THE EFFECT OF IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY, GREEN INNOVATION STRATEGY, AND COMMITMENT TO A SUSTAINABLE LIVING ENVIRONMENT IN UNILEVER INDONESIA TBK.

Valencia Sabtika[1], Eri Marlapa[2]

[1] Management Study Program, Mercu Buana University, Jakarta, Indonesia
[2] Lecturer of Mercu Buana University, Mercu Buana University, Jakarta, Indonesia

DOI: https://doi.org/10.56293/IJMSSSR.2024.4820

IJMSSSR 2024
VOLUME 6
ISSUE 1 JANUARY - FEBRUARY **ISSN: 2582 - 0265**

Abstract: This research was conducted at PT Unilever Indonesia Tbk. This study aims to determine and analyze the effect of the variables of Corporate Social Responsibility, Green Innovation Strategy, and Commitment on the Sustainable Living Environment. The population in this study were all users of Unilever Indonesia Tbk products. The number of samples used was 100 respondents using a causal research design. This sampling technique uses purposive sampling method and hypothesis testing uses multiple linear regression analysis using SPSS v.23. The results of this study state that Corporate Social Responsibility has a positive and significant effect on the Sustainable Living Environment, Green Innovation Strategy has a positive and significant effect on the Sustainable Living Environment, Commitment has a positive and insignificant effect on the Sustainable Living Environment.

Keywords: Corporate Social Responsibility, Green Innovation Strategy, Commitment, and Sustainable Living Environment

Introduction

In line with the demands of the company and the Human Resources policy towards environmental sustainability, it is inseparable from the company's policy to implement the Green Innovation Strategy, one of which is seen currently is the current phenomenon in the environment that many companies are not responsible for product creation plastic waste, and damage the environment, and there is a very significant climate change. And the toxic raw materials contained in a product, namely in soaps and detergents, are a current problem where hazardous materials are active which can pollute the environment as a result of the mistakes of irresponsible companies.

So, in the pattern of the community's environment, it is certainly not free from the problem of waste. At present the waste problem is a global problem that is still being sought for solutions to find a solution (Lararenjana, 2020). The increasing amount of municipal waste from year to year has received special attention from the community (Zhang et al, 2021).

In 2015, Indonesia won the title of the country that produces the second most plastic waste after China. 187.2 million tons/year or the equivalent of 10%, it's no wonder that Indonesia is the second country with the largest amount of plastic waste. This is due to poor waste management, lack of awareness from the surrounding community, and people's indifference to plastic waste (Indonesia.go.id, 2019). The results of research conducted by Dr. Jenna Jambeck, a researcher from the University of Georgia, named Indonesia as the second largest contributor of plastic waste to the world's oceans. It is estimated that 0.48-1.29 million metric tons of plastic waste from Indonesia enter the sea per year. Jambeck's research results were published in the journal Science on February 12, 2015. In 2016 and 2017, Greenpeace Indonesia took the initiative to conduct waste audits at a number of locations in Indonesia. This audit is motivated by the lack of data regarding plastic waste pollution in the sea and the Indonesian archipelago.

For plastic waste in September 2017, competitors from Unilever companies have a range that is quite lower compared to the biggest contributor from Unilever companies, namely 7.05%. This triggers a problem between

the Human Resources policies within the company in prioritizing aspects of concern for environmental sustainability, and the company's commitment. From the phenomenon that caused environmental damage, Dan was quoted from the Unilever Indonesia page Strengthening Cross-Sector Collaboration, Commitment to Reducing the Environmental Impact of Plastic Waste. Then the Unilever Company with Empowerment of Human Resources is here to create renewable innovations for its product creation strategy on recycled packaging and non-toxic raw materials. So that with Green Innovation, the Unilever Company drives its actions through Corporate Social Responsibility and the company's Commitment to environmental sustainability or to the Sustainable Living Environment.

In addition to the previously described garbage with data. So the problem with soap, in this case detergent, breaks down the external slime layer in the waters and pollutes the environment which can be seen from the ingredients in Figure 1.5 above. And the chemicals in soap also damage water systems and are dangerous for environmental sustainability. While the phosphate content in the detergent causes the development of excess algae growth. As a result, more and more toxins produced by algae are released. Other chemicals contained in detergents also kill decomposing bacteria, turn the color of the water brown and emit a foul odor.

The application of Green Innovation improves the performance of a company through the efficient use of raw materials and energy. High levels of productivity and innovation within a company can help achieve and maintain the value of the company itself. (Ar, 2012). Green innovation is one of the strategies to achieve good environmental performance, but companies also need a lot of money and time to research and develop green innovation itself. Likewise, because green innovation is related to technology, ideas and processes used in company operations must be able to reduce the negative impact on the environment. To achieve this, the company must get support from stakeholders by fulfilling the wishes of each stakeholder.

With the existence of gaps and problems with waste and raw materials that are harmful to environmental sustainability like this, the Government stipulates Article 20 Paragraph (2) Letter a which states, in the Human Resources Policy for Companies, the government stipulates policies so that companies reduce waste by using materials that are can be easily decomposed by natural processes. The policy is in the form of determining the amount and percentage of reducing the use of materials that cannot or are difficult to decompose by natural processes within a certain period of time.

The research objectives are presented as follow:

1. To Examine the Effect of Commitment on Sustainable Environment
2. To Examine the Effect of Green Innovation Strategy Variables on Sustainable Environment
3. To Examine the Effect of Corporate Social Responsibility Variables on Sustainable Environment

Literature Review

Sustainable Living Environment

In Adams, W.M. William Mark and the American Institute of Architects, Sustainability quoted from the journal (Suftynurah, 2022). That, (sustainable) is the ability of the community to survive by using the natural resources they have without the need to spend or use excessively where the system they use requires these resources.

And "Sustainable Living" or life associated with an environmentally friendly lifestyle is widely applied (Salonen and Valtonens, 2018). The goal of sustainable living is to meet daily needs while minimizing the negative impact on the environment and maintaining the balance of the ecosystem (Gale, 2020). The concept of sustainable living is the simplest step to strengthen the target of sustainable development goals. This practice is also a form of climate change adaptation and mitigation.

According to the World Wide Fund for Nature (WWF), Sustainable Living Environment is a lifestyle that balances local and global efforts to meet basic human needs while maintaining the natural environment from degradation and damage. A sustainable Environment is an effort driven by companies for the environment in order to have a sustainable environmentally friendly lifestyle World Wide Fund for Nature (WWF).

Corporate Social Responsibility

According to Totok Mardikanto (2018), Corporate Social Responsibility (CSR) is a concept in which companies integrate social and environmental concerns in business operations and in voluntary interactions with stakeholders that lead to sustainable business success.

