Indonesian Journal of Sustainability Accounting and Management
ISSN 2597–6214 | e–ISSN 2597–6222
DOI: 10.28992/ijsam.v7i1.477

Increasing Business Performance in Property Management by Implementing the Green Habit

David Kiki Baringin MT Samosir[1] * | Yvonne Augustine[2] | Ratlan Pardede[3]

[1]*Universitas Buddhi Dharma, Department of Accounting, Tangerang, Indonesia*
[2]*Universitas Trisakti, Department of Accounting, Jakarta, Indonesia*
[2]*Universitas Bunda Mulia, Department of Management, Jakarta, Indonesia*

*Correspondence to: David Kiki Baringin MT Samosir, Buddhi Dharma University, Department of Accounting, Tangerang, Indonesia
E-mail: david.kiki@ubd.ac.id

Abstract: The objective of this study is to analyze the impact of green habits on property management business performance in Indonesia. This research is relatively new because the variable used, that is the green habit. The data used are the primary data in accordance with a mixed methods approach. The research findings have proven that green habits have a significant influence on business performance, which means green habits can improve business performance. Consumer habits toward environmental sustainability are the determinants of product sales and will ultimately have an impact on increasing sales and company performance. The results of this study contributed both scientific and practical aspects. From the scientific aspect, it supports the theory of organizational behavior, in which companies can run more effectively and influence performance improvement by applying science or something new that is useful. From the practical aspect, the company not only pays attention to profits but must pay attention to environmental aspects and the community around the company, especially property management. It is time to implement sustainability, one of which is green habits so that they can be more developed by increasing business performance and competitiveness.

Keywords: business performance, competitiveness, green habit, property management, sustainability.

Article info: Received 6 October 2021 | revised 13 September 2022 | accepted 12 October 2022

Recommended citation: Samosir, D. K. B. M. T., Augustine, Y., & Pardede, R. (2023). Increasing Business Performance in Property Management by Implementing the Green Habit. *Indonesian Journal of Sustainability Accounting and Management, 7*(1), 104–120. https://doi.org/10.28992/ijsam.v7i1.477

INTRODUCTION

Global warming is increasingly impacting human life, both in daily life and in economic activities. Human lifestyles and business activities are still unconcerned with the environment and have an impact on increasing the average daily temperature. Based on the international concession in the Paris Agreement, the increase in temperature must be limited to below 2° C (two degrees Celsius) or a maximum of 1.5° C (one and a half degrees Celsius) in anticipation of weather changes (UNEP, 2019). Weather changes result in the shifting of the rainy season and dry season. Bacteria and viruses tend to develop in the rainy season, and healthy spaces are needed including workspaces (office buildings), restrooms (residential and apartment), and spaces in shopping buildings so that the body's endurance can be maintained to the maximum and productivity can increase (Ajayi et al., 2016).

According to data from the Global Status Report for Building and Construction, building and construction is responsible for almost 40% of the impact of greenhouse gas emissions, so it is very important to note energy savings in buildings during construction planning, completion, and sustainable operation (IEA & UNEP, 2019).

Based on these data, buildings contribute the most impact to greenhouse gases, so that buildings becomes a priority to be researched. Accordingly, the background problem that underlies this study is to examine the impact of green habits on business performance. The business performance that can be measured in this study is energy efficiency, and specifically sustainable energy, which impacts not only companies' economic value but also environmental sustainability by reducing CO2 emissions (Ghaffarianhoseini et al., 2013).

This research is very important because Indonesia is the country with the sixth highest pollution level in the world (IQAir, 2019). The variables and the measurements used in this study are relative new that is, the green habits that are discussed in terms of accounting science and linked to business performance in property management. The novelty of measurements and indicators of green habits and business performance is carried out by creating questionnaires that have never been carried out in previous studies.

Buildings require residents and managers who have environmental concerns or green habits so that the sustainability of the building can be maintained and provide comfort. A higher level of productivity compared to conventional buildings (Paul & Taylor, 2008) requires property management to innovate sustainably (Jaruwanakul & Vongurai, 2021).

Residents of buildings that have a high level of concern for the environment are usually more concerned about the buildings (Azura et al., 2021). Those with green habits create an impact on the economic value addded of buildings, economic value of the company in the building, increased competitiveness (green competitive advantage), and the increased authority of the company (Ahmad & Ramzan, 2018).

The implementation of green habits in Indonesia is still relatively new, so it must be initiated from top to bottom (or top-down) and not from the bottom up (bottom-up) while also being influenced by the leadership's style and authority, motivation, and communication style within the company. This means that the commitment of top management and company owners is very influential to the success of a change in the organization (Robbins & Judge, 2013).

(Elkington, 1998) argues that businesses must achieve sustainability. One assumption is that failure is contrary to their long-term wishes. Another assumption is that the company's wealth and strength will guide machinery production space toward new technologies and procedures that need to be used to achieve sustainability. People, planet, and profit. All three are pillars that measure the value of a company's success with three criteria: business performance, environmental, and community. The people referred to in this study are building managers and building residents who have green habits; the planet referred to in this study is a building; and profit in this study refers to business performance.

According to Mitchell et al. (2012), an organization's failure to connect past learning with future strategies undermines the triple bottom line's potential to evolve and change. A TBL report can improve business performance (Assaf et al., 2012) and even spur innovations that increase competitiveness (Wibowo et al., 2020).

Green habit is a habit that is done regularly and becomes a habit by paying attention to environmental viability and sustainability in a continual manner, as with light and maximum air circulation (Mesthrige & Kwong, 2018). For example, property managers need to equip the residents and users of their buildings with an understanding that they should get used to caring about the environment (Zhao et al., 2015). Knowledge of environmentally friendly products or green products is important for business purposes. Consumer demand

for green products is getting higher and higher, requiring companies to develop and innovate products (Jansson et al., 2010). For consumers who like eco-friendly products, the ethical value of those who encourage their behavior to buy the product becomes a strong encouragement or incentive, so that it becomes a habit (green habit). When consumers are very appreciative of the environment, the habit of prioritizing environmentally friendly products becomes a habit (Sharma et al., 2013). The basic principles of developing behavior or habits are the same as turning conventional consumer habits into green habits; these behavior changes help reduce negative impacts (Hall, 2011).

