THE DYNAMICS OF STUDENT ENGAGEMENT, UNIVERSITY IMAGE, AND INSTITUTIONAL SUPPORT IN FOSTERING PRO-ENVIRONMENTAL BEHAVIOR AMONG SANATA DHARMA UNIVERSITY STUDENTS

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ABSTRACT

The study explores the intricate dynamics of student engagement, university image, and institutional support in shaping pro-environmental behaviour among 210 students at Sanata Dharma University. Employing a multiple regression approach and utilizing questionnaires for data collection, the research unveils a significant positive correlation between university support, student participation, and pro-environmental behaviour. Notably, the perceived university reputation appears to exert minimal influence on environmental attitudes and behaviours, challenging initial predictions. These findings emphasize the pivotal roles of student engagement and institutional support, prompting the need for strategic interventions. Tailored approaches should leverage the positive impact of university support and student involvement while recognizing the limited sway of the university's image on pro-environmental attitudes. This study challenges preconceived notions and provides a robust foundation for targeted strategies to foster a sustainable and environmentally conscious campus community at Sanata Dharma University, offering practical insights for cultivating a culture of environmental responsibility.

Keywords: Student Engagement, University Image, Institutional Support, Fostering Pro-Environmental Behavior

1. Introduction

The increasing global preoccupation with environmental sustainability has led to a heightened emphasis on university campuses (Leal Filho et al., 2021; Moscardini et al., 2022), where the actions and beliefs of students are crucial in crafting a sustainable future (Cook, 2014; Pauw et al., 2015; Vukelić & Rončević, 2021). The primary aim of this study is to investigate the intricate connection between student engagement, university image, and institutional support in the context of fostering pro-environmental behaviour among students who are currently enrolled at Sanata Dharma University. The rationale behind choosing these factors is based on the understanding that they collectively constitute a network that has the capacity to greatly impact the level of ecological knowledge and behaviours exhibited by university students (Fridayani, Kusuma, et al., 2022).

To begin with, the active involvement of students is recognized as a crucial determinant in influencing pro-environmental conduct. The expectation is that the active engagement of students in activities that promote sustainability will yield favourable outcomes in terms of increasing their understanding and commitment to pro-environmental attitudes and behaviours.

Furthermore, the perception of university image is regarded as a factor that could potentially impact students' perspectives on environmental accountability. Nevertheless, existing scholarly works indicate that the relationship between university image and pro-environmental conduct lacks comprehensive confirmation (Harahap et al., 2020; Hwang & Choi, 2019)

Moreover, the presence of institutional support is considered a pivotal determinant in influencing the adoption of pro-environmental behavior among students (Alnaimi & Rjoub, 2021; Gigliotti et al., 2019). The provision of active assistance from the institution, including the implementation of pro-environmental policies and the establishment of supportive facilities, is anticipated to have a substantial impact on promoting environmental sustainability among students.

The research encompasses a meticulously chosen cohort of 210 students representing diverse academic areas at Sanata Dharma University. The justification for choosing this particular group is rooted in the wide range of opinions and experiences it encompasses, which offers a comprehensive dataset for conducting a comprehensive examination. When you use multiple regression analysis, it's easier to look into all the connections between different variables. This gives you a quantitative view that helps you understand student behaviour and perspectives better.

As we traverse the intricacies of the linkages being studied, it is imperative to recognize the importance of previous research in developing the fundamental comprehension of pro-environmental conduct within academic contexts. Previous research has yielded useful insights pertaining to the determinants of sustainable behaviours. However, it is imperative to devote focused investigation to the specific interplay among student engagement, university image, and institutional support. This study aims to enhance our comprehension and provide innovative viewpoints that are specifically relevant to the distinct setting of Sanata Dharma University by building upon the knowledge acquired from previous research.

In brief, this introductory section offers a coherent and comprehensive justification for the choice of variables, highlighting the need to examine their interaction within a specific context. This study emphasizes the distinctiveness of its contribution to addressing the existing deficiencies in the academic literature. It establishes a foundation for the research by focusing on the particular context of Sanata Dharma University while also recognizing and expanding upon the knowledge gained from prior studies.