According to Euis Rosidah (2018), Corporate Social Responsibility or social responsibility is a concept that organizations, especially (but not only) companies have various forms of responsibility towards all of their stakeholders, which includes consumers, employees, shareholders, communities, and the environment in all aspects of the company's operations which include economic, social and environmental aspects.

And according to Agung Prasetyo and Wahyu Meiranto (2017), Corporate Social Responsibility is a concept that organizations, in this case, more specifically companies, have a responsibility towards consumers, employees, shareholders, communities, and the environment in all aspects of company operations. Corporate Social Responsibility is a company's commitment to be accountable for the impact of its operations in social, economic, and environmental dimensions and to continuously ensure that these impacts contribute benefits to society and the environment.

Green Innovation Strategy

Green innovation is one of the plans to achieve the company's strategic targets with techniques, systems, and practices to reduce the impact of environmental damage (Dewi & Rahmianingsih, 2020). Green innovation can optimize productivity and generate market opportunities. Green innovation is carried out to meet environmental demands for environmental concern for the survival of society and companies.

According to Chen et.al (2012), green innovation is an increase in products or processes that are energy efficient, prevent pollution, waste recycling, green product design, and corporate environmental management in the field of environmental management. Green Innovation is hardware or software innovation related to green products or processes, including innovating in technology for energy saving, pollution prevention, waste recycling, green product design, or Corporate Environmental Management (Chen et.al: 2006).

Commitment

Luthans, F., 2007 cited in the Yati Suhartini Journal (2018), Organizational Commitment is an important behavioral dimension that can be used to assess employee tendencies to remain as members of the organization. Besides that, an employee who has high organizational commitment will always try to develop himself for the betterment of the organization.

According to Robbins and Judge (2008) quoted in the Yati Suhartini Journal (2018), organizational commitment is the degree to which an employee sides with organizational goals and maintains membership in the organization. Furthermore, organizational commitment according to Ivancevich et al (2007) quoted in the Yati Suhartini Journal (2018), is a feeling of identification, involvement, and loyalty expressed by employees towards the organization.

Conceptual Framework

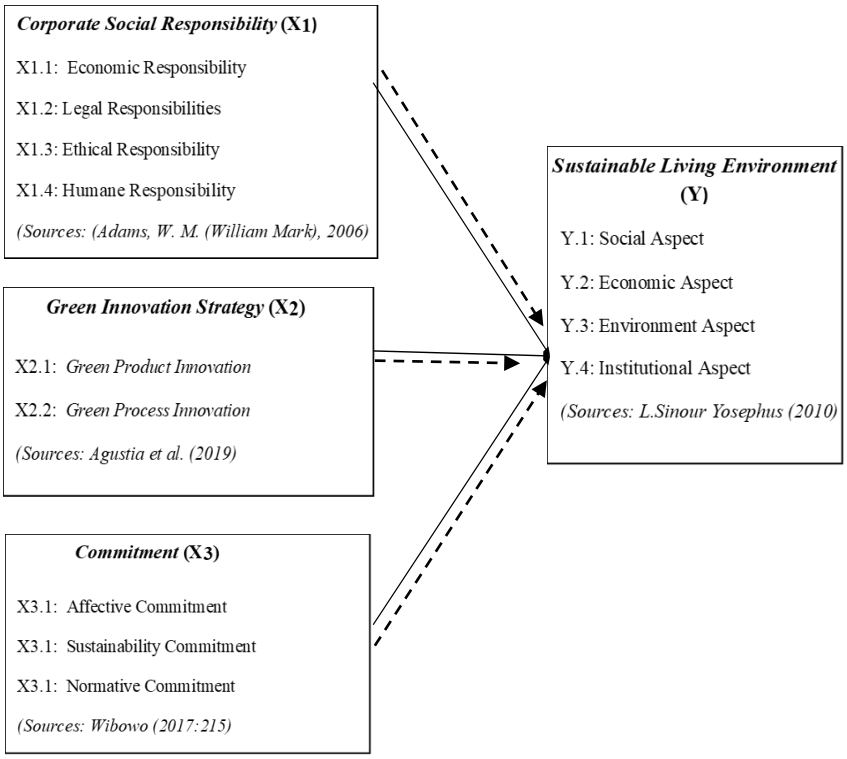

Figure 1. Research Framework

Explanation: =

⟶ = The lines show the variables (X1), (X2), and (X3) have a significant simultaneous to the variable (Y)

- - - - - ▶ = The lines show the variables (X1), (X2), and (X3) has a significant effect partial to variables.

Variable X1 : Independent Variable Corporate Social Responsibility
Variable X2 : Independent Variable Green Innovation Strategy
Variable X3 : Independent Variable Commitment
Variabel Y : Variabel Dependen Sustainable Living Environment

From the picture above it can be explained that the Independent variables are interconnected with the Dependent Sustainable Living Environment (Y) variable. Corporate Social Responsibility (X1), Green Innovation Strategy (X2), and Commitment (X3) are independent variables, where each independent variable has an influence on the Sustainable Living Environment (Y) in the dependent variable.

Methods

This research is a quantitative study with the design of SPSS v.23. In this research, the type of data used is quantitative data. According to Sugiyono (2011), quantitative data is data in the form of numbers, or quantitative data that is scored (scoring). The population in this study were all users of Unilever Indonesia Tbk products. The number of samples used was 100 respondents using a causal research design. This sampling technique uses the purposive sampling method and hypothesis testing uses multiple linear regression. Considering that the population of PT Unilever Indonesia's product users is very large and it is difficult to know with certainty. According to Frendy (2011) in the journal, Muhrim, et al (2018) explain that in determining the number of samples if the population is large and it is not known with certainty then use the Unknown Populations formula. Therefore, researchers used a sampling technique formulated by Frendy (2011) quoted in the journal Muhrim, et al (2018):

$$\eta = \frac{Z^2}{4\mu^2}$$

$$\eta = \frac{1{,}96^2}{4\,(0{,}1)^2}$$

$$\eta = \frac{3.8416}{0{,}04}$$

$$\eta = 96{,}04$$

η = 96.04 or 96 rounded up to 100 respondents

The Result and Discussions

Result

Table 1. Descriptive Statistical Test Results

	N	Minimum	Maximum	Mean	Std. Deviation
CSR1	100	2	5	4.08	.692
CSR2	100	2	5	3.90	.689
CSR3	100	2	5	4.16	.598
CSR4	100	2	5	3.84	.788
CSR5	100	1	5	3.27	1.100
CSR6	100	2	5	4.13	.706
CSR7	100	3	5	4.21	.591
CSR8	100	2	5	3.89	.790
CSR9	100	3	5	3.81	.647
CSR10	100	2	5	3.98	.724
CSR11	100	3	5	4.09	.653
Corporate_Social_Responsibility_X1	100	1	5	3.94	0.140
GIS1	100	2	5	3.16	.896
GIS2	100	2	5	3.75	.809
GIS3	100	2	5	4.02	.738
GIS4	100	2	5	3.96	.790
GIS5	100	2	5	4.07	.590
GIS6	100	2	5	3.90	.835
Green_Innovation_Strategy_X2	100	2	5	3.81	0.105
CMT1	100	2	5	3.85	.716
CMT2	100	2	5	3.87	.677
CMT3	100	2	5	4.03	.674
CMT4	100	2	5	4.22	.596
CMT5	100	3	5	4.14	.493
CMT6	100	2	5	4.08	.800
CMT7	100	2	5	4.03	.717