There are seven habits related to environmental sustainability, or what we call green habits: respect nature and renew your bond, enhance your environmental awareness and knowledge, minimize your environmental impact, spread the green message and influence others, support green initiatives and groups, take part as an active citizen, and select to be a responsible consumer (Tay, 2012). However, out of the seven habits of caring for environmental sustainability or green habits, only three are more applicable to implement that used in this research: respect nature and renew your bond, spread the green message and influence others, and support green initiatives and groups.

The business performance measurement method follows the development of the company's activities, which include paying attention to environmental aspects and the surrounding community. The balanced scorecard (BSC) adds a social and environmental perspective to the existing four perspectives to create a fifth perspective, which is social and environmental performance or sustainable performance (Butler et al., 2011). This creates the so-called sustainable balanced scorecard (SBSC).

Business performance is the ability of companies to achieve business goals based on certain standards or using the balanced scorecard approach (Kaplan & Norton, 1996).

The business performance measurement (BPM) system has been used and known for more than 20 years. Several approaches to or frameworks for building and regulating the BPM system have evolved, with the balanced scorecard as the dominant framework used today. Those approaches are as follows: 1) The financial perspective, which is a strategy to grow. When applied to the building, it is measured by saving electricity consumption and clean water usage. 2) The customer perspective, which is a strategy to create value and differentiation in customer perception. When applied to the building, it is measured by the level of satisfaction and comfort of the building users and the level of health of those users. 3) The internal business perspective, which is a strategy to prioritize business processes and create customer satisfaction. When applied to the building and measured by the design and planning of building construction, it refers to the construction of the building itself until the operation of activities is carried out with environmentally friendly standards. 4) The learning and growth perspective, which prioritizes creating an atmosphere that supports organizational change, improvement, and growth. When applied to the building and measured by innovation in the procedures of building development and management, the design and planning model or building's blueprint should follow environmentally friendly requirements (Kellen, 2003). The conceptual design of this study is explained in Figure 1. It shows the association of the selected variables.

Green behavior examples include, in waste management, disposing of waste by separating organic and non-organic waste and paying attention to landfills so as not to cause odors to enter the building (Jansson et al., 2010). Knowledge of green behavior is not only of environmental concern but is also relevant to business interests and to making companies focus on sustainability (Utaminingsih et al., 2020). The sustainability of the building provides a longer building lifetime (Joshi & Rahman, 2015).

