Environmental Concern

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Environmental Concern and Environmental Knowledge, Attitude toward Pro-Environmental Behavior as Predictors of Pro-Environmental Behavior: Evidence from Textile Industry in Indonesia

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Abstract

Environmental problems lately have become a crucial issue. This present study intends to analyze the effect of environmental concern, environmental knowledge and attitude toward pro-environmental behavior on pro-environmental behavior. This study was conducted by a quantitative approach. Participants or respondents in this study are the owners and also the employees in the textile industry in Bandung, West Java, Indonesia. A total of 214 questionnaires were successfully collected and processed using the Structural Equation Modeling method by using Amos Software Version 23. The findings show that environmental concern and environmental knowledge significantly and positively effect on attitude toward pro-environmental. The results also found that environmental concerns, environmental knowledge, and attitude toward pro-environmental behavior positively and significantly effects pro-environmental behaviors. The originality found that our model proposed in this study was successfully applied which suppose the model of the environmental knowledge, environmental concern, and attitude toward pro-environmental behavior on pro-environmental behavior. We also found that attitudes toward pro-environmental behavior have a role in mediating the relationship between environmental knowledge and environmental concerns on the pro-environmental behavior of the owners and employees in the textile industry in Indonesia. We recommend to improve the environmental knowledge, environmental concerns and attitudes towards pro-environmental behavior.

Keywords: *environmental knowledge; environmental concern; attitude toward pro-environmental behavior; pro-environmental behavior.*

1. Introduction

Indonesia with the fourth largest population in the world (CIA World Factbook, 2017) and have more complex environmental problems (Wahab et al., 2017). According to BPS-Statistics (2018), environmental problems in Indonesia including waste are strongly related to population growth, economic growth and changes in community consumption patterns. The rapid growth in the industrial sector causes an increase in volume, variety of types, and characteristics of waste that have the potential to damage the environment. Environmental and health problems due to garbage and waste have also increased. River water quality in Indonesia is generally in a heavily polluted status. In 2018, 25.1 percent of villages experienced water pollution, and around 2.7 percent of villages were polluted by land. Garbage also contributes to flooding events that continue to increase from year to year, in 2016 and 2017 as many as 1,805 floods occurred in Indonesia and caused 433 fatalities (BPS-Statistics, 2018).

The industrial sector is classified as prone to environmental pollution conditions such as air pollution, water pollution, radiation pollution, and even capable of causing certain diseases in humans. Therefore, maintaining environmental balance to be green in industrial areas will be very important to do. The textile industry must have a role in improving the quality of the environment at the workplace. The industry of textile can conduct production with the insight of the environment or green environmental approach. In this context, the role of the owners and employees are very important. Owners and employees must behave that supports the creation of a healthy environment.

In this present study, we focus on the behavior perspective of the owner's textile industry and employees in Indonesia related to the environment or known as pro-environmental behavior. The protection of the environment not only depend on the schemes implemented by regulatory bodies, but also how a person behave toward the environment (Bronfman, Cisternas, López-Vázquez, De la Maza, & Oyanedel, 2015). Therefore, the textile industry must be involved in reducing existing environmental damage through the pro-environmental behavior of the

owners and employees.

A previous study empirically has proved that to improve the pro-environmental behavior is by improving the environmental concern, environmental knowledge, and attitude toward environmental behavior. Polonsky et al., (2012) in their study concluded that a positive relationship was found between people's knowledge, attitude towards the environment to improve environmental behavior. The concern to the environment also is very crucial to the study about the problems of the environment (Rhead, Elliot, & Upham, 2015). There is some evidence suggesting that pro-environmental attitude may predict pro-environmental behaviors not only in general terms but also in the workplace (Bissing-Olson, et al 2013). In this study, we also examine attitude toward environmental behavior as a mediation that forms the relationship between environmental knowledge and environmental concern on the pro-environmental behavior of the owners and employees in the textile industry in Indonesia. Therefore, the purposes of this present study are to examine:

1. The effect of environmental knowledge on attitude toward pro-environmental behavior.
2. The effect of environmental concern on attitude toward pro-environmental behavior.
3. The effect of environmental knowledge on pro-environmental behavior.
4. The effect of environmental concern on pro-environmental behavior.
5. The effect of attitude toward pro-environmental behavior on pro-environmental behavior.

