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Is Financial Reward Still an Important Motivator for the Indonesian Multi-Generational Workforce?

Author(s): Yanti Hartjasti and Surya Dwi Kusuma Darpita
Affiliation: Universitas Indonesia, Indonesia
Keywords: Intrinsic Motivators; Extrinsic Motivators; Financial Rewards; Gen Y; Gen X; Baby Boomers; Indonesian Workplace.
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Experimental Research: BASO Model-Based Strategic Planning Training Mediated by Training Follow up Sessions and Moderated by Transformational Leadership Impact on Mosque Organizational Effectiveness

Author(s): Syed Jamal Abdul Nasir Syed Mohamed, Roshidi Hassan and Mohamad Zakaria Mohamed Yahya
Affiliation: Universiti Teknologi MARA (UiTM), Malaysia.
Keywords: Organisational Effectiveness, Strategic Planning Training, Training Follow Up, Transformational Leadership.
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The Relationships between Personal Values, Institutional Values and Affective Commitment (A Case of Graduate Students at A Faith-Based Institution in Indonesia)
Green Practices in Northern Region Hotels of Malaysia

Author(s): Noor Afizah Amran, Natrah Saad and Norhani Ariffin
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The Influence of the Dimensions of Service Quality on Customer Satisfaction at Hotels in Batu City, Indonesia

Author(s): Ludif Djaanto
Affiliation: State Polytechnic of Malang, Indonesia
Keywords: Service Quality; Tangibility; Reliability; Responsiveness; Assurance; Empathy; Customer Satisfaction.
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Establishing Local Wisdom Values to Develop Sustainable Competitiveness Excellence

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Green Purchase Behavior: The Role of Religiosity, Environmental Attitude, and Environmental Knowledge

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Green Purchase Behavior: The Role of Religiosity, Environmental Attitude, and Environmental Knowledge

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ABSTRACT

Objective – This study attempts to determine the effect of religiosity, environmental attitudes, and environmental knowledge towards green purchase behavior.
Methodology/Technique – Data were collected by distributing questionnaire to 14 shopping centers in Pekanbaru City during April - September 2016. Pekanbaru city is one of the provincial capital in Indonesia which experienced many environmental problems. A total of 421 eligible respondents participated in this study. Data were analyzed using structural equation modeling.
Findings – The results found that the effect of religiosity, environmental knowledge, and attitude toward green purchase behavior are significant. These three variables explain the green purchase behavior at 67.6%. Besides it also found that religiosity and environmental knowledge have the positive and meaningful impact on environmental attitudes. Therefore, it can be concluded that these two variables affect the green purchase behavior through environmental attitudes.
Novelty – The model built in this study tried to integrate the spiritual aspect that has not been touched by previous researchers. The results of this study open up opportunities for further research to further improve both aspects of modeling in combination with other variables as well as the use of statistical analysis

Type of Paper: Empirical

Keywords: Religiosity; Environmental Attitude; Environmental Knowledge; Green Purchase Behavior.

JEL Classification: I21, Q56, Q57.

1. Introduction

Studying consumer behavior is a fascinating and never-ending topic along with the dynamic development of consumption patterns. Even the issue of environmental damage is also strongly associated with consumer behavior. The principles of seeking profit or benefit as much as possible sometimes lead to uncontrolled exploitation of nature. Imbalances in life, economics, and social situation are one of the problems caused by the current model of economic growth that is maximizing production and consumption. Nowadays, the companies adopting the concept of environmental attitude is not just an adjustment to the issues of particular legislation, but also due to an increasing consumer concern about the environment. Based on the phenomenon, it is important to study consumer behavior to prevent environmental damage from getting worse. Grunert

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