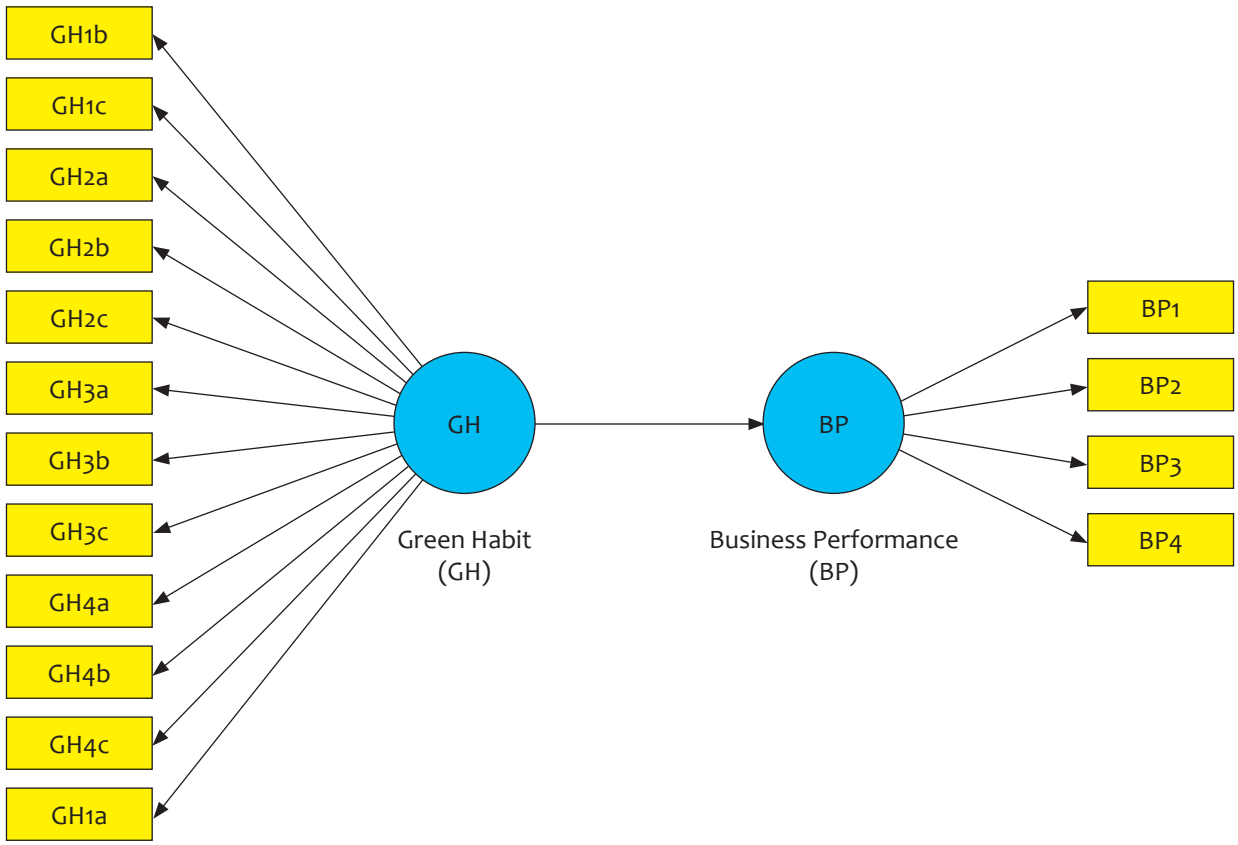


Figure 1 Conceptual Design

The business has to continue to grow, and the main purpose of the business is not only the economic aspect (profit). It must pay attention to the environment (planet), employees, and the surrounding community, so that the business is measured not only by the performance of the company's management but also by the financial perspective, customer perspective, internal business perspective, and learning and growth perspective. Companies must implement sustainable business. One requirement for this is building a sustainable building, so the measurement of the business performance of property management should also be continuing or sustainable. The company's interest in the environment and sustainable development will have an effect green competitive advantage that will impact the company's business performance.

METHODS

The population in this study is companies engaged in property management. The property management type of the buildings researched are apartments, shopping centers (malls), office buildings, hospitals, campuses, schools, hotels, modern markets, and government offices located in Indonesia. The respondents used in this study are property managers, finance managers, building managers, facility managers, and engineering managers with at least five years of working experience and a minimum of an undergraduate education. These criteria are established because they are the decision-makers in property management and presumably understand the components and indicators raised in the research questionnaire, so the respondents' answers are expected to be consistent and reliable.

In drafting the questionnaire, several things need to be considered, including the ability of respondents to understand the content of the questionnaire, the behavior or habits of the respondents, one of which is the

required time to answer the questionnaire and the attributes or characteristics of the respondents, among which are age and level of education (Taylor-Powell, 1998).

The drafting of the questionnaire was conducted in several stages of discussion by involving the informants, which are the property manager, building manager, sustainable development manager, and sustainable director of one of the property companies in Indonesia.

Interviews are conducted since the preliminary survey—developed with consultation from experts in the field, including in the creation of research questionnaires and sharing references—is relevant to this research. According to the developed research model, it is expected that the causality relationship between the variables analyzed can be explained further and at the same time can yield useful research implications for the development of science and as a method for problem solving in the field.

The survey data were collected from February 2019 to January 2020. Questionnaire data obtained from respondents were processed through several stages: reliability, validity, and hypothesis testing using SmartPls software.

The study used primary data obtained from questionnaires sent to respondents. The surveys were conducted on the property management of existing buildings in Indonesia, with the building as their analysis unit. In addition to using questionnaires, researchers also conducted interviews with several informants to confirm and validate the results to make them more comparative. Data collection was thus obtained through questionnaires and interviews.

The target of questionnaire collection was 100 questionnaires, with a minimum sample size of ≥ 100, which is recommended as enough for PLS to provide valid results (Hair et al., 2018).

The collection of questionnaire data was conducted through the collection of prospective respondents from the Association of Indonesian Shopping Center Managers (APPBI), the Building Owners and Managers Association (BOMA), and references from property management.

The purposive sampling method is a sampling method based on specific criteria (Tongco, 2007). The criteria for respondents in this research is that they are property managers, building managers, and facility managers. The reason for this selection is that they are decision-makers in property management.

To obtain respondents, researchers conducted questionnaire submissions by email, WhatsApp, and direct delivery (by hand) and registered to become members of the professional Building Manager and Owner Association (BOMA).

The researchers had to ensure that the respondents in this study did not include a survival bias so that the results of this study are realistic and do not deviate from processing data (Li & Xu, 2002). There are some things that had to be considered to ensure that the outcome of this study do not deviate: the ratio of the amount of questionnaires sent and returned is 126/150 = 84%; the respondents were property managers for a size building who is considered equal, i.e., a building that is proven to have good corporate management; the respondents in this study were decision-makers in property management (property manager, finance manager, building manager, and facility manager); respondents in this study have a minimum managerial position; respondents have a minimum education level of a bachelor degree; the researcher followed up and confirmed with the respondent via email, telephone, or WhatsApp so that the researcher was sure that the respondent understood the questions in the questionnaire and the researcher was confident that the respondent filled out the questionnaire. Based on this explanation, the researchers concluded that the respondents in this study did not fall victim to survival bias (Sekaran & Bougie, 2011).

The number of questionnaires 126 is considered qualified because the minimum number of research samples is 5 times the number of indicators, namely: 5 x 8 = 40 (Hair et al., 2010).

A minimum sample size of ≥ 100 is enough to recommend that PLS provide valid results (Hair et al., 2010).

The dependent variables in this study are business performance or corporate performance, which describes the achievement or level of achievement of the company's goals by optimizing existing resources during the running of the company's operational activities (Atkinson et al., 1997).

However, as business continues to develop sustainably, economic aspects are not companies' main concerns: the environment and society are no less important for companies to pay attention to. Thus, the measurement used for business performance in this study is the sustainability balance score card (SBSC), which includes a financial outlook, customer attitude, internal business process procedure, learning and growth method, social perspective, and environmental perspective.

According to Betianu & Briciu (2011), sustainable business management requires consideration of all business components in a company in terms of economic activities, activities that have an impact on the environment, and social activities. A balanced scorecard is a successful support tool in the implementation of corporate strategy. This helps with the interrelationship between operational activities and non-financial activities of the company, thus impacting the success of the company in terms of the economy.

Butler et al. (2011) argue that good practices for the environment and society may negatively impact the profitability of a company, but using a balanced scorecard can help provide a clearer picture of the relationship between sustainable practices, corporate strategy, and corporate profitability. Thus, business performance as a dependent variable (Table 1) in this study is measured by:

1. Energy efficiency of products, that is, the usage of cheaper electric energy without compromising the quality of service and comfort level of building users.
2. Disposal cost refers to reducing costs that occur in the company (internal failure) by recycling scrap.
3. Use of environmentally raw material means using environmentally friendly materials from the preparation stage, or planning and design, through to the stage of development or construction, and even until the time the building operates.
4. Use of green vendors refers to working together with vendors that have applied green habits.