2. Literature Review

4.1 The Impact of Student Engagement on Pro-Environmental Behaviour

The relationship between student engagement and environmentally friendly actions has been thoroughly examined in scholarly works. According to (Biancardi et al., 2023; Nada et al., 2021; Pane & Patriana, 2016), empirical evidence indicates that engaging in sustainability projects and participating in environmentally-oriented activities fosters the development of a heightened sense of environmental responsibility among students. In addition, scholarly research underscores the importance of experiential learning and community engagement in the formation of durable attitudes (Menon & Suresh, 2020; Morris, 2020). The extent of student engagement, encompassing both academic and non-academic pursuits, is identified as a significant factor in cultivating a sustainable attitude among college students (Fridayani, Riastuti, et al., 2022)

2.2 The Impact of University Image on Pro-Environmental Behaviour

The intricate correlation between the reputation of a university and individuals' engagement in pro-environmental actions is revealed through contrasting research outcomes. Although the enhancement of sustainability initiatives through a positive institutional image

has been acknowledged, the influence on human behaviour is a complex matter, as highlighted by Piscitelli & D'Uggento (2022). Research indicates that the reputation of an institution can potentially impact the overall perception of its commitment to the environment. However, the actual implementation of environmentally sustainable actions is dependent on several factors, such as effective communication strategies and the alignment of institutional values with sustainable practices (Duvnjak & Kohont, 2021; Iqbal & Ahmad, 2021).The existing body of literature emphasizes the necessity of developing a more intricate comprehension of the relationship between university image and pro-environmental conduct.

2.3 *The Importance of Institutional Support on Pro-Environmental Behaviour*

The existing body of literature continuously emphasizes the crucial significance of institutional assistance in promoting environmentally friendly behaviour among university students. The adoption of proactive strategies, such as the incorporation of environmentally friendly laws, the establishment of sustainable infrastructure, and the inclusion of environmental education, has demonstrated a favourable association with engagement in environmentally responsible behaviours (Iqbal et al., 2020; Tang et al., 2022). The literature highlights the significance of institutional support in establishing an atmosphere that promotes sustainable activities and fosters a shared sense of responsibility among students (Vukelić & Rončević, 2021).The extent of institutional dedication and the inclusiveness of supportive measures are identified as crucial factors in influencing pro-environmental conduct.

2.4 *In order to provide a comprehensive understanding of the literature, it is essential to contextualize it within the framework of Sanata Dharma University.*

Even though there is a lot of writing about how student engagement, university image, institutional support, and pro-environmental behaviour all affect each other, it is important to note that Sanata Dharma University has its own unique circumstances that need to be carefully looked at. Given the unique socio-cultural and institutional context of Indonesia, it is imperative to conduct a focused analysis that takes into account the specific ethos of the university. Cultural values, community dynamics, and the distinctive activities the university engages in all have an impact on how these variables interact within the context of Sanata Dharma University. Hence, the primary objective of this research is to enhance the comprehension of pro-environmental behaviour within the unique context of an Indonesian institution by examining the specific characteristics that define it.

In conclusion, this literature review offers a comprehensive examination of the complex interconnections among student engagement, university reputation, institutional backing, and environmentally friendly conduct. The statement highlights the complex nature of these processes and emphasizes the importance of doing a context-specific analysis, particularly within the distinct environment of Sanata Dharma University.

3. Research Methods

The present study utilizes a quantitative research approach to comprehensively investigate the dynamics of pro-environmental behaviours among students enrolled at Sanata Dharma University. The objective of this study is to examine the impact of three primary factors, namely student engagement, university reputation, and institutional backing, on the development of environmentally conscious beliefs and behaviours among students.

The scope of this study includes all students currently registered at Sanata Dharma University. By employing a non-probability sampling method, a sample size of 211 students is chosen to encompass a diverse range of academic specialties available within the university. The non-probability strategy is used because of its pragmatic and efficient nature in collecting responses from a varied and inclusive cohort of pupils (Sugiyono, 2021). The administration

of a carefully crafted questionnaire that aims to gather comprehensive information about student involvement in environmental initiatives, their perceptions of the university's reputation, the level of support they perceive from the institution, and their self-reported pro-environmental actions facilitates the collection of data. The electronic administration of the questionnaire is implemented in order to enhance the efficiency and convenience of the data collection procedure.