Commitment_X3	100	2	5	4.03	0.098
SLE1	100	3	5	4.06	.664
SLE2	100	3	5	3.83	.697
SLE3	100	1	5	3.76	.842
SLE4	100	2	5	3.76	.911
SLE5	100	2	5	3.66	.879
SLE6	100	2	5	3.55	.857
SLE7	100	1	5	3.00	1.172
SLE8	100	1	5	3.21	1.057
SLE9	100	2	5	3.50	.916
SLE10	100	1	5	3.05	1.104
SLE11	100	1	5	3.87	.950
SLE12	100	2	5	3.68	.931
SLE13	100	2	5	3.67	.888
Sustainable Living Environment_Y	100	1	5	3.58	0.143
Valid N (listwise)	100				

Sources: Output SPSS v.23

In Table 1 above it can be seen that the Corporate Social Responsibility variable has the lowest value of 1 and the highest value of 5 with an average value of 3.94 or close to 4, which means that the respondents agree with the statement on the Corporate Social Responsibility variable and the data distribution level is 0.140. The Green Innovation Strategy variable has the lowest score of 2 and the highest score of 5 with an average value of 3.81 or close to 4, which means that the respondents agree with the statement on the Green Innovation Strategy variable and the data distribution level is 0.105.

The Commitment variable has the lowest value of 2 and the highest value of 5 with an average value of 4.03 or close to 5, which means that the respondent strongly agrees with the statement on the Commitment variable and the data distribution level is 0.098. The Sustainable Living Environment variable has the lowest value of 1 and the highest value of 5 with an average value of 3.58 or close to 4, which means that the respondents agree with the statement on the Corporate Social Responsibility variable and the data distribution level is 0.143.

Instrument Test

1. Validity Test Results

Table 2. Corporate Social Responsibility Validity Test Results (X1)

No Item	r_{count}	r_{table}	Explanation
1	0,541	0,195	Valid
2	0,725	0,195	Valid
3	0,726	0,195	Valid
4	0,405	0,195	Valid
5	0,567	0,195	Valid
6	0,806	0,195	Valid
7	0,621	0,195	Valid
8	0,776	0,195	Valid
9	0,662	0,195	Valid

10	0,671	0,195	Valid
11	0,727	0,195	Valid

Sources: Output SPSS v.23

Based on Table 2 above, it is known that the results of calculations that have been carried out for the Corporate Social Responsibility variable show good results, because the minimum requirements that must be met to be said to be valid are greater than ʳtable 0.195 can be fulfilled, so it can be concluded that the Corporate Social Responsibility variable is said to be valid.

Table 3. Green Innovation Strategy Validity Test Results (X2)

No Item	ʳcount	ʳtable	Explanation
1	0,650	0,195	Valid
2	0,592	0,195	Valid
3	0,643	0,195	Valid
4	0,614	0,195	Valid
5	0,575	0,195	Valid
6	0,771	0,195	Valid

Sources: Output SPSS v.23

Based on Table 3 above, it is known that the results of calculations that have been carried out for the Green Innovation Strategy variable show good results, because the minimum requirements that must be met to be said to be valid are greater than ʳtable 0.195 can be fulfilled, so it can be concluded that the Green Innovation Strategy variable is said to be valid.

Table 4. Commitment Validity Test Results (X3)

No Item	ʳcount	ʳtable	Explanation
1	0,709	0,195	Valid
2	0,748	0,195	Valid
3	0,749	0,195	Valid
4	0,682	0,195	Valid
5	0,595	0,195	Valid
6	0,782	0,195	Valid
7	0,790	0,195	Valid

Sources: Output SPSS v.23

Based on Table 4 above, it is known that the results of the calculations that have been carried out for the Commitment variable show good results, because the minimum requirements that must be met in order to be said to be valid are greater than ʳtable 0.195 can be fulfilled, so it can be concluded that the Commitment variable is said to be valid.

Table 5. Sustainable Living Environment Validity Test Results (Y)

No Item	rcount	rtable	Explanation
1	0,634	0,195	Valid
2	0,474	0,195	Valid
3	0,688	0,195	Valid
4	0,653	0,195	Valid

5	0,697	0,195	Valid
6	0,745	0,195	Valid
7	0,749	0,195	Valid
8	0,677	0,195	Valid
9	0,701	0,195	Valid
10	0,702	0,195	Valid
11	0,665	0,195	Valid
12	0,546	0,195	Valid
13	0,701	0,195	Valid

Sources: Output SPSS v.23

Based on Table 5 above, it is known that the results of calculations that have been carried out for the Sustainable Living Environment variable show good results, because the minimum requirements that must be met to be said to be valid are greater than rtable 0.195 can be fulfilled, so it can be concluded that the Sustainable Living Environment variable is said to be valid.

2. Reliability Test Results

Table 6. Reliability Test Result

No	Variable	Reliability Coefficient	rcritical	Explanation
1	Corporate Social Responsibility	0,856	0,67	Reliable
2	Green Innovation Strategy	0,712	0,67	Reliable
3	Commitment	0,848	0,67	Reliable
4	Sustainable Living Environment	0,893	0,67	Reliable

Sources: Output SPSS v.23

Based on Table 6 above, it is known that the results of the reliability test showed that the Cronbach Alpha coefficient for the Corporate Social Responsibility variable is greater than 0.67, which is 0.856. The Green Innovation Strategy variable is greater than 0.67, which is 0.712. The Commitment variable is greater than 0.67, which is 0.848. Sustainable Living Environment is greater than 0.67, which is 0.893. So it can be concluded that the four variables are reliable when tested again.

Classical Assumption Test Results

3. Linearity Test Results

Table 7. Corporate Social Responsibility Linearity Test Results (X1) Against Sustainable Living Environment (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Sustainable_Living_Environment_Y *	Between Groups	(Combined)	4436.587	22	201.663	8.525	.000
		Linearity	4055.098	1	4055.098	171.429	.000

Corporate Social_Responsibility_X1		Deviation from Linearity	381.489	21	18.166	.768	.003
	Within Groups		1821.413	77	23.655		
	Total		**6258.000**	**99**			

Sources: Output SPSS v.23

Based on Table 7 above, it is known that the sig. deviation from linearity of 0.003 ≤ 0.05, it can be concluded that there is a linear relationship between Corporate Social Responsibility (X1) and the Sustainable Living Environment (Y).