Table 1 Dependent Variable Dimensions and Indicators
Business Performance (BP)

No	Dimensions	Indicators	Measurement
1	Energy efficiency of product	The cost of electricity and clean water usage will be less.	Interval
2	Disposal cost	The company conducts recycling using recycled material or recycling scrap.	Interval
3	Added value of using environmentally raw material	The company received added value from environmentally friendly material usage.	Interval
4	Added value of using green vendors	The company received added value by using a vendor or partnering with a green vendor.	Interval

Source: (Butler et al., 2011)

A green habit is an attitude formed based on the process of behavioral learning in which personal perception directly affects behavior. Each individual can evaluate their feelings after the behavior has been performed, so it can be said that positive or negative attitudes are created based on behavior. Green consumption perception can affect consumer behavior and prepare consumers to use environmentally friendly products or green products (Tan et al., 2016).

Some variable green habits (Table 2) can be measured using four indicators: upgrade your environmental awareness and understanding, minimize your environmental impact, spread the green message, and affect the green message to others (Tay, 2012).

Table 2 Dimension and Indicators of Independent Variable Green Habit (GH)

Dimension	Indicator	Measurement
Support green initiative	1. Transmit knowledge about green habits to building users. 2. Invite green habit experts to provide socialization, seminars, or gatherings for the socialization of green habits. 3. Provide training to employees and property management about green habits.	Interval
Respect nature	1. Use renewable energy. 2. Use rainwater that is accommodated to flushing toilets and general cleaning in the parking area. 3. Save energy and use clean water.	Interval
Spread green message and influence others	1. Conduct environmentally friendly socialization through building media. 2. Conduct green habit campaigns periodically. 3. Make notifications or signage for energy saving and water saving advice either through electronic messages or other media.	Interval

Source: (Tay, 2012)

The data that have been collected were analyzed using statistical analysis tools, creating a simple linear regression analysis with the following equation model:

$BP = \beta_0 + \beta_1 GH + \varepsilon$

where:

BP = Business Performance
GH = Green Habit
ε = Error
Dependent Variable = Business Performance (BP)
Independent Variable = Green Habit (GH)

Hypothesis testing in this study used structural equation modeling (SEM) because this study uses many sub-variables on independent variables.

Remarks:

Green Habit (GH) indicators are as follows:

a) GH 01 = Support green initiative
b) GH 02 = Respect nature
c) GH 03 = Spread the green message
d) GH 04 = Influence the green message to others

Business Performance (BP) indicators are as follows:

a) BP 01 = Energy efficiency of a product
b) BP 02 = Disposal cost
c) BP 03 = Added vallue of using environmental raw material
d) BP 04 = Added value of using green vendors

The data analysis method used in this research was simple linear regression. Regression analysis is an analysis tool used to decide the influence of free variables on non-free variables, as showed in the regression coefficient. After completing the data analysis, an interview was conducted by meeting respondents who were deemed necessary and communicating by phone to obtain deeper results and understand insignificant results.

Researchers conducted the main test by sending questionnaires. Furthermore, the researchers analyzed questionnaires to filter the data that could be processed, also checking whether the forms were filled out and the answers were reasonable. Questionnaires whose answers were incomplete and unnatural were reconfirmed by researchers to respondents. Researchers ended up using as many as 126 respondents.

RESULTS AND DISCUSSION

Table 3 illustrates the descriptive statistics of respondents' answers. In particular, respondents' firms have implemented green building criteria to a large extent, as indicated by the mean value of the green habit variable (4.19), which is quite close to the maximum value of this variable (six). Similarly, the respondents also perceive that their firms have already achieved sufficiently high business performance, as indicated by the mean value of this variable (4.44). Additionally, small standard deviation values (less than two) indicate that each questionnaire item's variance error does not spread too widely. In other words, our data qualifies for further analysis because it is not subject to outliers (Gujarati & Porter, 2009).

Table 3 The Descriptive Statistics of Respondents' Answers

Variable	Mean	Mode	Std Deviation	Min	Max
GH	4.19	4.75	1.21	1.00	6.00
BP	4.44	4.00	1.23	1.00	6.00

Source: SmartPLS Output

The average value of respondents' answers showed that respondents in this study tended to agree on each item of question instruments in the questionnaire. A standard deviation figure smaller than 3 indicates that the data variance error on each item of the questionnaire is not so widespread that the data is good enough to continue the testing stage through regression because it is not exposed to outliers (Gujarati & Porter, 2009).

Assessment of the main analysis requirements was carried out to ensure that the measuring instrument used was suitable for analysis (valid and reliable). The assessment with PLS began with testing the measurement model (outer model) to analyze the construct validity and instrument reliability. The validity assessment was carried out to measure the ability of the research instrument to measure what it should be measuring (Hair et al., 2020). The construct validity assessment in the PLS reflective indicator model was carried out through convergent validity, discriminant validity, and average variance extracted (AVE) analysis. Reliability assessment was used to measure the consistency of the measuring instruments in measuring concepts; it can also be used to measure the consistency of respondents in answering questions via the instrument. The instrument is said to be reliable if a person's answer to a statement is consistent or stable over time. Reliability assessment in PLS can use composite reliability and Cronbach's alpha method (Hair et al., 2013). Table 4 presents the rule of thumb measurement model (outer model) and structural measurement (inner model).

