The Greening Of Business: Making The Business Sustainability

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Abstract

Nowadays the environment is an important aspect that is part of university business. Various green steps the University takes to integrate the environment with the management of the university's business so that it can be sustainable.

This study aims to determine and identify the effect of Green Business and Competitive advantages on business sustainability at Mercu Buana University and Bakri University. The research paradigm used is positivistic. This research was conducted at Mercu Buana University and Bakri University samples of 100 people. The object of this research is the University Bakrie and University Mercu Buana Data analysis uses SEM (Structural Equation Model) with GSCA (Generalized Structured Component Analysis) software. The results of the study prove 1) the influence of Green Business and Competitive advantage on business sustainability and 2) the influence of Green Business on business sustainability through Competitive advantage.

Keywords: Green Business, Competitive Advantage, Sustainability Business, etc

I. Introduction

In the last two decades, world business practitioners have had the awareness to implement practices that are more supportive of environmental sustainability. This green environment is very important for human life, because a good environment can naturally increase physical activity. Today many schools or universities support a clean environment. Various attempts were made to integrate the environment with the university's business management so that it can be sustainable. Building a green business is no longer an image of the university but it is a must if the university wants to remain profitable and live long. Universitas Mercu Buana and Universitas Bakrie are present to use efficient resources by developing the concept of integration of green operations so

that it can be felt by many parties, one of them is students and stakeholders in the university.

Managing a reputation in an environmentally conscious world is not easy. The effects of green business practices require in-depth knowledge with the ability to meet environmental preservation requirements. University stakeholders need to develop systems and structures in their business that meet the requirements of environmentally friendly business practices. Smith, E. E., & Perks, S. (2010) argues that being 'green' and green attention is very diverse and not all businesses that are environmentally responsible are the same. This needs the flexibility that most companies have difficulty with.

This study discusses how Universitas Mercu Buana and Universitas Bakrie can successfully manage educational activities that have an impact on the environment. If managed well, the university will

benefit from the university's strong reputation, has important and positive implications for the campus brand image itself.

II. Literature Review

Green Business. Is a business that has a minimal negative impact on the environment, community, society, or the local or global economy. Zsolnai (2002: 656) defines a green business as a business that has adopted the concept of environmentalism across the various functions of the business. Gilbert (2007: 1) identifies a green business activity as any activity that is performed in a manner that has either limited negative ecological impact or directly benefits the natural environment in some way.

The definition shows that green business does not only focus on the natural environment, but more than that the concept of green business is related to overall sustainability. Sustainability is defined as living and doing business in a way that does not erode the potential for future generations based on triple bottom line (TBL) or economic, environmental and social benefits (Friend, 2009). Sustainable Business is a business effort to minimize negative impacts on the environment and social so that future generations will have adequate resources to meet their needs. (https://www.dictio.id/t)

Some of the previous studies related to Green Business are Pradeep's (2017) research that explores the challenges and business opportunities they have by practicing green business. Nuning (2016) identified different perceptions of the application of green business practices. Research conducted by James (2011), Sari (2013), Gratia (2016) states the importance of Green business for business excellence. Research related to green campus and green education was conducted by Pascal (2014) and Prithi (2016).

Competitive Advantage. Is how companies make strategy as a basis for success in the future. This success strategy can be achieved by companies with good and strong performance and supported by integrated resources so that competitors find it difficult to compete in the same market.

In pursuit of competitive advantage, companies often differ in scope of competitive activities. Competitive area has four key dimensions: scope segment, the vertical extent (degree of vertical integration), geographical scope, and the scope of the industry (or range of industries in which competing company). Porter, M. E., & Millar, V. E. (1985). Also the porter in his book said that competitive advantage in the industry is a reflection of the scope of competition, namely the broad target market of the company or business unit. Hunger, J. D., & Wheelen, T. L. (2003).

Sustainability Business. The sustainability of a business is always related to how the company can maintain the stability of the company in the future from existing competitors, so the company needs to maintain costs incurred, improve facilities, and strengthen resources. Sustainable business is defined as a company that has the ability to achieve business goals and increase long-term value by integrating economic, environement, social and business strategies. (Fauzi, H., Svensson, G., & Rahman, A. A., 2010).
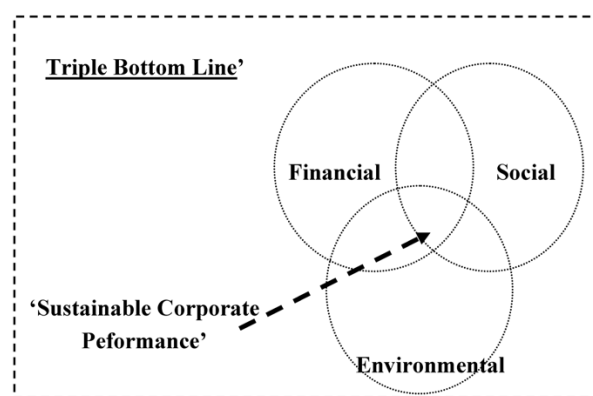