Table 8. Green Innovation Strategy Linearity Test Results (X2) Against Sustainable Living Environment (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Sustainable_Living_Environment_Y * Green_Innovation_Strategy_X2	Between Groups	(Combined)	3973.716	14	283.837	10.562	.000
		Linearity	2875.589	1	2875.589	107.003	.000
		Deviation from Linearity	1098.128	13	84.471	3.143	.001
	Within Groups		2284.284	85	26.874		
	Total		**6258.000**	**99**			

Sources: Output SPSS v.23

Based on Table 8 above, it is known that the sig. deviation from linearity of 0.001 ≤ 0.05, it can be concluded that there is a linear relationship between the Green Innovation Strategy (X2) and the Sustainable Living Environment (Y).

Table 9. Commitment Test Results (X2) Against Sustainable Living Environment (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Sustainable_Living_Environment_Y * *Commitment*_X3	Between Groups	(Combined)	4227.789	15	281.853	11.662	.000
		Linearity	3380.885	1	3380.885	139.884	.000
		Deviation from Linearity	846.904	14	60.493	2.503	.005
	Within Groups		2030.211	84	24.169		
	Total		**6258.000**	**99**			

Based on Table 9 above, it is known that the sig. deviation from linearity of 0.005 ≥ 0.05, it can be concluded that there is a linear relationship between Commitment (X3) and the Sustainable Living Environment (Y).

4. Normality Test Results

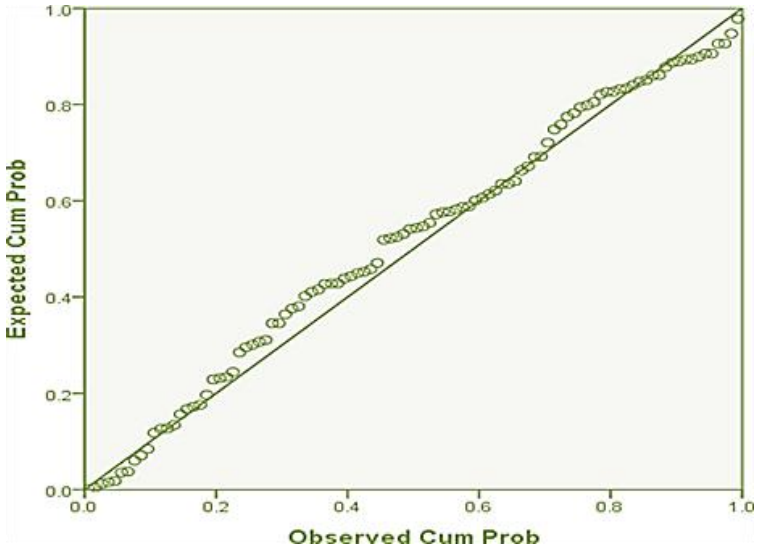

Figure 2. Test Results With P-P Plot

Sources: Output SPSS v.23

Based on Figure 2 above, it is known that by looking at the distribution of data (points) which are on the diagonal line of the P-P Plot. Data is said to be normally distributed, if the data spreads around the diagonal line, otherwise the data is said to be not normally distributed if the data does not follow the diagonal line.

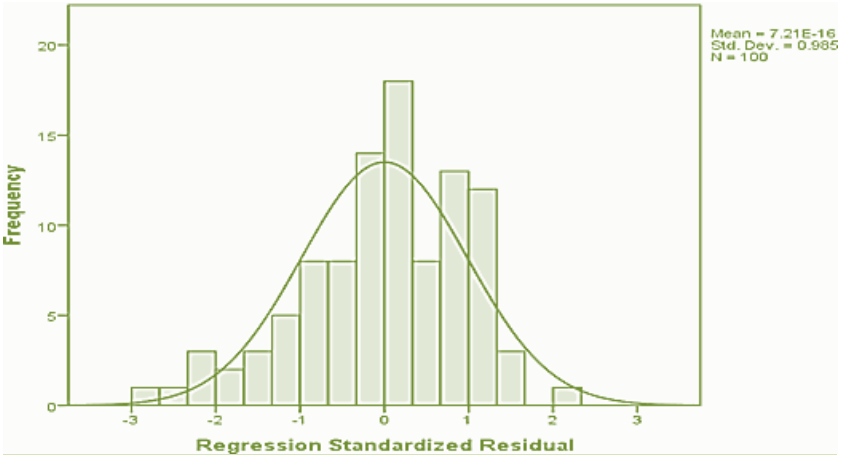

Figure 3. Test Results With P-P Plot

Sources: Output SPSS v.23

Based on Figure 3 above, where the curve lines are at the zero point and do not deviate to the left or right, which means that the data is normally distributed.

Table 10. Kolmogorov Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.46770226
Most Extreme Differences	Absolute	.070
	Positive	.051
	Negative	-.070
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true

Sources: Output SPSS v.23

Based on Table 10 above, it is known that the significance value obtained is 0.200, this indicates the significance value obtained is greater than 0.05. So it can be concluded that the data is normally distributed.

4. Multicollinearity Test Results

Table 11. Multicollinearity Test Results

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
1	(Constant)	-11.394	4.093		-2.784	.006		
	Corporate_Social_ Responsibility_X1	.876	.180	.571	4.858	.000	.238	4.205
	Green_Innovation_Strategy_X2	.629	.209	.238	3.005	.003	.525	1.906
	Commitment_X3	.200	.270	.086	.740	.461	.245	4.080

a. Dependen Variable: Sustainable_Living_Environment_Y

Sources: Output SPSS v.23

Based on Table 11 above, it is known that the VIF value of each independent variable, namely Corporate Social Responsibility (X1) is 4.205, Green Innovation Strategy (X2) is 1.906, and Commitment (X3) is 4.080. Thus the three independent variables have VIF values <10, so it can be concluded that there is no multicollinearity between the independent or independent variables.

