

ABSTRACT

Management is experiencing development in the world today, namely management related to environmental preservation efforts called green management. Green management practices in Human Resources policies, namely managing organizations based on pro-environment policies. Pro-environment policy within an organization is the application of pro-environmental behavior. The purpose of this study was to determine and analyze the influence of demographic factors such as gender, grade level and faculty on pro environmental behavior with environmental knowledge as an intervening variable.

This research was obtained by measuring each variable using a questionnaire distributed to 239 students studying at Diponegoro University based on a purposive sampling method. The data analysis technique used in this study is Partial Least Square and SPSS with the help of SmartPLS 3.2.8 and IBM SPSS Statistics 25 software to determine the path coefficient, as well as the direct or indirect influence of exogenous variables on endogenous variables.

The results of this study indicate that, gender, the lecture class cannot be mediated by environmental knowledge while the faculty can mediate. Gender, grade level and faculty have a negative and insignificant influence on pro environmental behavior, while environmental knowledge has a positive and significant effect on pro environmental behavior.

Keywords: *pro environmental behavior, environmental knowledge, gender, lecture grade level, faculty, Partial Least Squares (PLS), SPSS*