Figure 1. Triple bottom line

Based on the theory and previous research, the research framework is made as shown in Figure 1.
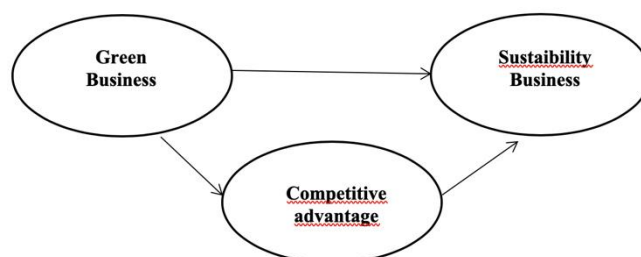

Figure 2. Research Framework

The Hypotheses in this study are:

H1: Does Green Business affect Competitive Advantages at Mercubuana University?

H2: Does Competitive advantage affect the sustainability of business at Mercubuana University?

H3: Does Green Business affect the sustainability of business at Mercubuana University?

H4: Does Green Business affect the sustainability of business through Competitive Advantage at Mercubuana University?

H5: Does Green Business affect Competitive Advantages at Bakrie University?

H6: Does Competitive advantage affect business sustainability at Bakrie University?

H7: Does Green Business affect the sustainability of business at Bakrie University?

H8: Does Green Business affect the sustainability of business through Competitive Advantage at Bakrie University?

III. Research Methods

The research method used in this research is quantitative research with a case study approach. Quantitative research will use the statistical analysis tool of structural equation models (Structural Equation Modeling). The object of this research is this research was conducted at Mercu Buana University and Bakri University. The sample in this study was a sample of 100 people with random sampling technique

IV. Analysis and Discussion

Analyisis

1. **Validity test and Realibility**

   1.1. **Test Discriminant validity**

   Table 1. Discriminant validity test results

Group 1 (Universitas Mercu Buana)	
Variabel	Average variance extracted (AVE)
Green Business (X)	0,556
Competitive Advantage (Y1)	0,618
Sustainbility Business (Y2)	0,576
Group 2 (Universitas Bakrie)	
Variabel	Average variance extracted (AVE)
Green Business (X)	0,662
Competitive Advantage (Y1)	0,567
Sustainbility Business (Y2)	0,663

Source: Primary data processed, 2019

Table 1 above, shows the results of the discriminant validity test where all the values of Average variance extracted (AVE) are more than 0.50. Thus it can be concluded that this measurement meets Convergent Validity requirements based on the value of Average Variance Extracted (AVE).

1.2. **Test Composite Reliability**

Table 2. Testing Results Composite Reliability

Group 1 (Universitas Mercu Buana)		
Variabel	Composite Reliability	Description
Green Business (X)	0,882	Reliabel
Competitive Advantage (Y1)	0,687	Reliabel
Sustainbility Business (Y2)	0,855	Reliabel
Group 2 (Universitas Bakrie)		

Group 1 (Universitas Mercu Buana)		
Variabel	Composite Reliability	Description
Variabel	Composite Reliability	Description
Green Business (X)	0,926	Reliabel
Competitive Advantage (Y1)	0,615	Reliabel
Sustainbility Business (Y2)	0,935	Reliabel

Source: Primary data processed, 2019

Based on Table 2 above, it can be explained the results of composite reliability testing that shows satisfactory values, where all latent variables have been reliable because all of the variable values have composite reliability values ≥ 0.60. In other words, the questionnaire used as an instrument in this study is reliable or consistent. Thus, it can be concluded that, all indicators are indeed a measure of their respective constructs.
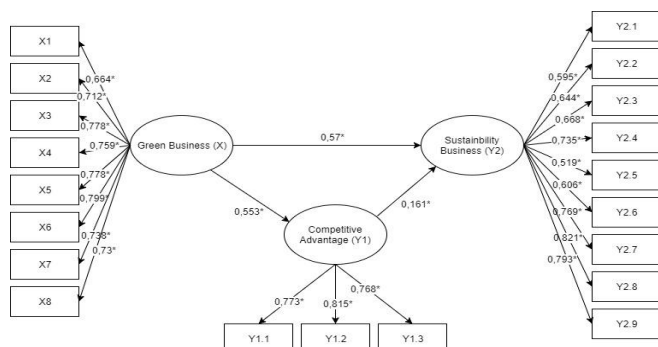
2. The Structural Equation Model