5. Heteroscedasticity Test Results

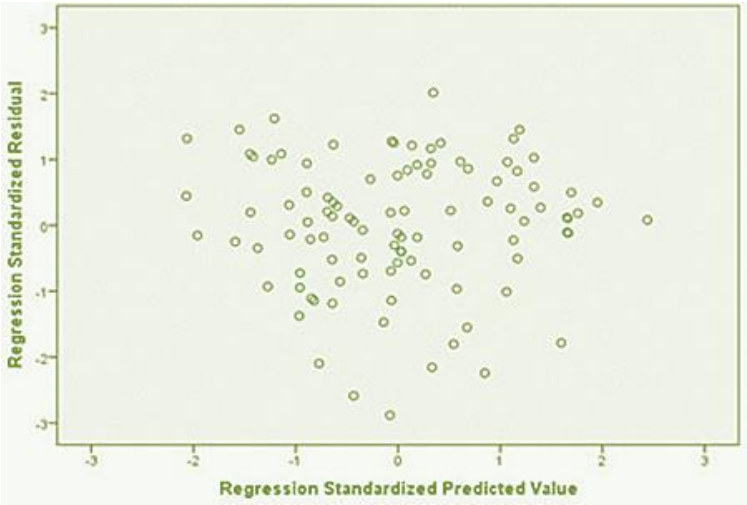

Figure 4. Heteroscedasticity Test Results

Sources: Output SPSS v.23

Based on Figure 4 above, it is known that the points spread randomly and do not form a specific pattern, and are spread both above and below the number 0 (zero) on the Y axis. Thus it can be concluded that there is no heteroscedasticity.

Model Fitment Test Results

1. Test Results for the Coefficient of Determination (R2)

Table 12. Test Results for the Coefficient of Determination (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.827[a]	.684	.674	4.537

a. Predictors: (Constant), Commitment_X3, Green Innovation Strategy_X2, Corporate Social Responsibility_X1

b. Dependen Variable: Sustainable_Living_Environment _Y

Sources: Output SPSS v.23

Based on Table 12 above, it is known that the coefficient of determination (Adjusted R Square) is 0.674, this implies that the influence of the Corporate Social Responsibility (X1), Green Innovation Strategy (X2), and Commitment (X3) variables simultaneously on the Sustainable Living Environment (Y) is 67.4%.

2. Simultaneous Significance Test Results (Statistical F Test)

Table 13. F Test Results (ANOVA)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4281.924	3	1427.308	69.340	.000[b]
	Residual	1976.076	96	20.584		
	Total	6258.000	99			

a. Dependen Variable: Sustainable_Living_Environment Y

b. Predictors: (Constant), Commitment_X3, Green_Innovation_Strategy_X2, Corporate Social Responsibility_X1

Sources: Output SPSS v.23

Based on Table 13 above, in carrying out the F test, it is first necessary to determine the value of Ftable. The number of samples used in this study was 100 respondents. Determining Ftable can be known by finding the values of df1=k-1 (df1=3-1=2) and df2=n-k (df2=100- 3=97). If the test is carried out at α = 5%, then the Ftable value is 3.09. Based on Table 13 above, the Fcount obtained is 69.340 so that Fcount ≥ Ftable, namely 69.340 ≥ 3.09 or a sig probability value of 0.000 ≤ 0.05. For the Sustainable Living Environment, H0 is rejected and H1 is accepted, so it can be concluded that the independent variables, namely Corporate Social Responsibility (X1), Green Innovation Strategy (X2), and Commitment (X3), together (simultaneously) have a positive effect on the dependent variable namely Sustainable Living Environment (Y). Based on the test results of the coefficient of determination (R2) of 67.4% and the results of the F test (ANOVA) which says that Corporate Social Responsibility (X1), Green Innovation Strategy (X2), Commitment (X3) simultaneously have a positive effect on the Sustainable Living Environment (Y), then the model can be used.

3. Multiple Linear Regression Analysis Test Results

Table 14. Multiple Linear Regression Analysis Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-11.394	4.093		-2.784	.006
	Corporate_Social_Responsibility_X1	.876	.180	.571	4.858	.000
	Green_Innovation_Strategy_X2	.629	.209	.238	3.005	.003
	Commitment_X3	.200	.270	.086	.740	.461

a. Dependen Variable: Sustainable_Living_Environment_Y

Sources: Output SPSS v.23

Based on Table 14 above, the linear regression equation obtained from the analysis is as follows:

Y' = 0.571 Corporate Social Responsibility + 0.238 Green Innovation Strategy + 0.086 Commitment

a. The regression coefficient b1 (Corporate Social Responsibility) is 0.571 which means that Corporate

Social Responsibility has a positive effect on the Sustainable Living Environment. This shows that if the Corporate Social Responsibility given is getting better, then the Sustainable Living Environment will increase.

b. The regression coefficient b2 (Green Innovation Strategy) is 0.238 which means that the Green Innovation Strategy has a positive effect on the Sustainable Living Environment. This shows that if the Green Innovation Strategy provided is getting better, then the Sustainable Living Environment will increase.

c. The regression coefficient b3 (Commitment) is 0.086 which means that Commitment has a positive effect on the Sustainable Living Environment. This shows that if the commitment given is getting better, then the Sustainable Living Environment will increase.

4. Hypothesis Test Results (t-test)

In this (partial) t-test, there are three hypotheses that the researcher tries to do carefully. The first is regarding the effect of Corporate Social Responsibility on the Sustainable Living Environment, the second is regarding the influence of the Green Innovation Strategy on the Sustainable Living Environment, and the third is regarding the effect of Commitment on the Sustainable Living Environment.

Table 15. Hypothesis Test Results (T-Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-11.394	4.093		-2.784	.006
	Corporate_Social_Responsibility_X1	.876	.180	.571	4.858	.000
	Green_Innovation_Strategy_X2	.629	.209	.238	3.005	.003
	Commitment_X3	.200	.270	.086	.740	.461

a. Dependen Variable: Sustainable_Living_Environment_Y

Sources: Output SPSS v.23

Based on the results of Table 15 above, the following data is obtained:

a. From the results of the t-test in Table 13 it shows that the t-count value of the Corporate Social Responsibility variable is 4.858 and the t-table value is ± 1.984, because the t-count 4.858 ≥ t-table 1.984 lies in the H0 rejection area and also a significant probability of 0.000 ≤ 0.05 significance level, this shows that the Corporate Social Responsibility variable has a significant effect on the Sustainable Living Environment. Thus the hypothesis of Corporate Social Responsibility on Sustainable Living Environment is (Ha1) accepted and (H01) rejected.

b. From the results of the t-test in Table 7, it shows that the t-count value of the Green Innovation Strategy variable is 3.005 and the t-table value is ± 1.984, because the t-count 3.005 ≥ t-table 1.984 lies in the H0 rejection area and also a significant probability of 0.003 ≤ 0.05 significance level, so this shows that the Green Innovation Strategy variable has a significant effect on the Sustainable Living Environment. Thus the Green Innovation Strategy hypothesis on the Sustainable Living Environment is (Ha2) accepted and (H02) rejected.

c. From the results of the t-test in Table 15, it shows that the t-count value of the Commitment variable is 0.740 and the t-table value is ± 1.984 because the t-count 0.740 ≤ t-table 1.984 is located in the receiving area H0 and also a significant probability of 0.461 ≥ 0.05 significance level, this shows that Commitment has

no significant effect on the Sustainable Living Environment. Thus the commitment hypothesis to the Sustainable Living Environment is (Ha3) rejected and (H03) accepted.