2. Literature Review

2.1. Pro-Environmental Behaviors

Pro-environmental behaviors in the business context are defined as activities performed by an individual at work with the intention of improving or helping to improve environment quality (Vanderploeg & Lee, 2019). Many domains in pro-environmental behavior such as energy, water, and resource conservation, recycling, reuse, not polluting, not contaminating, green-buying, transport, supporting ecosystem and species protection, suppressing consumption, and supporting restoration (Osman et al., 2014).

According to value-belief-norm theory posits that pro-environmental behavior is more likely when a person feel want to take action (personal norms), believe they are responsible for (ascription of responsibility to self), are aware of consequences that can arise from action or called as awareness of consequences (Prati, Albanesi, & Pietrantoni, 2017). When an individual's behaviors that are relatively to be more positive to the environment are called pro-environmental behavior (Safari, Salehzadeh, Panahi, & Abolghasemian, 2018).

Pro-environmental behavior also can be explained as individual green behavior. Green behavior means as an environmentally friendly behavior in the workplace (Tian, Zhang, & Li, 2019). Energy conservation (i.e. reduced energy consumption) is one of the most appropriate behavioral responses to address climate change. Understanding the processes the pro-environmental behavior in the form of energy conservation is essential to reduce the negative consequences associated with climate change (Prati et al., 2017).

The excessive use of toxic substances in industrial activities can threat the human's health and also for the environment making it more critical in examining the health and safety risks and the using hazards of chemicals in the process of manufacturing as well as chemicals used in the workplace (Caldera, Desha, & Dawes, 2017). Therefore, organizations must ensure the safety of employee and the environment through proactively understanding and prudently selecting every chemical and raw material used in their production process (Caldera et al., 2017).

2.2. Environmental Knowledge

Environmental knowledge has a meaning as what an individual or person knows about the environment, key relationships to environmental aspects or environmental impacts, an appreciation of "whole systems", and collective responsibilities necessary (Mostafa, 2007). Aertsens, et al., (2011) segmented into two constructs based on the amount of "real" (objective) and "perceived" (subjective) knowledge. This with regards to the environmental problems and about the solutions to environmental problems. Essentially, subjective knowledge is related to individuals' feelings of knowing about the environment, while objective knowledge is about actual knowledge (Kim, Kim, & Thapa, 2018).

2.3. Environmental Concerns

Kirmani & Khan, (2016) cited that environmental concern is defined as the degree of individual's awareness about environmental problems and their willingness to give contribution personally to the solution of environmental problems. Hassan, (2011) said that environmental concern also can be defined as the degree of people feel worried about the threats to the environment due to human intervention. Wahab et al., (2017) based on the individual's awareness about the environment itself, the person will begin understanding and very careful about the environment or environmental concern. Therefore, we can conclude that the environmental concern is a person's self-awareness, feelings of worry that environmental damage will occur, and that person care and maintain the environment in order to improve the quality of environment.

2.4. Attitude toward Pro-Environmental Behavior

According to Polonsky et al., (2012) cited that an attitude defines as a mental and neutral state of readiness, organised through experience, exerting a directive or dynamically can effect the individual's response to all objects and situations. Attitude toward pro-environmental also can be defined as a individual's tendency to be concerned about the natural environment (Hawcroft & Milfont, 2010). Pro-environmental attitude is a fundamental part of understanding the true potential to foster more sustainable environmental development (Bronfman et al., 2015). According to the value-belief-norm theory off environmentalism (Stern, 2000) said that environmental attitudes will improve the pro-environmental behavior through a causal chain involving personal norms, awareness of consequences, and ascription of responsibility to self.