Before developing hypotheses, the study does an extensive examination of the literature to create the theoretical framework and situate the research within the current body of knowledge. This study's hypotheses are based on three main claims: first, that students' involvement in environmental issues doesn't have a big effect on their behaviour; second, that the university's reputation has some influence on environmental behaviour; and third, that providing institutional support has some influence on environmental behaviour. In order to conduct an analysis of the gathered data, the study utilizes the technique of multiple linear regression. This statistical approach enables a comprehensive investigation of the separate and combined impacts of the independent factors on the dependent variable. The analysis is performed with statistical software, such as SPSS, in order to extract significant insights from the collected data

4. Research Findings and Discussion

4.1 The process of evaluating instrument data

a. Validity Assessment

The validity assessment was conducted to ascertain the effectiveness of the questionnaire in measuring the targeted constructs. The obtained results in Table 1 which demonstrate a significance level of less than 0.05, provide support for the reliability and accuracy of the collected data. This discovery is consistent with other studies that highlight the significance of carefully designed questionnaires for effectively measuring the variables being studied (Fridayani et al., 2023)

Table 1. Validity Test Results

Items	r value	Sig.	Items	r value	Sig.
X1.1	0,782	0,000	X3.1	0,867	0,000
X1.2	0,825	0,000	X3.2	0,851	0,000
X1.3	0,722	0,000	X3.3	0,813	0,000
X1.4	0,764	0,000	X3.4	0,874	0,000
X1.5	0,875	0,000	X3.5	0,856	0,000
X2.1	0,832	0,000	Y1	0,734	0,000
X2.2	0,880	0,000	Y2	0,772	0,000
X2.3	0,894	0,000	Y3	0,780	0,000
X2.4	0,850	0,000	Y4	0,657	0,000
X2.5	0,846	0,000	Y5	0,756	0,000

b. Reliability Assessment

The reliability assessment aimed to evaluate the consistency of the measurement device. The data is considered credible if it has a Cronbach's alpha score greater than 0.60. Prior research has emphasized the importance of reliability in guaranteeing the consistency of outcomes across several questions in a questionnaire (Fridayani et al., 2023)This is consistent with the known methodologies employed in survey research.

Table 2. Reliability Test Results

Variable	Number of Items	Cronbach Alpha
Student Engagement (X1)		0,862
University Image (X2)		0,912
Institutional Support (X3)		0,905
Pro-Environmental Behaviour (Y)		0,785

4.2 Classical assumption testing

Classical assumption testing refers to the process of evaluating the assumptions underlying statistical models or tests in a classical statistical framework (Fridayani et al., 2023)

a. Normality Test.

The first step in analysing the data is to do a normality test. The normality test is a statistical tool utilized to evaluate the adherence of a given dataset to a normal distribution. According to the results of a one-sample Kolmogorov-Smirnov test, the data had a normal distribution. The test produced a p-value of 0.382, which is above the specified significance level of 0.05. This observation suggests that the criteria for normality are met, hence affirming the appropriateness of employing parametric tests.

b. The multicollinearity test

The multicollinearity test is an essential analysis performed to evaluate the existence of multicollinearity in a statistical model. Multicollinearity is a phenomenon characterized by strong correlations between independent variables, which might provide difficulties when constructing regression models. The present study covers the evaluation of multicollinearity by analysing the variance inflation factor (VIF) and tolerance values as shown in the coefficient table. Based on established criteria, the absence of multicollinearity can be inferred when the variance inflation factor (VIF) value is below 10 and the tolerance value is over 0.1. The analysis of Table 3 indicates that the variance inflation factor (VIF) values for all variables are below the threshold of 10, suggesting a lack of multicollinearity. Additionally, the tolerance values continuously exceed the minimum threshold of 0.1, indicating that there is no substantial correlation between the predictor variables. Hence, drawing upon the aforementioned criteria, the study ultimately determines that there is no substantiated indication of multicollinearity inside the dataset.

Table 3. Multicollonearity Test Results

Variable	Tolerence	VIF
Student Engagement	0,310	3,478
University Image	- 0,083	3,389
Institutional Support	0,422	1,167

c. The heteroskedasticity test

The heteroskedasticity test is a statistical procedure used to assess the presence of heteroskedasticity in a dataset. The presence of homoscedasticity, as demonstrated through scatterplot analysis, enhances the dependability of the regression model. In earlier research, it was stressed how important it is to reduce heteroskedasticity to avoid wrong estimates and conclusions.

4.3 Multiple linear regression analysis

Multiple linear regression analysis is a statistical technique used to examine the relationship between a dependent variable and two or more independent variables. It allows for the identification and quantification of the impact of each independent variable on the dependent variable while controlling for the effects of.

a. The goodness-of-fit test is a statistical method used to assess the degree to which observed data fits a specific theoretical distribution (Ferdinand, 2014).