Discussion

Based on the statistical test results, it can be seen clearly that together (simultaneously) Corporate Social Responsibility, and the Green Innovation Strategy, have a positive effect on the Sustainable Living Environment. Then individually (partially) Corporate Social Responsibility, and Green Innovation Strategy, each of which has a significant effect on the Sustainable Living Environment, while Commitment does not have a significant effect on the Sustainable Living Environment. The explanation of each variable effect is explained as follows:

1. The Effect of Corporate Social Responsibility on the Sustainable Living Environment

Based on the multiple linear regression test it is known that Corporate Social Responsibility has a positive correlation with the Sustainable Living Environment and from the t-test it is known that Corporate Social Responsibility has a significant influence on the Sustainable Living Environment. So it can be concluded that Corporate Social Responsibility has a positive and significant effect on the Sustainable Living Environment.

The results of this study are in line with the results of research conducted by In line with previous research, (Rizki Chandra, Sidik Jatmika, 2022), that Corporate Social Responsibility is the main activity carried out by Unilever in Surabaya, namely Surabaya Green and Clean, and has a positive influence between Corporate Social Responsibility towards Sustainable Living Environment. This previous research used research at Unilever and felt this was important because the products they produce use single-use plastic which has the potential to become waste.
However, in contrast to research according to (Fenny Marietza, et. Al, 2023), the results of this study indicate that the disclosure of Corporate Social Responsibility does not have a positive effect on proximate profitability using the Sustainable Living Environment.

2. The Effect of Green Innovation Strategy on the Sustainable Living Environment

Based on the multiple linear regression test it is known that the Green Innovation Strategy has a positive correlation with the Sustainable Living Environment. and from the t-test it is known that the Green Innovation Strategy has a significant influence on the Sustainable Living Environment. So it can be concluded that the Green Innovation Strategy has a positive and significant effect on the Sustainable Living Environment.

The results of this study are in line with the results of research conducted by previous research, (Noorlailie Soewarno et.al, 2018) Green innovation Strategy has a positive effect on the Sustainable Living Environment Furthermore, this study shows that there is a relationship between Green innovation Strategy which has a positive effect on previous research which conducted and this study provides additional support to some of the earlier studies of Sharma et al. (1999), Chenet al. (2012), Chang and Chen (2013), Song and Yu (2017), Hijauet al. (2012), Tseng et al. (2013), Linget al. (2014), Chen (2011), Kostova and Zaheer (1999) and Figueroa et al. (2018).

3. The Effect of Commitment on the Sustainable Living Environment

Based on the multiple linear regression test it is known that Commitment has a positive correlation with the Sustainable Living Environment and from the t test it is known that Commitment does not have a significant effect on the Sustainable Living Environment. So it can be concluded that Commitment has a positive and insignificant effect on the Sustainable Living Environment. However, the results of this study are not in line with the results of research. sustainable development. The conclusion of the research is that Commitment has a positive relationship with the implementation of sustainable development, meaning that an increase in Commitment can increase the implementation of sustainable development.

The results of testing the pure relationship between Commitment and Environmental Leadership in implementing sustainable development, through the second and first-level partial correlation analysis also show that there is still a positive relationship, even though there is a decrease in the strength of the relationship.

Conclusion and Sugestion

Conclusion

Based Based on the above discussion, in this study, it can be concluded that:

1. There is a positive and significant influence of Corporate Social Responsibility on the Sustainable Living Environment at the Unilever Indonesia Tbk Company. Because, based on table 7 above, it is known that the sig. deviation from linearity of 0.003 ≤ 0.05, it can be concluded that there is a linear relationship between Corporate Social Responsibility (X1) and the Sustainable Living Environment (Y). This shows that the Corporate Social Responsibility provided by PT Unilever Indonesia TBK, has been able to meet the expectations of Human Resources and a sustainable environment so that good Corporate Social Responsibility from PT Unilever Indonesia Tbk can have a significant and positive influence on Sustainable Living Environment.
2. There is a positive and significant influence between the Green Innovation Strategy on the Sustainable Living Environment at PT Unilever Indonesia Tbk. Because based on Table 8 above, it is known that the sig. deviation from linearity of 0.001 ≤ 0.05, it can be concluded that there is a linear relationship between the Green Innovation Strategy (X2) and the Sustainable Living Environment (Y). This shows that the Green Innovation Strategy provided by PT Unilever Indonesia Tbk can meet the expectations of Human Resources and the sustainable environment in improving the Sustainable Living Environment, so a good Green Innovation Strategy from PT Unilever Indonesia Tbk can have a significant and positive influence for the Sustainable Living Environment.
3. There is a positive and insignificant influence between Commitment to the Sustainable Living Environment at PT Unilever Indonesia Tbk. Because, on the results of the Linearity Test based on Table 9 above, it is known that the sig. deviation from linearity of 0.005 ≥ 0.05, it can be concluded that there is a linear relationship between Commitment (X3) and Sustainable Living Environment (Y), but not significant. This shows that Commitment to PT Unilever Indonesia Tbk, it is necessary to improve the system on the company's commitment to continue to grow and be further sustainable towards the Sustainable Living Environment to be able to maintain corporate social responsibility and its commitment to green.

Suggestion

PT Unilever Indonesia Tbk can develop green strategy innovation ideas that can be applied to environmental sustainability, the company must be able to improve and be able to implement several corporate social responsibility policies to get more support from the community and with the hopes and wishes of Human Resources. PT Unilever Indonesia Tbk can develop green strategy innovation ideas that can be applied to environmental sustainability. Therefore PT Unilever Indonesia Tbk should be able to organize Human Resources to create innovations and these ideas can always be committed and profitable for the Sustainable Living Environment.

Acknowledgments

This paper was fully supported by the Faculty Economic and Business of Universitas Mercu Buana, and say thank you for Dr. Eri Marlapa SE, MM as secretary of the Management study program who has fully helped and supported this paper.

