

BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan hasil dan pembahasan pada penelitian ini, maka dapat ditarik kesimpulan sebagai berikut:

- 5.1.1 Hasil temuan penelitian menunjukkan bahwa determinan perilaku ramah lingkungan usaha laundry dipengaruhi oleh etos kerja Islam dan efikasi diri hijau, sedangkan pengetahuan lingkungan belum menunjukkan pengaruh yang kuat secara langsung. Hal ini menunjukkan bahwa internalisasi nilai kerja berbasis Islam serta keyakinan individu terhadap kemampuannya dalam melakukan tindakan ramah lingkungan merupakan faktor penentu dalam membentuk perilaku ramah lingkungan dibandingkan dengan sekadar pemahaman mengenai isu dan praktik lingkungan.
- 5.1.2 Hasil temuan penelitian menunjukkan bahwa faktor demografi yaitu pendidikan, usia dan lama bekerja sebagai moderasi dalam hubungan antara etos kerja Islam, pengetahuan lingkungan, dan efikasi diri hijau terhadap perilaku ramah lingkungan usaha laundry di Kota Padang menunjukkan pengaruh memperkuat dan memperlemah, meskipun secara umum tidak signifikan. Berdasarkan hasil temuan penelitian, lama bekerja terbukti berperan sebagai moderasi yang memperkuat pengaruh efikasi diri hijau terhadap perilaku ramah lingkungan, yang mengindikasikan bahwa pengalaman kerja memungkinkan keyakinan diri individu diwujudkan secara lebih konsisten dalam perilaku ramah lingkungan. Sedangkan pendidikan dan usia tidak terbukti berperan sebagai moderator yang signifikan dalam memperkuat pengaruh etos kerja Islam, pengetahuan lingkungan dan efikasi diri hijau terhadap perilaku ramah lingkungan..

5.2 Implikasi Penelitian

5.2.1 Implikasi Teoritis

Secara teoritis, implikasi temuan penelitian ini memberikan kontribusi penting terhadap pengembangan literatur perilaku ramah lingkungan melalui integrasi nilai religius, faktor kognitif, dan faktor psikologis dalam konteks usaha jasa mikro. Temuan bahwa etos kerja Islam dan efikasi diri hijau berperan dalam membentuk perilaku ramah lingkungan menegaskan relevansi pendekatan normatif dan kognitif sosial dalam menjelaskan perilaku lingkungan di tempat kerja, sementara temuan terkait pengetahuan lingkungan memperkuat konsep *knowledge-behavior gap* bahwa pemahaman saja belum tentu berujung pada tindakan. Selain itu, penggunaan faktor demografi pendidikan, usia, dan lama bekerja sebagai variabel moderasi memperkaya pengembangan teori dengan menunjukkan bahwa pengaruh determinan perilaku ramah lingkungan bersifat kontekstual dan bergantung pada karakteristik individu, khususnya pada sektor jasa seperti usaha laundry.

Temuan penelitian ini menunjukkan bahwa perilaku ramah lingkungan pada usaha laundry berkontribusi dalam mendukung penerapan konsep *green economy* dan pencapaian *Sustainable Development Goals* (SDGs), khususnya terkait konsumsi dan produksi yang bertanggung jawab. Selain itu, penggunaan faktor demografi sebagai variabel moderasi menunjukkan bahwa determinan perilaku ramah lingkungan bersifat kontekstual dan dapat dipengaruhi oleh karakteristik individu.

5.2.1 Implikasi Praktis

Secara praktis, temuan penelitian ini memberikan implikasi bagi berbagai pemangku kepentingan dalam upaya mendorong praktik ramah lingkungan. Bagi pengelola usaha laundry, temuan ini menegaskan pentingnya penanaman nilai etos kerja Islam dan peningkatan efikasi diri hijau karyawan sebagai bagian dari budaya kerja, disertai penyediaan fasilitas dan prosedur kerja yang mendukung perilaku ramah lingkungan. Bagi

Kementerian Lingkungan Hidup dan Kehutanan (KLHK), temuan penelitian ini dapat dimanfaatkan sebagai bahan pertimbangan dalam penyusunan kebijakan, pedoman teknis, maupun kampanye perubahan perilaku lingkungan yang lebih kontekstual dan menysasar sektor usaha jasa mikro, sehingga upaya perlindungan lingkungan dapat berjalan seiring dengan pemberdayaan UMKM secara berkelanjutan.

5.3 Rekomendasi

Berdasarkan hasil temuan penelitian ini, terdapat beberapa rekomendasi untuk penelitian selanjutnya:

- 5.3.1 Penelitian selanjutnya dapat memperluas variabel yang menjadi determinan perilaku ramah lingkungan seperti *organizational commitment*, *organizational culture*, *green human resource management* dan variabel lainnya.
- 5.3.2 Penelitian selanjutnya dapat mengembangkan model penelitian dengan menambahkan variabel mediasi guna memperdalam pemahaman mekanisme pembentukan perilaku ramah lingkungan.
- 5.3.3 Penelitian selanjutnya dapat menggunakan indikator lain yang lebih relevan dan mampu menjelaskan hubungan antar variabel.
- 5.3.4 Penelitian selanjutnya dapat memperluas objek penelitian pada konteks organisasi atau kelembagaan seperti pada lembaga keuangan syariah, industri halal, dan sektor lainnya serta memperluas wilayah penelitian seperti mencakup provinsi ataupun negara.
- 5.3.5 Penelitian selanjutnya dapat menggunakan metode lain seperti menggunakan *mix method* dengan model kombinasi *sequential exploratory*, *sequential explanatory*, dan model kombinasi lainnya agar memperoleh hasil yang lebih komprehensif.

5.4 Keterbatasan Penelitian

Meskipun dalam penelitian ini telah menjelaskan tentang determinan yang mempengaruhi perilaku ramah lingkungan dan menggambarkan efek moderasi, namun penelitian ini memiliki beberapa keterbatasan, yaitu sebagai berikut:

- 5.4.1 Variabel yang diuji pada penelitian ini terbatas pada variabel etos kerja Islam, pengetahuan lingkungan, efikasi diri hijau, dan di moderasi oleh faktor demografi terhadap perilaku ramah lingkungan. Faktor demografi yang digunakan sebagai moderasi pada penelitian ini terbatas hanya pada pendidikan, usia dan lama bekerja.
- 5.4.2 Hasil temuan penelitian menemukan terdapat variabel yang tidak signifikan, sehingga ini menunjukkan bahwa terdapat variabel lain yang menjadi faktor penentu dalam mempengaruhi perilaku ramah lingkungan.
- 5.4.3 Ketidaksignifikanan pada variabel dalam penelitian ini menunjukkan bahwa indikator pengukuran yang digunakan masih bersifat umum, sehingga belum sepenuhnya mampu merepresentasikan karakteristik perilaku ramah lingkungan secara spesifik pada usaha jasa laundry.
- 5.4.4 Objek penelitian hanya berfokus pada usaha laundry di Kota Padang, sehingga responden yang didapatkan ruang lingkupnya terbatas serta jumlah sampel yang digunakan juga terbatas.
- 5.4.5 Penelitian ini hanya menggunakan metode penelitian kuantitatif dengan menguji 135 sampel. Oleh karena itu, penelitian selanjutnya dapat menggunakan metode lain seperti mix method yang lebih komprehensif serta menggunakan sampel yang lebih luas.

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