   The corrected R-squared value of 0.327 suggests that the independent factors can account for about 32,7% of the variability in pro-environmental behaviour. The remaining 67,3% is attributed to additional variables that have not been thoroughly investigated.

   The current finding, which is supported by a statistically significant F-test ($p < 0.05$), is in line with other research that stresses how important it is to use a properly calibrated model when doing regression analysis

b. The process of hypothesis testing is a fundamental statistical technique used to make inferences about population parameters based on sample data.

Table 4. Multiple linear regression analysis

Variable	B	t	Significance
Student Engagement		7,492	0,000
University Image	- 0,083	-0,661	0,509
Institutional Support		2,666	0,008

Hypothesis 1: The level of student participation has an impact on pro-environmental behaviour.

Upon analysing Table 4, significant findings emerge according to the initial hypothesis, which suggests a correlation between student engagement and environmentally conscious actions. The obtained significance value of 0.000, which is below the widely accepted threshold of 0.05, supports the statistical significance of this link. The presence of positive coefficients for both the beta and t values supports the aforementioned finding.

Based on the aforementioned results, it can be concluded that Hypothesis 1 is supported, indicating that student engagement has a partially beneficial and statistically significant influence on the adoption of ecologically sustainable practices. This conclusion is consistent with established statistical norms, suggesting that the impact of student participation on pro-environmental behaviour is not simply coincidental but has significant importance. The presence of a positive sign in both the beta and t values provides additional evidence supporting a positive direction of this influence.

Moreover, this discovery aligns with previous scholarly investigations, including the works of (Sahin & Teksoz (2012), which have continuously emphasized the significant influence of active student engagement in moulding attitudes towards environmental sustainability. The current study provides statistical validation for the observed association between student participation and pro-environmental conduct. Furthermore, this finding is conceptually consistent with previous scholarly discussions on the topic.

This research makes a valuable contribution to the existing literature by emphasizing the importance of fostering student engagement in sustainability initiatives. The statement posits that promoting active engagement among students can work as a catalyst for nurturing environmentally conscious attitudes and behaviours. In general, a close look at Table 4 and the following logical interpretation of the results give us a solid foundation

for understanding and recognizing the important role that student engagement plays in encouraging environmentally-friendly behaviours.

Hypothesis 2: The influence of university image on pro-environmental behaviour is not partial.

After doing a thorough examination of Table 4, a significant revelation arises pertaining to the second hypothesis, which suggests the impact of university image on environmentally conscious conduct. The computed p-value for this association is 0.509, exceeding the customary significance level of 0.05. Therefore, it may be inferred that the second hypothesis is refuted, indicating that the university's image does not have a statistically significant impact on environmentally beneficial conduct.

According to the investigations carried out by (Hansmann et al., 2020), the observed result deviates from prior research conclusions and presents a departure from anticipated outcomes. The absence of a statistically significant influence of university image on pro-environmental behavior necessitates a reevaluation of prevailing beliefs. The observed divergence between the current findings and previous studies indicates that the impact of university image on environmental views may depend on particular contextual elements.

Given the aforementioned findings, it is imperative to acknowledge the unique contextual factors associated with Sanata Dharma University, which could potentially account for the observed behavior. The nullification of the hypothesis highlights the significance of doing research that is tailored to the specific environment, hence underscoring the necessity of taking into account the distinct attributes and cultural milieu of the institution being examined. The consideration of contextual nuances becomes especially relevant when analysing the impact of institution image on environmental views, as this relationship may differ depending on elements unique to Sanata Dharma institutions.

Hypothesis 3: The level of institutional support has an impact on individuals' pro-environmental behaviour.

By doing a thorough analysis of Table 4, significant findings arise pertaining to the third hypothesis, which investigates the impact of university support on environmentally conscious behaviours. The computed significance value for this association is 0.008, which is below the commonly accepted threshold of 0.05. Moreover, it is noteworthy that both the beta and t values have a positive orientation. Therefore, it can be concluded that the third hypothesis is supported, indicating that university assistance has a substantial and positive impact on promoting environmentally conscious behaviours.

The aforementioned conclusion is in perfect accordance with recognized statistical norms, suggesting that the impact of university funding on pro-environmental conduct is not a random event but rather has substantial importance. The presence of a positive sign in both the beta and t values serves to further substantiate the directionality of the positive influence.

