating costs and increased margins and longer term benefits such as nonreliance on virgin materials (Kane, 2011). Green employee attitudes and behaviors will increase the sustainability of the company's business. Employee who practices green behavior and attitude in the workplace is a competitive employee and give value-added to the organization. Value obtained from the reduction of costs and the alignment between individual and companies value can create competitive advantages (www.sciencenewsline.com/ psychology/ html).

Development of green living values on the company must be started from internal environment, by educating employees to behave environmentally friendly. Changing paradigms or behaviors of employees to behave green is an attitude change starting point towards environmental sustainability and waste reduction as well as the efficiency of the use of non-renewable resources in the office area (http://lh.surabaya.go.id/). Researchers interested in the topic of corporate environmental sustainability have recently highlighted the need to encourage pro-environmental behaviour in the workplace (Norton, Zacher and Ashkanasy, 2014). Therefore, university or college as an organization where people not only study but also work, should address this environmental issues as well to create pro-environmental behaviour in campus as a workplace (green campus behavior).

Green campus behavior is all academic community behavior in creating green campus. Green Campus aims to create an action and concern for the environment as an intrinsic part of the life and ethos of the college. Green Campus Initiative is aimed at reducing the environmental impact at the college, through efforts to promote sustainable development practices, which include efficiency or energy savings, waste reduction and increased recycling. To achieve the objectives of the Green campus it needs the cooperation of all parties or campus academic community (http://envirocenter.uchicago.edu/gci). This needs to engage all students, staff, partners, faculty and the surrounding community, the mass media and local business in taking action to make the campus more sustainable and energy efficient.

Religiosity and Green Behavior

Religiousness or religiosity is an important value in the individual's cognitive structure that able to influence an individual's behavior. Highly religious individuals are likely to be dogmatic and more conservative than are the non-religious or least religious individuals

(Delener, 1994). So, it is expected that religious individuals would align their behavior in compliant with their religion or beliefs. Religion would also affect individual behavior directly through the rules and taboos it inspires and indirectly through classification of all phenomena, development of code of conduct and establishment of priorities among these codes (Sood and Nasu, 1995). It is further suggested that those who are strongly committed to religion are both attitudinally and behaviorally capable of making decisions consistent with moral conscience (Delener, 1994).

In this century, as environmental alarm grew and intensified, so did concern about the possible role of religion in nature. Much of this concern has involved a hope for a "greening" of religion; in other words, it envisioned religion promoting environmentally responsible behavior (Taylor, 2005). The notion that religions might be influential enough to help shift whole societies in more environmentally benign and sustainable directions might seem fanciful. But, religions can bring considerable resources to such an effort (Simkins, 2008). Religion has a crucial role in increasing the awareness of people towards nature and restoring the ecological balance (Kaynak, 2011). Providing people with a sense of *meaning and purpose* is arguably one of the most powerful but least appreciated assets of religion. Ritual communication has a special place in the movement to create sustainable societies because it has long had the effect of protecting the natural environment (Simkins, 2008).

Although research on the effects of religiosity on the environment has been carried out from a few years ago, it is still very little that focuses on environmentally friendly behavior (green behavior). The findings of previous studies showed varied widely results regarding the influence of religiosity in predicting environmentally friendly behavior. Previous empirical studies found mixed evidence on the influence of religiosity on pro-environmental or green behavior. For example study from Kanagy and Willits (1993) that analyzed survey data on Pennsylvania residents and found that religious service attendance had a significant, negative impact on environmental attitudes. Similarly, Guth et al. (1995) found a negative relationship between religious affiliation and environmental concern or behavior. They examined the effects of religious tradition and beliefs on environmental attitudes among religious leaders, political activists, and the mass public and discovered strong, negative associations between environmental attitudes and conservative eschatology (represented by biblical literalism and end times thinking). Contrary, religious tradition and evangelical self-identification did not significantly affect environmental attitudes. Furthermore, Boyd (1999) found a negative relationship between religious fundamentalism and environmental concern, but other religious measures (belief in God, images of God, biblical literalism, and church attendance) had no significant effect on environmental concern.

However, Horenstein's (2012) empirical study showed mixed research finding. He found that having stronger beliefs in God and interpreting the bible literally was associated with lower levels of some environmental concern measures, but attending religious services and praying more frequently was associated with higher levels of other environmental concern measures. It is believed that greater religious participation may expose individuals to messages of environmental responsibility, especially as religious institutions increasingly respond to environmental problems. This finding was supported Martin and Bateman's study (2011) suggested that effects of religiosity on environmental attitudes and behaviors were more complex than has been found in prior research.

Another study done by Shibley and Wiggins (1997) showed that religious Americans behave in more pro-environmental ways than secular people, whilst Rice (2006) demonstrated that religious teachings and religiosity were associated with pro-environmental behavior. Conversely, Greeley (1993) found there's no relationship between religious affiliation and environmental concern or behavior.