2.5. Hypotheses and Research Model

2.5.1. The Effect of Environmental Knowledge and Environmental Concern on Attitude toward Pro-Environmental Behavior

The research related to the effect of environmental knowledge and environmental concern on attitude toward pro-environmental behavior has been done by many scholars. The findings by Polonsky et al., (2012) concluded that there was a positive relationship between general-knowledge, attitude towards the environment, and general and carbon-specific behaviours. According to Kirmani & Khan, (2016) found that environmental concern influences attitude towards green behavior. According to this finding, it means that if a person who has good environmental knowledge and a person whose have a good environmental concern will have a good individual's attitude toward pro-environmental behavior. Osman et al., (2014) said that the people with higher levels of environmental knowledge also had the greater pro-environmental attitudes.

H1: Environmental knowledge influences attitude toward pro-environmental behavior

H2: Environmental concern influences attitude toward pro-environmental behavior

2.5.2. The Effect of Environmental Knowledge, Environmental Concern and Attitude toward Pro-Environmental Behavior on Pro-Environmental Behavior

Empirically has proved that pro-environmental behavior can be influenced by environmental knowledge, environmental concerns, and attitude toward environmental behavior. Li, et al (2019) said that many factors effect pro-environmental behavior, namely environmental knowledge, awareness, values, attitudes, and so on. Another opinion also said that environmental knowledge has a role as a predictor of pro-environmental behavior (Han, 2019).

When employees are more concerned about the environment, these employees should be more to carry out pro-environmental behaviors in their daily work (Bissing-Olson et al., 2013). According to the theory of planned behavior proposes that an individual's attitudes influence behavior at work. This theory considers that a pro-environmental attitude has been known as a strong predictor of environmental behavior (Ajzen, 1991). Recycling, saving energy, buying environmentally friendly products are an example of pro-environmental behavior (Bamberg, 2003). The Theory of Planned Behavior (TPB) by Ajzen, (1991), proposes that an individual's behavior is directly explained by behavioral intention, which is in turn influenced by attitude, subjective norms and perceived behavioral control. The relationship between attitude to pro-environmental behavior also was proved by Tian et al. (2019) in their research concluded that pro-environmental attitude positively predicted pro-environmental behavior such as green behavior and also voluntary employee green behavior.

Attitudes are typically considered strong when employees are resistant to change and persistent+over time (Barber, Taylor, & Strick, 2009). The previous study related to pro-environmental behavior has introduced attitudes as a central variable between environmental knowledge and behavior (Barber et al., 2009).

H3: Environmental knowledge influences pro-environmental behavior

H4: Environmental concern influences pro-environmental behavior

H5: Attitude toward pro-environmental behavior influences pro-environmental behavior

3. Research Methodology

3.1. Participants

Participants or respondents in this study are the owners and also the employees of the textile industry in Bandung, West Java, Indonesia. A total of 214 questionnaires were collected, so the samples in this study were 214 people.

3.2. Data Analysis Technique

This research was conducted with a quantitative method approach. Data collection was carried out using a questionnaire. The data that has been successfully collected is processed using the Structural Equation Modeling method by using Amos Software Version 23.

3.3. Measures

In this study, there are four variables that we measure namely pro-environmental behavior as an endogenous variable, and environmental concern, environmental knowledge, attitude toward behavior as exogenous variables. Pro-environmental behavior measured using five indicators i.e. power conservation, ecologically will be aware, biodiversity protection, water conservation, ecological waste management (Bronfman et al., 2015; Bamberg & Rees, 2015), and this five indicator developed becomes twelve item, each item or statement was rated from 1 = very low to 5 = very high.

Environmental concern measured using three indicators i.e. affective, cognitive and conative (Vanderploeg & Lee, 2019), and developed becomes six items, each item or statement was rated from 1 = very low to 5 = very high. Environmental knowledge measured using four indicators i.e. knowledgeable about environmental issues, knowledgeable about products that are environmentally safe, knowledgeable about recycling than an average person, know how to choose products and packages that can reduce the amount of waste(Kim et al., 2018); (Mostafa, 2007), and developed becomes four items statements, each item or statement was rated from 1 = very low to 5 = very high. Attitude toward environmental behavior measured using four indicators and developed becomes four items from Polonsky et al., (2012) namely contribute to environmental protection, the issue of the environment is very important to be discussed, responsible for protecting the environment in their everyday life, the environment is one of the important issues facing society today.