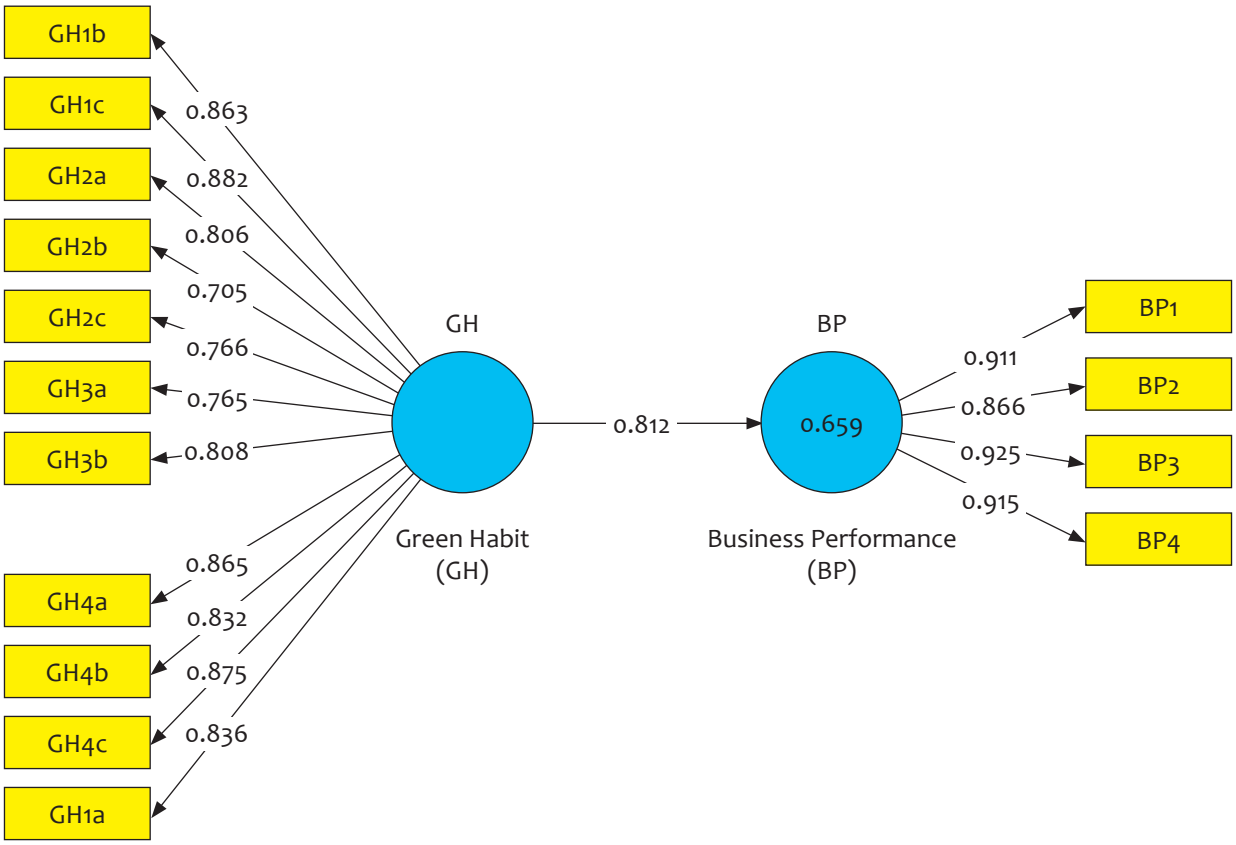
Table 4 Summary Rule of Thumb Measurement Model Evaluation

Validity and Reliability	Parameter	Rule of Thumb
Convergent Validity	Loading Factor	> 0.70
	Average Variance Extracted (AVE)	> 0.5
Discriminant Validity	Cross Loading	> 0.70
	Square root AVE and Correlation between Latent Constructs	Square root AVE > Correlation between Latent Constructs n
Reliability	Cronbach's Alpha	> 0.70
	Composite Reliability	> 0.70

Source: (Chin, 1998)

Evaluation of measurement models or outer models was conducted to test the validity of the construct and the reliability of the instrument. Validity tests were conducted to determine the ability of research instruments to measure what should be measured (Chin, 1998). Reliability evaluations were conducted to test the consistency and stability of measuring instruments in measuring a concept or construct. Measurement model evaluation (outer model) was conducted through several stages, namely convergent validity evaluation, discriminant validity evaluation, and reliability evaluation.

Figure 2 present that the loading factor value gives a value above the recommended value of 0.7. This means that the indicators used in this study are valid or have met convergent validity.



Source: Output SmartPLS

Figure 2 Outer Loading Evaluation

Apart from discriminant validity, the researcher also used another method to evaluate the validity of comparing the square root of the average variance extracted (AVE) value of each construct with the correlation between constructs and other constructs in the model. The formula for calculating AVE is as follows:

$$AVE = \frac{\sum \lambda_i^2}{\sum \lambda_i^2 + \sum_i \text{var}(\varepsilon_i)}$$

This measurement could be said to measure the reliability of latent variable component scores, and the results are more conservative compared to composite reliability. Recommended AVE values should be greater than 0.50 (Fornell & Larcker, 1981).

In Table 5, it appears that the AVE value is already greater than 0.5, so it is feasible to do data processing at the later stage of discriminant validity evaluation or discriminant validity.

Table 5 Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
BP	0.819
GH	0673

Source: Output SmartPLS

The parameters used in the discriminant validity evaluation are cross-loading, the square root of AVE, and the correlation between latent constructs.

The cross-loading parameter is an indicator in a latent variable that has differences with indicators in other variables, which are indicated by a higher loading score in the construct itself.

The square root parameter of AVE is the square root value of AVE, and the correlation parameter between latent constructs is the correlation coefficient between variables.

The rule of thumb used to assess discriminant validity in this study is that cross-loading must be > 0.7, and the square root of the AVE > the correlation between latent constructs.

In Table 6, all indicators on each variable are already above 0.7, and the largest loading for each variable is on its formation statement.