Figure 3. Analysis Result With GeSCA in Group 1
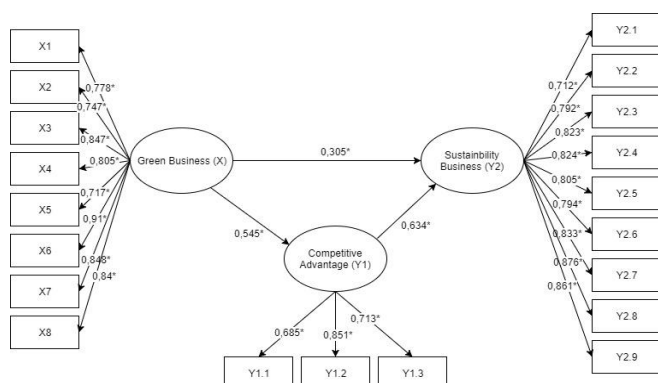Source: Primary data processed, 2019

Figure 4. Analysis Result With GeSCA in Group 2
Source: Primary data processed, 2019

Table 3. Test *Goodness Of Fit Overall Model*

Criteria	Cut-of value	Result model	Description
SRMR	≤ 0,08	0,079	Model good
GFI	≥ 0,90	0,994	Model good

Source: Primary data processed, 2019

Goodness of Fit Overall Model test results based on Table 3 shows that SRMR and GFI have met the cut-off value, then the GSCA model in this study is

The measurement model (Table 4) shows the following:

1. The loading value of the indicator Students who are aware of environmental conservation (X1) are 0.664 for group 1 and 0.778 for group 2. This means that the diversity of Green Business Variables can be explained by indicators of students who are aware of environmental conservation (X1) of

suitable and feasible to use, so that interpretation can be made for further discussion.

Goodness of Fit The structural model is measured using FIT and AFIT. In this modeling the FIT value is obtained that is equal to 0.55 which means the research model formed can explain all the existing variables of 0.55. The diversity of Green Business, Competitive Advantage and Sustainability Business that can be explained by the model is 55% and the rest (45%) can be explained by other variables not included in the study. That is, if seen from the FIT value obtained, the model formed can be said to be good

Table 4. Measurement Model Variabel Green Business (X)

Group 1 (Universitas Mercubuana)			
Indikator	**Estimate**	**SE**	**CR**
X1	0.664	0.004	158.4*
X2	0.712	0.082	8.64*
X3	0.778	0.018	42.98*
X4	0.759	0.140	5.42*
X5	0.778	0.047	16.45*
X6	0.799	0.013	60.05*
X7	0.738	0.102	7.22*
X8	0.730	0.001	571.18*
Group 2 (Universitas Bakri)			
X1	0.778	0.029	26.86*
X2	0.747	0.047	15.94*
X3	0.847	0.014	58.99*
X4	0.805	0.019	41.46*
X5	0.717	0.040	17.8*
X6	0.910	0.013	68.35*
X7	0.848	0.007	114.51*
X8	0.840	0.006	140.3*

Source: Primary data processed, 2019

66, 4% for group 1 and 77.8% for group 2. In other words, the contribution of indicators Students who are aware of environmental conservation (X1) in measuring the Green Buisness Variable variable is 66.4% for group 1 and 77.8% for group 2.

2. The value of loading the university indicator provides facilities and infrastructure that supports environmental preservation on campus (X2) of 0.712 for group 1 and 0.747

for group 2. This means that the diversity of Green Business Variables can be explained by the university indicator providing facilities and infrastructure that support environmental preservation on campus (X2) by 71.2% for group 1 and 74.7% for group 2. In other words, the contribution of university indicators provides facilities and infrastructure that support environmental conservation on campus (X2) in measuring the Green Buisness Variable variable of 71 , 2% for group 1 and 74.7% for group 2.

3. The loading value of lecturers who teach has behavior and is aware of environmental preservation (X3) of 0.778 for group 1 and 0.847 for group 2. This means that the diversity of Green Business Variables can be explained by indicators Lecturers who teach have behavior and are aware of environmental preservation (X3) of 77.8% for group 1 and 84.7% for group 2. In other words, the contribution of the lecturer teaching indicator has a behavior and is aware of environmental preservation (X3) in measuring the Green Business variable of 77.8% for group 1 and 84.7% for group 2.

4. Value loading indicator for lecture material given attention to environmental preservation (X4) of 0.759 for group 1 and 0.805 for group 2. This means that the diversity of Green Business Variables can be explained by indicators of lecture material given attention to environmental preservation (X4) of 75, 9% for group 1 and 80.5% for group 2. In other words, the contribution of the lecture material indicator given attention to environmental preservation (X4) in measuring the Green Business variable by 75.9% for group 1 and 80.5% for group 2.