References

1. Adams, WM: The Future of Sustainability: Re-thinking Environment and Development in the Twenty-first Century. (2006).
2. Adams, Carol A. (2017). *The Sustainable Development Goals, Integrated Thinking and The Integrated Report. Integratedreporting*.org diakses pada tanggal 21 November 2019
3. Agustia, D., Sawarjuwono, T., & Dianawati, W. 2019. International Journal of Energy Economics and Policy The Mediating Effect of Environmental Management Accounting on Green innovation-Firm

Value Relationship. International Journal of Energy Economics and Policy, 9(2), 299–306. http: www.econjournals.comDOI:https://doi.org/10.32479/ijeep.7438.
4. Agustia, D., T. Sawarjuwono, dan W. Dianawati. (2017). Green Innovation as Implementation of Sustainability Development in Indonesia
5. Agustia, D., T. Sawarjuwono, dan W. Dianawati., (2019) The Mediating Effect of Environmental Management Accounting on Green Innovation - Firm Value Relationship International Journal of Energy Economics and Policy 9(2):299-306 DOI: 10.32479/ijeep.7438
6. Ahmed, N., Areche, F. O., Nieto, D. D. C., Borda, R. F. C., Gonzales, B. C., Senkus, P., Siemiński, P., & Skrzypek, A. (2022). Nexus between Cyclical Innovation in Green Technologies and CO2 Emissions in Nordic Countries: Consent toward Environmental Sustainability. *Sustainability (Switzerland)*, *14*(18). https://doi.org/10.3390/su141811768
7. Ahmad Siswoko Wibowo, 2014, Pengaruh Budaya Organisasi, Kepuasan Kerja dan Gaya Kepemipinan terhadap Kinerja Karyawan. Skripsi (Tidak Dipublikasikan).
8. Allen, N.J. and Meyer, J.P., 1990. *The Measurement and Antecedents of Affective, continuance and Normative Commitment, Journal of Occupational Psychology*. 63(1), pp.1-18.
9. Allen, N.J. and Meyer, J.P., Meyer, J. P., 1991, *A three-component conceptualization of organizational commitment. Human Resource Management Review*, 1(1): 61-89
10. Anggoro, 2002, Teori dan Profesi Kehumasan Serta aplikasinya di Indonesia, Cetakan Ketiga, Bumi Aksara, Bandung.
11. Ar, I. M, (2012), *The Impact of Green Product Innovation on Firm Performance and Competitive Capability: The Moderating Role of Managerial Environmental Concern, Procedia Social and Behavioral Science*, Vol. 62, pp. 854–864.
12. Arif Yusuf Hamali. 2016. Pemahaman manajemen sumber daya manusia. Yogyakata: *Center for Academic Publishing Servive*
13. Aryani, Y.A., Setiawan, D., Rahmawati, I.P., & Sarwono, A.E. (2018). Pemberdayaan masyarakat melalui pemanfaatan limbah sampah rumah tangga: kajian pada bank sampah di Kabupaten Sukoharjo. Jurnal Akuntansi dan Sistem Teknologi Informasi, 14(2), 272 – 278.
14. Badan Pusat Statistik / BPS - Statistics Indonesia
15. BPS (2000) Statistik Lingkungan Hidup Indonesia 1999, BPS, Jakarta.
16. Cahyaningtyas, S. R., Isnaini, Z., & Ramadhani, R. S. (2022). Green Corporate Social Responsibility: Green Innovation Dan Nilai Perusahaan. *Jurnal Aplikasi Akuntansi*, *6*(2), 87–108. https://doi.org/10.29303/jaa.v6i2.137
17. Chandra, R., & Jatmika, S. (2022). Unilever Surabaya Corporate Social Responsibility (Csr) Policy in Maintaining Environmental Sustainability in Surabaya in 2014-2020. *Proceedings of the International Conference on Public Organization (ICONPO 2021)*, *209*(Iconpo 2021), 444–452. https://www.atlantis-press.com/proceedings/iconpo-21/125970904
18. Chaturved, S., Yadav, B., Siddiqui, N., Chaturvedi, S. (2020). Mathematical Modelling and Analysis of Plastic Waste Pollution and Its Impact on The Ocean Surface. *Jurnal of Ocean Engineering and Science*. 5(2), 136 – 163.
19. Chen, Y., Lai, S., & Wen, C, (2006), The Influence of Green Innovation Performance on Corporate Advantage in Taiwan, Journal of Business Ethics, No. 67, pp. 331–339.
20. Dangelico, R.M. And Pujari, D. (2010). *Mainstreaming Green Product Innovation: Why And How Companies Integrate Environmental Sustainability. Journal Of Business Ethics*, Vol. 95 No. 3, Pp. 471-486.
21. Deliarnov (1997) Perkembangan Pemikiran Ekonomi, P.T. Raja Grafindo Persada, Jakarta.
22. Dewi, R., & Rahmianingsih, A. 2020. Meningkatkan Nilai Perusahaan Melalui Green innovation Dan EcoEffisiensi. Ekspansi: Jurnal Ekonomi, Keuangan, Perbankan Dan Akuntansi, 12(2), 225–243. https://doi.org/10.35313/ekspansi.v12i2.2241
23. Dewi, P. P., & Sudhiksa, I. G. N. P. (2022). Pengaruh Green Innovation, Digital Marketing, dan Knowledge Management Terhadap Sustainability Business Pada PT. Hatten Bali. *Open Journal System*, *17*(1), 17–30.
24. Frendy. (2011). Metode Penelitian Untuk Bisnis. Jakarta: Salemba Empat
25. Financial, G., Journal, A., Marietza, F., Nadia, M., & Program, A. S. (2021). *The Influence Of Green Innovation And Csr On Sustainable Development Mediated By Green Performance*. *05*(01), 24–36.
26. Galindo-mart, M. (2020). *The Relationship between Green Innovation , Social Entrepreneurship , and Sustainable Development*. 1–19.
27. Ghozali, I. 2015.Aplikasi Analisis *Multivariate* dengan ProgramSPSS.Semarang: Badan Penerbit Universitas