Variable	Indicators	n item
Pro-Environmental Behavior (Bronfman et al., 2015); (Bamberg & Rees, 2015).	1. Power Conservation 2. Ecologically Aware 3. Biodiversity Protection 4. Water Conservation 5. Ecological Waste Management	12
Environmental Concern (Vanderploeg & Lee, 2019)	1. Affective 2. Cognitive 3. Conative	6
Environmental Knowledge (Kim et al., 2018); (Mostafa, 2007)	1. Knowledgeable about environmental issues 2. Knowledgeable about products that are environmentally safe 3. Knowledgeable about recycling than an average person 4. Know how to select products and packages that reduce the amount of waste	4
Attitude toward pro-environmental behavior (Polonsky et al., 2012)	1. Make a contribution for environmental protection 2. The issue of the environment is something that is very important to be discussed 3. Responsible for protecting the environment in their everyday life 4. The environment is one of the important issues facing society today	4

Table 1. Construct and Measurements

4. Finding

4.1. Normality Testing

In conducting the structural equation modeling, normality testing criteria are needed to determine whether the data are normally distributed. The value of skewness and kurtosis are used to examine the normality test. According to Schumacker & Lomax, (2010) to determine the normality testing, the skewness, and kurtosis values must be between 1.0 to 1.5 and the critical ratio ≤ 2.58. Normality testing result is shown in Table 2.

Table 2 shows that the data in this study are normally distributed. The value of cr < ± 2.58 (2.317 < ±2.58). Statistics

Variable	skew	c.r.	kurtosis	c.r.
EK1	-.073	-.438	-.206	-.616
EK2	-.129	-.769	-.208	-.621
EK3	.103	.618	-.354	-1.058
EK4	-.035	-.211	-.252	-.754
EC1	.264	1.578	-.681	-2.032
EC2	.058	.345	-.316	-.943
EC3	.102	.610	-.450	-1.343
EC4	-.009	-.051	-.282	-.843
EC5	.012	.072	-.612	-1.826
EC6	.125	.745	-.693	-2.071

Variable	skew	c.r.	kurtosis	c.r.
ATEB1	-.220	-1.314	-.092	-.274
ATEB2	-.029	-.172	-.300	-.895
ATEB3	-.182	-1.088	-.111	-.330
ATEB4	.233	1.390	-.620	-1.852
EB1	-.389	-2.321	-.785	-2.343
EB2	-.305	-1.821	-.166	-.494
EB3	-.167	-.994	-.214	-.639
EB4	-.065	-.391	-.230	-.687
EB5	-.056	-.332	-.187	-.559
EB6	-.033	-.199	-.225	-.671
EB7	-.043	-.255	-.236	-.705
EB8	-.305	-1.821	-.012	-.036
EB9	-.215	-1.286	-.062	-.184
EB10	-.188	-1.122	-.176	-.526
EB11	.240	1.433	-.573	-1.710
EB12	-.307	-1.833	-.164	-.490
Multivariate			12.087	2.317

Table 2. Normality Testing

on skewness and kurtosis of all manifest variables (indicators) also < ± 2.58 . It means the data that we used in this study are normality distributed.

4.2. Measurement Model

Measurement model is a step that must be done in structural equation modeling. The measurement model explain the form of relationships between manifest and latent variables. Loading factor value, the composite reliability, and variance extracted was used to see the convergent validity test. The recommended loading factor exceeds 0.5 (Bagozzi, Yi, & Sing, 1991), while the recommended composite reliability value is 0.70 and the variance extracted exceeds the value of 0.5(Hair Jr, Hult, Ringle, & Sarstedt, 2013).

The result of the loading factor of items used in this study have a value > 0.50. Therefore, the factor loadings value as shown in Table 3 are on the recommended value (> 0.50). We also can see the Composite Reliability (CR) value in Table 3 shows that all Composite Reliability (CR) value > 0.70, and all Variance Extracted (VE) value > 0.5. Therefore, we can conclude that the instruments in this study are valid and reliable.