Based on the previous empirical studies and literature the relationship between religiosity and green behavior was complex and abundant. Some measures of religiousness associating with lower levels of green behavior, and other measures associating with higher levels of green behavior, even no relationship at all. The previous studies also showed that different dimension of religiosity could influence green behavior differently. From the literature above, the following hypotheses were proposed:

H1: There is a significant relationship between intrapersonal religiosity and green campus behavior

H2: There is a significant relationship between interpersonal religiosity and green campus behavior
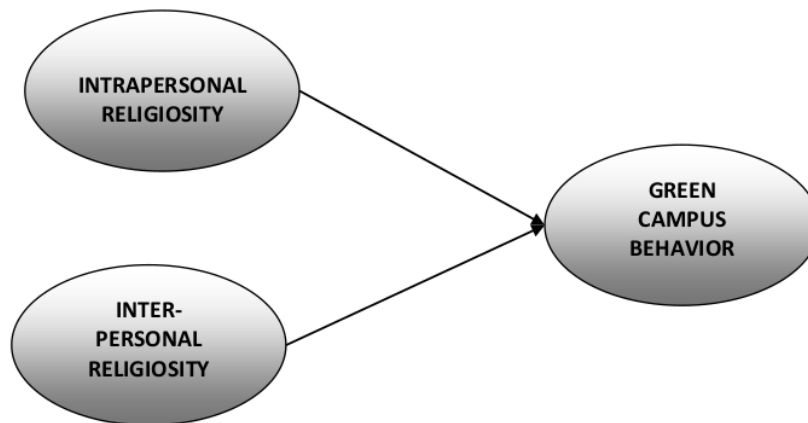
Fig. 1. Conceptual model.

RESEARCH METHODS

Sample

Respondent in this research were all employees in a state university located in Purwokerto, Central Java namely Universitas Jenderal Soedirman (Unsoed). An accidental sampling technique was applied to collect data from respondents that participated voluntarily, without remuneration offered. Through a survey employed close-ended questions format questionnaire that directly handed to 160 respondents, resulting in a total of 118 usable responses (response rate 74%).

The respondents were asked to select an answer from a list provided and answer some open-questions. Fifty three percent of the respondents (n = 63) were male while forty seven percent of the respondents were female (n = 55). The average age of respondents was 37 years old.

Measurement

Respondents were asked several questions to determine their level of religiosity and green campus behavior. Religiosity was measured using the Religious Commitment

Inventory (RCI-10) developed by Worthington et al. (2003) that adopted by Mokhlis (2009). The RCI-10 measures cognitive and behavioral commitment to a religious value system. This measurement composing ten item questions, where six statements expressing intrapersonal religiosity (cognitive) and four statements expressing interpersonal religiosity (behavioral). The cognitive dimension focuses on the individual's belief or personal religious experience while the behavioral dimension concerns the level activity in organised religious activities (Mokhlis, 2009).

Because there is still limited existing measurement of green campus behavior, this current research created scales specifically for this study. On the basis of some literatures and previous empirical researchs, We constructed fourteen questions to measure green campus behavior that individuals can engage in the workplace (campus). Upon reviewing these fourteen items, we deleted six items that did not qualify the validity and reliability test. Thus there are eight questions remaining in the questionnaire to measure green campus behavior.

All items in the questionnaires were measured on five point Likert-type scale, with the statements ranging from 1 ("strongly agree") to 5 ("tstrongly disagree").

RESULTS AND DISCUSSION

Our goal in this research was to investigate the influence of religiosity on green campus behavior. This research employed a statistical techniques to test the hypotheses, namely multiple regression analysis. The influence of religiosity on green campus behavior was examined using a standars multiple regression model. The relationship beteween dependent variable (green campus behavior) and indpendent variables (intrapersonal and interpersonal religiosity) was assumed to be linear as follows :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e \; ;$$

where Y represented dependent variable (gcb), X_1 and X_2 represent independent variables (intrapersonal and interpersonal religiousity), e represented the error term. The parameters α ; β_1; β_2 were estimated from the data using ordinary least square technique.

Prior to the analysis, the potential of multicollinearity problem between the variables was diagnose using tolerance value and variance inflation factor (VIF) test. The result revealed that all tolerance levels were above .01; and VIF values are below 10 (1,515). According to Hair et al. (1998) a VIF value of less than 10 is acceptable. Thus, the measures selected for assessing variables in this study do not reach levels that indicate multicollinearity, so all variables retained and used in the multiple regression analysis.

Normality test applied using a graphical analysis of histogram and normal plot graphs. SPSS output results revealed a normal distribution pattern of histogram and normal graphs plot showed the dots spread around the diagonal line. Thus, both of the graphs demonstrated that the regression model in this current study was fulfill the assumption of normality. Heteroscedasticity test was applied by analyse the scatterplot's graph of SPSS output. The result of the scatterplot graph did not show specific pattern and the dots spread above and below the null number, so it can be concluded there's no heteroscedasticity in the regression models.