Diponegoro.
28. Greenberg, J., & Baron, RA., 2003. *Behavior in Organizations. Eight Edition, Prentice Hall, New Delhi.*
29. Jayanto, S., Zid, M., & Dewi, Y. S. (2018). Hubungan Antara Tanggung Jawab Dan Komitmen Dengan Kepemimpinan Lingkungan Dalam Penerapan Pembangunan Berkelanjutan. *Jurnal Green Growth Dan Manajemen Lingkungan*, *7*(2), 133–147. https://doi.org/10.21009/jgg.072.04
30. Jambeck, J.R., Ji, Q., Zhang, Y.-G., Liu, D., Grossnickle, D.M., & Luo, Z.- X., 2015. Plastic Waste Inputs from Land Into the Ocean. Science, 347(6223), pp.764–768.
31. Kucukoglu, Tepe, M., & Pinar, Ibrahim, R. (2015). *Positive Influences of Green Innovation on Company Performance. In Procedia Social and Behavioral* 213 Science (Vol. 195, pp. 1232-1237). Istanbul. doi:10.1016/j.sbspro.2015.06.261
32. Kotler, P. & Nancy Lee. (2005). Corporate social responsibility: doing the most good for your company and your cause. New Jersey: John Wiley & Son, Inc.
33. Lararenjana, E. (2020). Bahaya Sampah Plastik Bagi Lingkungan Hidup yang Wajib Disadari, Ini Selengkapnya. Diakses dari: https://www.merdeka.com/jatim/bahaya-sampah-plastik-bagi-lingkungan-hidup-yang-wajib-disadari-ini-selengkapnya-kln.html. Pada 20 Maret 2021.
34. Lely Dahlia dan Sylvia Veronica Siregar. (2008). Pengaruh Corporate Social Responsibility Terhadap Kinerja Perusahaan. Simposium Nasional Akuntansi XI Pontianak. carol. (1992), Home Environment, Plenum Press, New York and London
35. Marietza, F. (2023). Corporate Social Responsibility Disclosure, Green Innovation and Corporate Profitability. *Jurnal Akuntansi*, *13*(1), 42–50. https://doi.org/10.33369/jakuntansi.13.1.42-50
36. Maulidah, V., Diana, A., & Untung, S. (2022). *Jurnal Bisnis dan Kajian Strategi Manajemen Analisis Implementasi Prinsip Sustainable Living Pada Perusahaan Ikea Jurnal Bisnis dan Kajian Strategi Manajemen*. *6*, 262–275.
37. Mongabay. (2020). Produksi Sampah dari Rumah Meningkat di Masa Pandemi Corona, Kok Bisa?. Diakses dari: https://www.mongabay.co.id/2020/04/28/produksi-sampah-dari-rumah-meningkat-di-masa-pandemi-corona-kok-bisa/. Pada 20 Maret 2021.
38. Muhammad Nauval Rabbani, D. R. (2022). Faktor-faktor yang berpengaruh terhadap. *Jurnal Ilmiah Kebidanan Indonesia*, *5*(1), 444–454. https://ejournal.undiksha.ac.id/index.php/S1ak/article/view/4389
39. Newstrom, J. W. (2011). Organization Behavior : Human Behavior at Work (Thirteenth Edition). New York: McGraw-Hill.
40. Ningrum, H., Purnama, A. A., Oktaviana, A., Calista, G., Farida, I., & Perwira, A. (2019). *Faktor – faktor yang Mempengaruhi Penerapan Corporate Social Responsibility (CSR) di Perusahaan*. *4*(3).
41. Nor, Hadi. 2011. *Corporate Social Responsibility*. Yogyakarta: PT Graha Ilmu.
42. Pflieger, J., et al. (2005). The Contribution of Life Cycle Assessment to Global Sustainability Reporting of Organization. Management of Environmental Quality: An International Journal ISSN: 1477-7835
43. Porter,M. E., & Van Der Linde, C. (1995). Toward A New Conception of The Environment–Competitiveness Relationship. Journal of Economic Perspectives, 9(4): 97–118
44. Robescu, V, (2014), Eco Innovation Practice and Romanian SMEs, Proceedings of The European Conference on Entrepreneurship & Inn, pp. 480-488
45. Saleh. (2010). Corporate social responsibility disclosure and its relation in institutional ownership: Evidence from public listed companies in Malaysia. Manajerial Auditing Journal. Vol.125 No.6: 591-613.
46. Science, E. (n.d.). *Rethinking sustainability during WFH: A survey on living environment quality and energy use Rethinking sustainability during WFH : A survey on living environment quality and energy use*. https://doi.org/10.1088/1755-1315/881/1/012005
47. Shashwat, K. (2019). SMEs: *Key Drivers of Green and Inclusive Growth, OECD Green Growth Papers*, pp. 3–56.
48. Singh, R., Patel, S. K., Tiwari, A. K., & Singh, G. S. (2021). Current Research in Environmental Sustainability Assessment of flood recession farming for livelihood provision, food security, and environmental sustainability in the Ganga River Basin. *Current Research in Environmental Sustainability*, *3*, 100038. https://doi.org/10.1016/j.crsust.2021.100038
49. Silalahi, (2017), Pengaruh Pengetahuan Tentang Sampah dan Ketersediaan Sarana Prasarana Terhadap Perilaku Ibu Membuang Sampah Yang Berpotensi Bencana Banjir di Daerah Aliran Sungai Deli Kota Medan, Jurnal Ilmiah Keperawatan IMELDA, Volume 3 No.1 Februari 2017, hal:208
50. Sukiman Jayanto, Muhammad Zid, Yusriani Sapta Dewi, Jurnal *Green Growth* Dan Manajemen Lingkungan, Vol.7 No. 2 Desember 2018, P-ISSN: 2303-2332; EISSN: 2597-8020 DOI : Doi.Org/10.21009/Jgg.072.04
51. Soewarno, N. (2019). *Green innovation strategy and green innovation The roles of green organizational identity and*

environmental organizational legitimacy.
52. Sondang P Siagian. 2003, Manajemen Sumber Daya Manusia edisi satu, cetakan kesepuluh. Jakarta: Bumi Aksara
53. Sorokin, A., Larionova, Y., & Tolstykh, E. (2018). *Constructional sustainability impact on the comfort of the living environment*. *04026*, 1–6.
54. Sugiyono, (2011), Metode Penelitian Kuantitatif, Kualitatfi dan R&D, Bandung, Afabeta.
55. Tonay, C., & Murwaningsari, E. (2022). *Pengaruh Green Innovation Dan Green Intellectual Capital*. *24*(2), 283–294.
56. Van Dyne, L., Graham, J. W., & Dienesch, R. M. (2011). Organizational citizenship behavior: Construct redefinition, measurement, and validation. Academy of management Journal, 37(4), 765-802.
57. Wibowo. (2017). Manajemen Sumber Daya Manusia: Reformasi Birokrasi dan Manajemen Pegawai Negeri Sipil. Bandung: PT. Refika Aditama.
58. Wulandari, L., Umar, D. D., Septiani, D., & Iskandar, H. H. (2022). *Analisis Pengaruh Globalisasi Dan Perkembangan Teknologi Nuklir Terhadap Lingkungan Hidup Yang Berkelanjutan (Sustainable Environment)*. *1*(01), 36–50.
59. Xia, B., & Dong, S. (2019). *Eco-efficiency and eco-innovation: a strategy to improve sustainable environmental performance Eco-efficiency and eco-innovation a: strategy to improve sustainable environmental performance*. https://doi.org/10.1088/1755-1315/245/1/012049
60. Yusuf Wibisono, 2007, Membedah Konsep & Aplikasi CSR (*Corporate Social*Tanggung Jawab), PT Gramedia, Jakarta.
61. Zaenuri, 2011, "Analisis Kinerja Pengelolaan Lingkungan Industri Di Kawasan Simongan Kota Semarang." Disertasi tidak dipublikasikan, Sekolah Pascasarjana Universitas Gajahmada.