	EB10: I sort leftover food to make compost.	0.672		
	EB11: To travel short distances, I prefer to walk or use a bike.	0.719		
	EB12: I refrain from driving a car on days of high pollution levels	0.661		
	Second-Order Constructs			
	Power Conservation	0.776	0.950	0.649
	Ecological Aware	0.912		
	Biodiversity Protection	0.878		
	Water Conservation	0.761		
	Ecological Waste Management	0.769		
	Rational Automobile Use	0.721		
Environmental Concern	**First Order Constructs**	**Factor Loadings**	**CR**	**VE**
	EC1: If we continue our current style of living, we are approaching an environmental catastrophe.	0.709	0.867	0.520
	EC2: Watching TV or reading in the newspaper about environmental problems, I am often embarrassed and angry	0.714		
	EC3: There are limits of economic growth, which the industrialized world has already reached or will reach very soon	0.763		
	EC4: The great majority of people do not act in an environmentally responsible way	0.701		
	EC5 To protect the environment, we should be willing to reduce our current standard of living.	0.771		
	OC6: Environmental protection measures should be carried out	0.665		
	Second-Order Constructs			
	Affective	0.849	0.909	0.771
	Cognitive	1.003		
	Conative	0.766		
Environmental Knowledge	EK1: I am very knowledgeable about environmental issues.	0.720	0.810	0.518
	EK2: I know that I buy products that are environmentally safe	0.774		
	EK3: I know more about recycling than an average person	0.770		
	EK4: I know how to select products and packages that reduce the amount of waste ending up in landfills.	0.603		
Attitude toward Pro-Environmental Behavior	ATEB1: Eac of us, made a contribution for environmental protection	0.700	0.811	0.517
	ATEB2: The issue of the environment is something that is very important to be discussed	0.714		
	ATEB3: Everyone is personally responsible for protecting the environment in their everyday life	0.712		
	ATEB4: The environment is one of the important issues facing society today	0.750		

Table 3. The Measurement Model

4.3. The Goodness of Fit Test of the Model

In Structural Equation Modelling, we need to analyze the goodness of the model. Some model-fit criteria are used to test the data whether the data fit the model or not i.e. Adjusted GFI (AGFI) exceeds 0.90, the value of Goodness of Fit Index (GFI) exceeds 0.90, the value of CFI exceeds 0.90, TLI value of 0.90, RMSEA < 0.08, and RMR < 0.05(Hair et al, 2017; Schumacker & Lomax, 2010). The goodness of fit test result as shown in Table 4 indicates that the model in this research is acceptable.

The Goodness of Fit Index	Cut off Value	Result	Decision
Cmin/DF	≤ 2.00	0.370	Good Fit
Adjusted Goodness of Fit (AGFI)	≥ 0.90	0.855	Marginal Fit
The goodness of Fit Index (GFI)	≥ 0.90	0.882	Marginal Fit
Comparative Fit Index (CFI)	≥ 0.90	0.956	Good Fit
Tucker Lewis Index (TLI)	≥ 0.90	0.950	Good Fit
Root Mean Square Error of Approximation (RMSEA)	≤ 0.08	0.042	Good Fit
Root Mean Square Residual (RMSR)	≤ 0.05	0.025	Good Fit

Table 4. The Goodness of Fit Index Statistics

4.4. Hypotheses Testing

Hypothesis testing is done to prove whether the hypothesis developed in this study is accepted or not. In structural equation modeling, the critical ratio (C.R.) and probability value are used to test the hypotheses (Byrne, 2010). The critical ratio must be > ±1.96 and a probability value < 0.05 (Byrne, 2010).

Based on the hypotheses testing result using structural

			Estimat	C.R.	P
Attitude_Toward_Env_Behavior	<---	Environmental_Knowledge	.498	6.192	0.000
Attitude_Toward_Env_Behavior	<---	Environmental_Concern	.629	6.289	0.000
Pro_Environmental_Behavior	<---	Environmental_Knowledge	.207	2.166	0.030
Pro_Environmental_Behavior	<---	Environmental_Concern	.263	2.287	0.022
Pro_Environmental_Behavior	<---	Attitude_Toward_Pro_Env_Behavior	.526	3.639	0.000

Table 5. Standardized Regression Weight

equation modeling, as shown in Table 5, all hypotheses proposed in the model are accepted. As we can see in table 5, all critical value (t-value) > 1.96 and probability value < 0.05. It means that (1) environmental knowledge positively and significantly influence attitude toward environmental behavior; (2) environmental concern positively and significantly influence attitude toward environmental behavior; (3) environmental knowledge positively and significantly influence pro-environmental behavior; (4) environmental concern positively and significantly influence pro-environmental behavior; (5) attitude toward environmental behavior positively and significantly influence pro-environmental behavior.