Table 6 Cross Loading with indicators > 0.7

INDICATOR	BP	GH
BP1	0.911	0.747
BP2	0.866	0.704
BP3	0.925	0.763
BP4	0.915	0.722
GH1b	0.711	0.863
GH1c	0.687	0.882
GH2a	0.644	0.806
GH2b	0.583	0.705
GH2c	0.723	0.766

GH3a	0.542	0.765
GH3b	0.565	0.808
GH4a	0.723	0.865
GH4b	0.667	0.832
GH4c	0.725	0.875
GH1a	0.698	0.836

Source: Output SmartPLS

The next test stage of validity evaluation is to compare the Square Root of each Construct with the correlation between constructs and with other constructs. The good discriminant validity shown by the square root of AVE for each construct is greater than the correlation between constructs (Fornell & Larcker, 1981a).

Table 7 describes the AVE square root values obtained from the extracted average variance (AVE) column, where the AVE square root value for each construct is greater than the coefficient between variables or discriminant validity, as seen in Table 8.

Table 7 Square Root AVE

Variable	BPAverage Variance Extracted (AVE)	Square Root
BP	0.819	0.905
GH	0.673	0.820

Source: Output SmartPLS

Table 8 Discriminant Validity

Variable	BP	GH
BP	0.905	
GH	0.812	0.820

Source: Output SmartPLS

In Table 7 in the BP column, it could be seen that the square root of AVE is greater than the coefficient between construct variables, namely GH.

The parameters used in the reliability evaluation are Cronbach's alpha and composite reliability. The rule of thumb used to rate Cronbach's alpha is > 0.7, and the rule to rate composite reliability is greater than 0.7.

Table 9 explains the results of the Cronbach's alpha and composite reliability evaluation. It could be seen that all variables—both Cronbach's alpha and composite reliability—are greater than 0.7, so it could be concluded that the construct has good reliability.

Table 9 Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
BP	0.926	0.947
GH	0.952	0.958

Source: Output SmartPLS

Structural models are evaluated using R-square and Q2 predictive relevance. The rule of thumb is that the R-square value is the coefficient of determination on endogenous constructs. R-square values of 0.67 (strong), 0.33 (moderate), 0.19 (weak), and Q2 predictive relevance should be greater than zero to have predictive relevance and vice versa if less than zero indicates that the model lacks predictive relevance (Chin, 1998).

Table 10 explains the value of R square and adjusted R square adjusted. The adjusted R square adjusted value of each equation is already above 10 (0.1) And R square value of 0.659 means that the independent variable green habit (GH) can explain the change in business performance by 65.9 percent; the rest is explained by other variables outside the model.

Table 10 Adjusted R Square

Variable	R Square	R Square Adjusted
BP	0.659	0.656

Source: Output SmartPLS

Q square (Q^2) measures how well the observation value is generated by the model as well as its parameters. To calculate Q square, the following formula can be used:

$Q^2 = 1–(1–R1^2)\ (1–R2^2)\ ...\ (1–Rp^2)\ ...$

Value $Q^2 = 1 – (1 – 0.659)$

$Q^2 = 0.812$

The Q-square value is greater than zero, indicating that the model has a predictive relevance value.

The researchers used goodness of fit (GoF) as a fit index measure. Evaluation of the goodness of fit model is measured using R2 dependent latent variables with the same interpretation as regression.

Goodness of Fit (GoF) is classified as relatively small if the value = 0.10, medium if the value = 0.25, and large if the value = 0.36.

$GoF = \sqrt{\overline{AVE} \times \overline{R^2}}$

= root (0.659*0.8.12) = root 0.535

= 0.731

GoF = 0.731 is categorized as large because it is greater than 0.36.

The goodness of fit evaluation results are relatively large because the value of GoF is greater than 0.36.

To analyze the hypothesis, the t-statistic value generated from the output of the SmartPls software was compared with the t-table value. The output of the SmartPls software is an estimate of the latent variable, which is the aggregate linear of the indicator. The test criteria with a significance level 5% for the one-way test (positive or negative effect) are determined from the results of the t table and t count, so the comparison can be seen as follows:

1. If t count > t table (1.657), then H0 is rejected and H1 is accepted.
2. If t count < t table (1.657), then H0 is accepted and H1 is accepted.

Meanwhile, the significant influence between variables for the one-way test could be seen in the following criteria:

1. If the prob. value sig / 2 < 0.05, then there is a significant effect.
2. If the prob. value sig / 2 > 0.05, then the effect is not significant.

Table 11 Hypothesis Analysis

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Conclusion
Green Habits Affect Business Performance	0.812	0.815	0.037	22.021	0.000	Positive Effect

Significant at $p < 0.001$

Hypothetical analysis outcomes describe that green habits have a significant impact on business performance, which means green habits can improve business performance (Table 11).

Of the 12 green habit indicators used in this study, 11 indicators (or 92%) were considered valid. These indicators are as follows: providing knowledge about green habits to building users and employees, conducting regular green habit campaigns, making notifications or signage toward energy-saving and water-saving efforts either with electronic messages or other media, using renewable energy, utilizing rainwater that is accommodated for flushing toilets, watering the garden (irrigation), and general cleaning in the parking area, conducting energy-saving programs, using clean water and other resources, conducting socialization to turn off lights and stop water taps when not in use, socializing on saving the use of tissue paper, paper and reducing plastic usage, running a friendly campaign and environment, disseminating knowledge through the building's media, inviting green habit experts to provide socialization, seminars, or gatherings to implement green habits, providing training to employees, and property management geared toward green habits. An indicator that is not considered valid in this study is a building equipped with a health advisory, for example, with signage that using stairs is healthier than using the elevator. This shows that building users in Indonesia prioritize comfort and speed by using elevators rather than using stairs to simultaneously exercise. The outcome of this research support the hypothesis that green habits have a significant effect on business performance.

