

TABLE OF CONTENTS

THESIS APPROVAL	ii
PASSED APPROVAL ON THESIS EXAMINATION	iii
STATEMENT OF UNDERGRADUATE THESIS ORIGINALITY	iv
MOTTO	v
ABSTRACT	vi
ABSTRAK	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENTS	x
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
CHAPTER I INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statement	7
1.3 Research Purposes	7
1.4 Research Benefits	8
1.5 Thesis Chaptering	8
CHAPTER II LITERATURE REVIEW	10
2.1. Theories and Concepts	10
2.1.1 The Focus Theory of Normative Conduct (TNC)	19
2.1.1.1 Working Sustainably	25
2.1.1.2 Avoiding Harm.....	25
2.1.1.3 Conserving	26
2.1.1.4 Influencing Others.....	27
2.1.1.5 Taking Initiatives.....	28
2.2 Previous Researches	29
2.3 Research Framework	45
CHAPTER III METHODOLOGY	46
3.1 Research Methodology	46
3.2 Research Subject and Object	46
3.2.1 <i>Research Subject</i>	46
3.2.2 <i>Research Object</i>	47
3.3 Questionnaire Protocols	48

3.4	Types of Data	48
3.4.1	<i>Primary Data</i>	48
3.4.1.1	Close-ended Questionnaire	49
3.4.1.2	Comprehensive Open-ended Questionnaire.....	49
3.4.2	<i>Secondary Data.....</i>	51
3.5	Population and Sample.....	51
3.6	Data Analysis	52
3.6.1	<i>Descriptive Statistics Analysis</i>	52
CHAPTER IV RESULTS AND DISCUSSIONS.....		54
4.1	Data Collection Results.....	54
4.2	Respondents Demographic Descriptive Analysis	55
4.2.1	<i>Respondents Profile by Age.....</i>	55
4.2.2	<i>Respondents Profile by Gender.....</i>	56
4.2.3	<i>Respondents Profile by Domicile</i>	57
4.3	Data Interpretation and Discussion.....	58
4.3.1	<i>Working Sustainably.....</i>	58
4.3.2	<i>Avoiding Harm</i>	60
4.3.3	<i>Conserving</i>	62
4.3.4	<i>Influencing Others.....</i>	64
4.3.5	<i>Taking Initiative.....</i>	66
4.3.6	<i>Score Comparison for Each Dimension.....</i>	68
4.3.7	<i>Task-related EGB</i>	72
4.3.8	<i>Proactive EGB.....</i>	82
CHAPTER V CONCLUSIONS AND IMPLICATIONS.....		91
5.1	Conclusions	91
5.2	Theoretical Implications	93
5.3	Managerial Implications.....	93
5.4	Research Limitations	94
5.5	Future Agenda	94
BIBLIOGRAPHY.....		95
APPENDIX A RESEARCH MAPPING		111
APPENDIX B QUESTIONNAIRE DESCRIPTION		133
APPENDIX C QUESTIONNAIRE INSTRUCTION.....		135
APPENDIX D DATA TABULATION.....		143