4.5. The Mediating Role of Attitude toward Pro-Environmental Behavior

The mediating role of attitude toward pro-environmental behavior is shown from the direct effect and indirect effect as we can see in table 6. The coefficient regression of indirect effect between environmental knowledge through toward attitude toward pro-environmental is 0.262. The coefficient regression of indirect effect between environmental concern thorough toward attitude toward pro-environmental is 0.331. While direct effect of environmental knowledge on pro-environmental behavior is 0.207 and the direct effect environmental concern on pro-environmental behavior is .0263. It means the contribution of direct effect is smaller that it's indirect effect. In another term we can say that attitude toward pro-environmental behavior has a role as mediator or intervening variable.

Relationship	Direct Effect	Indirect Effect through Attitude toward Pro-Environmental Behavior
Environmental Knowledge --> Pro-Environmental Behavior	0.207	0.262
Environmental Concern --> Pro-Environmental Behavior	0.263	0.331

Table 6. The Direct and Indirect Effect
Source: Data Processing, 2020

4.6. Discussion

This study intends, to examine the effects of environmental knowledge and environmental concern, and attitude toward environmental behavior on pro-environmental behavior. We know that, the environmental problem has becomes a crucial problem nowadays (Piyathanavong, et al., 2019). Nowadays, environmental damage has occurred a lot. According to the hypothesis result, environmental knowledge environmental concern, and attitude toward environmental behavior have a role in improving the pro-environment behavior in textile industry owners and employees in Indonesia.

Next, we will discuss every hypothesis. According to the result of the first hypothesis, it proves that environmental knowledge effect attitude toward environmental behavior significantly. The critical ratio value between environmental knowledge on attitude toward a behavior is 3.858 and the probability value of 0.000. It means that the first hypothesis is acceptable because the critical ratio above 1.967 and probability value smaller than 0.05. The regression coefficient of its relationship has a positive value. It means that the influence between environmental knowledge on attitude toward environmental behavior is positive. In another term, if environmental knowledge is getting better or increasing, then the attitude toward environmental behavior will also be increasing.

The relationship between environmental concern on attitude toward the pro-environmental behavior of the owner and employees in the textile industry has a positive and significant effect. We can see the result that the value of the Critical Ratio (CR) of 6.289 with a probability value of 0.000. The Critical Ratio value is greater than 1.967 (6.289 > 1.967) and the probability value is smaller than 0.05 (0.000 < 0.05), it can be explained that there is a positive and significant effect between environmental concern on attitude toward pro-environmental behavior. In other words, if the environmental concern increasing, the attitude toward pro-environmental behavior also increasing. Conversely, if employee has a low level of environmental concern, then that person will have a low attitude towards pro-environmental behavior.

The effect of environmental knowledge on pro-environmental behavior also proved to be accepted. A person with high knowledge about environment will be more likely to have high pro-environmental behavior at work. Statistically the Critical Ratio (CR) value of 2.166 (2.166 > 1.967) and a probability value of 0.030 (0.030 < 0.05). It means that environmental knowledge positively and significantly effect pro-environmental behavior. The results of this study are consistent with Bronfman et al., (2015) which states that people with high environmental concern will demonstrate their awareness to protect the environment. The other finding also reveal that environmental knowledge significantly effect on pro-environmental behaviors.

The results showed that environmental concern has a positive and significant influence on pro-environmental behavior. It can be seen from the Critical Ratio (CR) value of 2.287 and the sig probability of 0.022. Critical Ratio value is greater than 1.96 (2.286 > 1.96) and sig probability is smaller than 0.05 (0.022 < 0.05). The regression coefficient is positive, this shows that the influence of environmental concern on pro-environmental behavior is positive. This means that every increase in environmental knowledge there will be an increase in pro-environmental behavior. Conversely, if environmental concern is low, then this causes a decrease in pro-environmental behavior as well.