The multiple linear regression then applied to determine the influence of intrapersonal and interpersonal religiosity on green campus behavior. From the SPSS output, it was found the relationship between religiosity and green campus behavior. Results of regression analysis can be seen in table 1 below :

Table 1: Results of Regression Analysis

Dependent variables	Independent variable	Standardized Beta Coefficients	t	Sig.	VIF
Green Campus Behavior	IntraPer. Relig	0,318	3,842	0,000	1,515
	InterPer. Relig	0,457	5,518	0,000	1,515
	F	52,988			
	Adj R^2	0,48			

From table 1 it is overtly seen the results obtained showed that simultaneously, intrapersonal and interpersonal religiosity significantly explained green campus behavior (F value = 52,988), whereas partially both intrapersonal and interpersonal religiosity significantly contributing to the green campus behavior as well. The beta weight and t value presented in table 1 also suggested that interpersonal religiosity contributed most in predicting green campus behavior. The adjusted R squared value was 0.48, indicated that 48% of the variance in green campus behavior was explained by the model. Overall output result presented in table 1 revealed that all hypotheses (H_1 and H_2) were accepted; thus it can be concluded that religiosity (intrapersonal and inerpersonal) was a good predictor of green campus behavior (see table 2).

Table 2. Summary of results of research hypotheses

No	Hypotheses	Finding
H1	There is a significant relationship between interpersonal religiosity and green campus behavior	Accepted
H2	There is a significant relationship between interpersonal religiosity and green campus behavior	Accepted

Based on the analysis of the research finding, it was found that religiosity explained green campus behavior. It was consistent with some results of prior behavioral researchs on religiosity, i.e. Shibley and Wiggins (1997) showed that religious Americans behave in more pro-environmental; Rice (2006) demonstrated that religiosity were associated with pro-environmental behavior and part of Horenstein's (2012) finding showed that greater religious participation may expose individuals to messages of environmental responsibility, especially as religious institutions increasingly respond to environmental problems. On the contrary, this research finding was not support prior research that suggested there's no relationship between religiosity and environmental behavior demonstrated by Greeley (1993)

This current research finding revealed that a religious person who have a high religious commitment (high religiosity level) were more likely to have a high level of green campus behavior. There was an explanation regarding this finding. The major monotheistic religions contain universal moral tenets, such as the Ten Commandments as applied to Christianity, Judaism, and Islam (Ali et al., 2000), as well as other Biblical traditions that provide instructive moral guidance (Friedman, 2000). It should be noted that all respondents were Moslems and Christians. Therefore a possible explanation might be proposed for this research findings was the relation between the nature of Islam and Christianity as a monotheistic religion that emphasizes the presence of one God which emphasis on one's spiritual being.

The role that religiosity played in affecting ethical attitudes is well documented (elzein, 2013). Highly religious individuals are likely to be dogmatic and more conservative than are the non-religious or least religious individuals (Delener, 1994). According to Donahue (1985), individuals with high level of intrapersonal religiosity are more integrative and ethical in all aspects of their lives, which in turn make them less willing to engage in unethical behavior. So, it was expected that religious individuals would align their behavior

in compliant with their religion or beliefs. It is further suggested that those who are strongly committed to religion are both attitudinally and behaviorally capable of making decisions consistent with moral conscience (Delener, 1994). Thus, individual's moral would be develop as the consequences from her/his religous commitment. In the context of this research, the pro-environmental or green behavior was refer to a moral behavior. Hence, it can be understood that religiosity affected the green campus behavior.

Another possible argument regarded to this finding could be explained by a reference quotes from Allport and Ross (1967) said extrinsically motivated person uses his religion whereas the intrinsically motivated lives his religion. The person with intrinsic religious orientation finds his main motive in religion (because he internalized his religious belief), so that his religious beliefs and commitments guide his behavior in areas of social and business life. (Allport, 1966). The person with intrinsic religious orientation was associated with those who have intrapersonal religiosity, whereas extrinsic religiosity was share content with interpersonel religiosity.

Therefore, as well as intrinsic and extrinsic religiosity, the intrapersonal and interpersonal religiosity refers to a person's religious beliefs and commitments might also direct a person's behavior in the areas of social and business life. These explanations provided basic argument against the findings of this study which stated that religiosity affects green behavior, especially green campus behavior which is one form of behavior in the context of a social life or work.

CONCLUSIONS

This research developed a model to explore the relationship between religiosity and green campus behavior. It was found that intrapersonal and interpersonal religiosity influence employee green behavior significantly.

This study contributed to the academic literature by provides insight into current debates within the religiosity's role in determined the green behavior that still in progress. It was also provides insight to the decision-makers on campus and other organizations to incorporate religious values in their effort to attain green campus supported by green campus behavior of all members of the employee and the organization.

However, in addition to the contributions made by this study, it should be observed that there were some limitations related to the research results. Due to the constraints of time and financial resources, the sample size in this study was relatively small and only consisted of employee in campus environment, thus the results of the study should be interpreted with caution. In order to gain more useful and better research finding, a larger and representative sample size should be attempted.

Furthermore, because the variance of independent variables in explaining green campus behavior only give a small percentage, so the future research should include another different variables or use a more detail religiosity dimension, such as proposed by Glock and Stark.

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