Behavior that increasingly realizes the importance of being environmentally friendly toward energy can improve company business performance; this is in line with research conducted by Joshi & Rahman (2015), which shows that consumer habits geared toward environmental sustainability are a determinant of product sales and will ultimately have an impact on increasing sales and company performance.

The results of this study are in line with the sample of respondents, who show that environmentally friendly behavior can improve business performance through the proxy of a sustainable balanced scorecard (SBSC). For example, the first one that enters a room turns on the light, and the last one that leaves the room turns off

the light, as said by the informant at the time of their interview on January 25, 2020. The behavior of turning off lights when not in use (green habit variable indicator) has a direct impact on the efficiency of energy use (business performance variable).

Of the four business performance indicators used in this study, four indicators are considered valid or 100%: the cost of electricity usage, clean water, and other resources is more efficient and increases performance; recycling and recycling scrap is conducted, including the use of scrap materials from interior alteration; value is added by using environmentally friendly materials; and vendors or partners who care about the environment or green vendors are prioritized. These are in line with the statements of Jansson et al. (2010) and Do Paço et al. (2013), who suggested that consumers who are accustomed to protecting the environment will adjust their actions, which will contribute to reducing environmental costs and ultimately improve business performance.

CONCLUSION

The findings in this study is Green habit has a positive effect on business performance. It is important to implement green habit in property management including tenant, occupant and building visitor. It means green habit no less important than energy efficiency to improve the performance of property management of the building. Dimensions that power to improve business performance through green habits are supporting green initiatives, respecting nature, spreading the green message, and influencing the green message to others. Related to the dimensions above, property management have to do some things: costs of electricity usage, clean water, and other resources, conducting recycling or recycling scrap, including the use of interior demolition materials, increasing added value by using environmentally friendly materials, and prioritizing vendors or partners who care about the environment. This study supports the theory of organizational behavior, namely that companies can run more effectively and have an effect on improving performance by applying knowledge or something new that is useful. The findings of this research prove that businesses not only pay attention to profits but must also pay attention to the behavior community, especially green habits. Property managers, occupant and tenant must implement green habits to improve business performance, The Balance Score Card For Sustainability (BSCS) is worthy of use as a measurement of business performance, especially in property management. The sample data of this study are proportionately small compared to the number of property management personnel in Indonesia. Therefore, it is necessary to conduct further research with a larger sample in the future to obtain more comprehensive results. The topic of this research is still relatively new, so respondents need to be given information and knowledge so they can understand the questions in the questionnaire, ensuring that the answers filled in connect to the subject. Here are some recommendations that can be implemented in future research: 1) Recommend this research by adding the healthy habit variable as an independent variable to help the government solve the COVID-19 problem. 2) Recommend this research by adding the variables of carbon emission, carbon neutrality, and climate change (zero carbon building for 2030). 3) Indonesia is a country with a high level of uncertainty avoidance, so for future research, it is necessary to discuss green culture. 4) Subsequent research should be carried out using secondary data from several countries.

ORCID

Yvonne Augustine https://orcid.org/0009-0007-4776-375X

REFERENCES

Ahmad, N., & Ramzan, I. (2018). The Relationship of Green Product Innovation Performance with Corporate Competitive Advantage and Brand Image. *Kuwait Chapter of Arabian Journal of Business and Management Review*, *7*(2), 42–50. https://doi.org/10.12816/0046068

Ajayi, S. O., Oyedele, L. O., Jaiyeoba, B., Kadiri, K., & David, S. A. (2016). Are sustainable buildings healthy? An investigation of lifecycle relationship between building sustainability and its environmental health impacts. *World Journal of Science, Technology and Sustainable Development*, *13*(3), 190–204. https://doi.org/10.1108/wjstsd-01-2016-0015

Assaf, A. G., Josiassen, A., & Cvelbar, L. K. (2012). Does Triple Bottom Line reporting improve hotel performance?. *International Journal of Hospitality Management*, *31*(2), 596–600. https://doi.org/10.1016/j.ijhm.2011.08.005

Atkinson, A., Waterhouse, J., & Wells, R. (1997). A Stakeholder Approach to Strategic Performance Measurement. *Sloan Management Review*, *38*, 25–37.

Azura, F., Dom, N. C., & Camalxaman, S. N. (2021). Environmental Assessment and Infestation Level of the Dengue Vectors At Residential Area in Puncak Alam, Selangor. *Journal of Sustainability Science and Management*, *16*(1), 120–128. https://doi.org/10.46754/jssm.2021.01.011

Betianu, L., & Briciu, S. (2011). Balanced Scorecard – Sustainable Development Tool. *Ştiinţe Economice*, *58*, 19–27

Butler, J., Henderson, S. C., & Raiborn, C. A. (2011). Sustainability and the Balanced Scorecard: Integrating Green Measures into Business Reporting. *Management Accounting Quarterly, 12*(2), 1–10.

Chin, W. W. (1998). The Partial Least Squares Approach to Structural Equation Modelling. In *Modern Methods for Business Research* (pp. 295–336). London: Lawrence Erlbaum Associates Publishers.

Do Paço, A., Alves, H., Shiel, C., & Filho, W. L. (2013). Development of a green consumer behaviour model. *International Journal of Consumer Studies*, *37*(4), 414–421. https://doi.org/10.1111/ijcs.12009

Elkington, J. (1998). Accounting for the Triple Bottom Line. *Measuring Business Excellence*, 2(3), 18–22 https://doi.org/10.1108/eb025539

Fornell, C., & Larcker, D. F. (1981a). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, *18*(1), 39–50. https://doi.org/10.1177/002224378101800104

Fornell, C., & Larcker, D. F. (1981b). Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. *Journal of Marketing Research, 18*(3), 382–388. https://doi.org/10.2307/3150980

Ghaffarianhoseini, A., Dahlan, N. D., Berardi, U., Ghaffarianhoseini, A., Makaremi, N., & Ghaffarianhoseini, M. (2013). Sustainable energy performances of green buildings: A review of current theories, implementations and challenges. *Renewable and Sustainable Energy Reviews*, *25*, 1–17. https://doi.org/10.1016/j.rser.2013.01.010

Gujarati, D. N., & Porter, D. C. (2009). *Basic Econometrics* (5th Edition). Boston: McGraw-Hill.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). *Multivariate Data Analysis* (8th Edition). New Jersey: Pearson Prentice.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2013). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd Edition). Thousand Oaks: Sage.