Furthermore, this discovery aligns with a substantial body of previous scholarly investigations, as demonstrated by the work of (Fatoki, 2019), which constantly emphasizes the crucial influence of university policies and facilities on the formation of sustainable behaviours. The findings of this study demonstrate a positive correlation between the level of support provided by universities and individuals' pro-environmental behaviour. These results are consistent with existing academic literature and add to our understanding of the importance of institutional support in promoting environmentally responsible attitudes and actions.

The extant body of literature underscores the significance of institutional support in shaping individuals' pro-environmental behaviour, and the present study offers empirical

substantiation for this proposition. This highlights the significance of higher education institutions actively promoting and supporting ecologically sustainable initiatives. The comprehensive examination of Table 4 and the subsequent elucidation of the third hypothesis provide a solid basis for comprehending and recognizing the crucial influence of university assistance in promoting pro-environmental conduct.

c. The dominance test is a method used to determine the hierarchical relationship between individuals or groups within a social structure (Ghozali, 2018).

   The findings of the dominance test indicate that student engagement exerts (0,422) a more significant impact on pro-environmental behaviour (0,310) in comparison to institutional support. This statement is consistent with the focus on the proactive involvement of students in promoting sustainability efforts. The prevalence of student involvement implies that strategic interventions should prioritize the cultivation and promotion of student engagement in order to achieve more impactful results in the advancement of environmental responsibility.

5. Conclusions

In summary, this research conducted a comprehensive examination of the factors influencing pro-environmental behaviour in the student population of Sanata Dharma University. The study specifically investigated the relationship between student engagement, university reputation, institutional assistance, and environmentally conscious beliefs and behaviours. The study utilized a rigorous quantitative technique, which involved conducting tests to assess the validity and reliability of the data, examining the assumptions of classical statistical analysis, and doing multiple linear regression analysis.

The findings suggest that the level of student engagement has a considerable impact on pro-environmental behaviour, highlighting the crucial importance of active engagement in promoting sustainability. In contrast, the study revealed that the reputation of the institution did not exert a statistically significant effect on pro-environmental conduct within the particular setting of the Sanata Dharma institution. This underscores the necessity of a nuanced comprehension of the relationship between university image and students' environmental attitudes. The presence of institutional support has been identified as a noteworthy feature, highlighting the importance of university policies and facilities in influencing environmentally conscious behaviours among students.

Furthermore, the results of the dominance test indicate that student engagement exerts a more significant influence on pro-environmental behaviour compared to institutional support. This highlights the significance of cultivating a culture that encourages active student engagement in sustainability projects in order to achieve desirable results.

6. Implications

In this discourse, we will examine several strategies employed by universities. It is imperative for universities to focus efforts that effectively engage students in pro-environmental actions. This includes the implementation of sustainability initiatives, educational workshops, and organized activities aimed at fostering student engagement in environmental preservation endeavours.

The concept of reputation management refers to the practice of actively monitoring and controlling the perception and image of an individual, organization, or brand in order to maintain a positive reputation. Although the influence of university image on pro-environmental behaviour was found to be insignificant in this particular context, it is imperative for universities to consistently evaluate and improve their environmental programs in order to meet the expectations of environmentally conscious students. The transparent dissemination of

information regarding sustainability initiatives has the potential to enhance the overall reputation of a university.

The provision of institutional support is crucial for the success and sustainability of any organization or establishment. The considerable impact of institutional backing underscores the significance of colleges adopting and advocating for environmentally friendly policies (Kusuma & Fridayani, 2022). Enhancing the overall impact of institutional assistance can be achieved through investment in sustainable infrastructure, the integration of environmental education, and the active support of student-led projects.

The topic of student engagement is of great importance in the field of education. In light of the significant impact of student involvement on promoting environmentally conscious actions, it is imperative for universities to prioritize the establishment of a conducive atmosphere that fosters and promotes student engagement. This may entail the establishment of student-led sustainability committees, the provision of resources for environmentally beneficial projects, and the integration of sustainability into the curriculum.

In light of the current study's findings, there are several areas that warrant further investigation in future research. This study presents opportunities for further investigation, namely in the examination of cultural and contextual variables that shape the relationship between university image and pro-environmental behaviour. Furthermore, longitudinal studies have the potential to offer valuable insights on the enduring impacts of consistent institutional support and student engagement on environmental attitudes and behaviours over an extended period of time.

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