The next hypothesis show the result that attitude toward pro-environmental behavior has a positive and significant effect on pro-environmental behavior of the owner and employee of textile industry in Indonesia. It can bee seen from the Critical Ratio (CR) value of 3.639 and a sig probability value of 0.000. The Critical Ratio (CR) value is greater than 1.96 (3.639 > 1.96) and the probability value (P-Value) is smaller than 0.05 (0.000 < 0.05). Therefore, it can bee explained that there is a positive and significant effect between attitude toward pro-environmental behavior on pro-environmental behavior. In another term, the higher the attitude toward pro-environmental behavior, the pro-environmental behavior will also increase. This finding is in accordance with the previous study by Bissing-Olson et al., (2013), in their study suggest the fostering pro-environmental attitudes and, to some extent, positive affect among employees could help a firm in promoting the pro-environmental behavior in the workplace. Hawcroft & Milfont, (2010) also stated that attitude toward pro-environmental behavior positively related to daily pro-environmental behaviors at work.

Then, based on the result of direct and indirect effects, it

shows that the direct effect between environmental knowledge on pro-environmental behavior is smaller (0.207) than the indirect effect individual's environmental knowledge through attitude toward pro-environmental behavior on pro-environmental behavior (0.262). The direct effect of environmental concern on the variable of pro-environmental behavior (0.263) is smaller than the indirect effect between environmental concern through attitude toward behavior towards pro-environment behavior (0.331). It means that the indirect effect between environmental knowledge and environmental concern through attitude toward a behavior is greater than its direct effect. Therefore, we can say that the attitude toward pro-environmental behavior has a role as a mediator that forms the relationship between environmental knowledge and environmental concern on the pro-environmental behavior of the owners and employees in the textile industry in Indonesia.

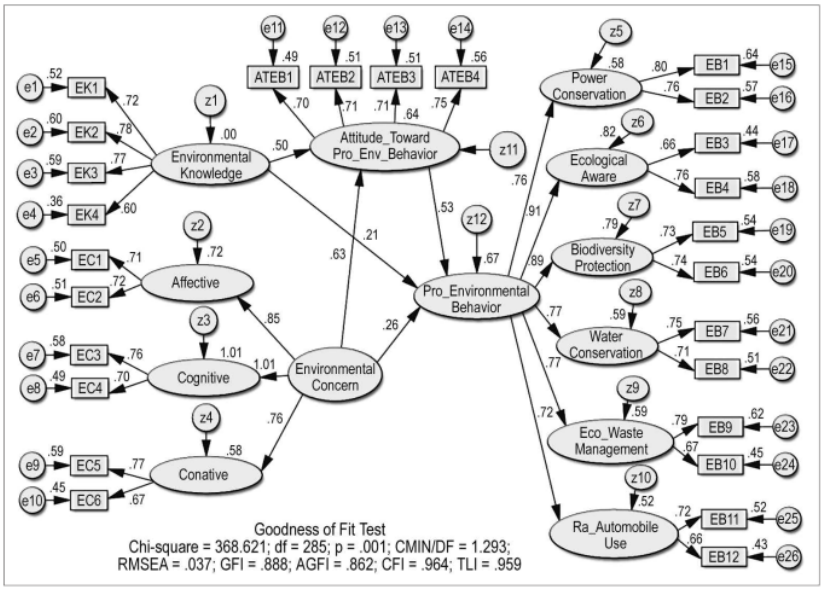

Figure 1. The Structural Equation Modeling

5. Conclusion

Environmental knowledge, environmental concern has a positive effect on attitude toward pro-environmental behavior. The finding also shows that environmental knowledge, environmental concern and attitude toward environmental behavior positively effect on pro-environmental behavior. The finding also shows that attitude toward pro-environmental behavior has a role as a mediator or as an intervening variable between environmental knowledge and environmental concern on an individual's pro-environmental behavior.

The implication is that attitude towards pro-environmental behavior is very important to be improved by the owners and employees in the textile industry in Indonesia and then increase environmental concern, environmental knowledge and attitude toward pro-environmental behavior.

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