Hair, J. F., Page, M., & Brunsveld, N. (2020). *Essentials of Business Research Methods* (4th Edition). New York: Routledge.

Hall, S. M. (2011). Exploring the "ethical everyday": An ethnography of the ethics of family consumption. *Geoforum*, *42*(6), 627–637. https://doi.org/10.1016/j.geoforum.2011.06.009

IEA & UNEP. (2019). *2019 Global Status Report for Buildings and Construction: Towards a zero-emission, efficient and resilient buildings and construction sector*. Global Alliance for Buildings and Construction, International Energy Agency (IEA) and United Nations Environment Programme (UNEP).

IQAir. (2019). *The 2019 World Air Quality Report*, 1–22. Retrieved from https://www.iqair.com/world-most-polluted-cities/world-air-quality-report-2019-en.pdf

Jansson, J., Marell, A., & Nordlund, A. (2010). Green consumer behavior: Determinants of curtailment and eco-innovation adoption. *Journal of Consumer Marketing*, *27*(4), 358–370. https://doi.org/10.1108/07363761011052396

Jaruwanakul, T., & Vongurai, R. (2021). Determinants of Employee Innovative Behavior in Thai Real Estate Companies. *International Journal of Economics and Business Administration*, *IX*(1), 303–317. https://doi.org/10.35808/ijeba/674

Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour and Future Research Directions. *International Strategic Management Review*, *3*(1-2), 128–143. https://doi.org/10.1016/j.ism.2015.04.001

Kaplan, R. S., & Norton, D. P. (1996). *The Balanced Scorecard: Translating Strategy Into Action*. Boston: Harvard Business School Press.

Kellen, V. (2003). *Business Performance Measurement: At the Crossroads of Strategy, Decision-Making, Learning and Information Visualization*. ClO & Faculty, School of CTI DePaul University. available at: https://www.kellen.net/bpm.pdf

Li, H., & Xu, Y. (2002). Survival bias and the equity premium puzzle. *Journal of Finance*, *57*(5), 1981–1995. https://doi.org/10.1111/0022-1082.00486

Mesthrige, J. W., & Kwong, H. Y. (2018). Criteria and barriers for the application of green building features in Hong Kong. *Smart and Sustainable Built Environment*, *7*(3/4), 251–276. https://doi.org/10.1108/SASBE-02-2018-0004

Mitchell, M., Curtis, A., & Davidson, P. (2012). Can triple bottom line reporting become a cycle for "double loop" learning and radical change?. *Accounting, Auditing and Accountability Journal*, *25*(6), 1048–1068. https://doi.org/10.1108/09513571211250242

Paul, W. L., & Taylor, P. A. (2008). A comparison of occupant comfort and satisfaction between a green building and a conventional building. *Building and Environment*, *43*(11), 1858–1870. https://doi.org/10.1016/j.buildenv.2007.11.006

Robbins, S. P., & Judge, T. (2013). *Organizational Behavior* (15th edition). New Jersey: Prentice Hall.

Sekaran, U., & Bougie, R. (2011). *Research Methods for Business: A Skill-Building Approach* (6th Edition). New York: John Wiley & Sons.

Sharma, V., Sonwalkar, J., & Kapse, M. (2013). Consumer Purchase Behaviour for Green Products. *International Journal of Economics and Business Administration*, *1*(4), 50–65. https://doi.org/10.35808/ijeba/25

Tan, L. P., Johnstone, M. L., & Yang, L. (2016). Barriers to green consumption behaviours: The roles of consumers' green perceptions. *Australasian Marketing Journal*, *24*(4), 288–299. https://doi.org/10.1016/j.ausmj.2016.08.001

Tay, E. (2012). *The 7 Habits of Green Conscious Singaporean*. available at: http://www.greenfuture.sg/wp-content/uploads/2020/04/The-7-Habits-of-Green-Conscious-Singaporeans-Jan-2014.pdf

Taylor-Powell, E. (1998). *Questionnaire Design: Asking Questions with a Purpose*. University of Wisconsin-Extension, 1–20. available at: https://www.ndi.org/sites/default/files/2058_citpart_questionnaire_050198_5.pdf

Tongco, M. D. C. (2007). Purposive sampling as a tool for informant selection. *Ethnobotany Research and Applications*, *5*, 147–158. https://doi.org/10.17348/era.5.0.147-158

UNEP. (2019). *Emissions Gap Report 2019*. United Nations Environment Programme. Retrieved from https://wedocs.unep.org/bitstream/handle/20.500.11822/30797/EGR2019.pdf?sequence=1&isAllowed=y

Utaminingsih, A., Priyanto, S. H., Ihalauw, J. J. O. I., & Kusuma, L. (2020). Green business behaviour, green technologies, and sustainability in SMEs. *International Journal of Economics and Business Administration*, *8*(1), 417–424. https://doi.org/10.35808/ijeba/435

Wibowo, S. F., Ahmad, G. N., & Solekhah, S. (2020). Perceived value of green residence: The role of perceived newness and perceived relative advantage. *International Journal of Economics and Business Administration*, *8*(2), 443–456. https://doi.org/10.35808/IJEBA/474

Zhao, D. X., He, B. J., Johnson, C., & Mou, B. (2015). Social problems of green buildings: From the humanistic needs to social acceptance. *Renewable and Sustainable Energy Reviews*, *51*, 1594–1609. https://doi.org/10.1016/j.rser.2015.07.072