5. The loading value of the Community Service indicators run by the university has a focus on environmental preservation (X5) of 0.778 for group 1 and 0.717 for group 2. This means that the diversity of Green Business Variables can be explained by the Community Service indicators run by the university which have a focus on environmental preservation (X5) of 77.8% for group 1 and 71.7% for group 2. In other words, the contribution of indicators of

Community Service run by the university has a focus on environmental preservation (X5) in measuring the Green Business variable of 77.8% for group 1 and 71.7% for group 2.

6. Value loading indicator Research conducted by the university focuses on environmental preservation & organizational sustainability (X6) of 0.799 for group 1 and 0.91 for group 2. This means that the diversity of Green Business Variables can be explained by indicators Research conducted by the university focuses on environmental preservation & organizational sustainability (X6) 79.9% for group 1 and 91% for group 2. In other words, the contribution of indicators Research conducted by the university focuses on environmental preservation & organizational sustainability (X6) in measuring the Green Business variable of 79.9% for groups 1 and 91% for group 2.

7. The loading value of the indicators of students who passed behave and consciously to preserve the environment (X7) was 0.738 for group 1 and 0.848 for group 2. This means that the diversity of Green Business Variables was able to be explained by the indicators of students who passed behaved and were conscious to preserve the environment (X7) equal to 73.8% for group 1 and 84.8% for group 2. In other words, the contribution of graduated students behaving and consciously indicators to preserve the environment (X7) in measuring the Green Business variable by 73.8% for group 1 and 84.8% for group 2.

8. The loading value of the academic community indicator produces a research journal that focuses on environmental preservation & organizational sustainability (X8) of 0.73 for group 1 and 0.84 for group 2. This means that the diversity of Green Business Variables can be explained by the academic community indicator producing a journal research that focuses on environmental preservation & organizational sustainability (X8) by 73% for group 1 and 84% for group 2. In other words, the contribution of the academic community indicator results in a research journal that focuses on environmental preservation & organizational sustainability (X8) in

measuring Green Variable variables Buisness is 73% for group 1 and 84% for group 2.

Green Business Variable measurement model also informs that the university focuses on environmental preservation & organizational sustainability (X6) has the greatest loading value both group 1 and group 2. This means that the university focuses on environmental preservation & organizational sustainability (X6) is the most dominant indicator in measuring Green Business Variable.

Table 5. Competitive Advantage Variable Measurement Model (Y1)

Group 1 (Universitas Mercubuana)			
Indikator	Estimate	SE	CR
Y1.1	0.773	0.068	11.4*
Y1.2	0.815	0.016	49.87*
Y1.3	0.768	0.031	24.43*
Group 2 (Universitas Bakri)			
Y1.1	0.685	0.018	39.03*
Y1.2	0.851	0.010	88.55*
Y1.3	0.713	0.028	25.86*

Source: Primary data processed, 2019

The model shows the following:
1. The value of loading the service price / SPP indicator for students on this campus competes with other universities (Y1.1) of 0.773 for group 1 and 0.685 for group 2. This means that the diversity of Competitive Advantage Variables can be explained by the service price indicator / SPP for students on this campus compete with other universities (Y1.1) by 77.3% for group 1 and 68.5% for group 2. In other words, the contribution of the service price / SPP indicator for students on this campus competes with other universities (Y1.1) in measuring the variable Competitive Advantage of 77.3% for group 1 and 68.5% for group 2.
2. The loading value of the Service Quality indicator at this university is good (Y1.2) of 0.815 for group 1 and 0.851 for group 2. This means that the diversity of Competitive Advantage Variables can be explained by the indicator of Service Quality at this university is good (Y1.2) equal to 81.5% for group 1 and 85.1% for group 2. In other words, the

contribution of service quality indicators at this university is good (Y1.2) in measuring the variable Competitive Advantage of 81.5% for group 1 and 85.1% for group 2.
3. The loading value of the indicator The University continues to innovate services (Y1.3) of 0.768 for group 1 and 0.713 for group 2. This means that the diversity of Competitive Advantage Variables can be explained by the indicators of the University continuing to innovate services (Y1.3) of 76,8% for group 1 and 71.3% for group 2. In other words, the contribution of the University indicator continues to innovate services (Y1.3) in measuring the variable Competitive Advantage of 76.8% for group 1 and 71.3% for group 2.

The measurement model of Competitive Advantage Variables also informs that the Service Quality at this university is good (Y1.2) has the greatest loading value, which is equal to both group 1 and group 2. This means that the Service Quality at this university is already good (Y1.2) is the most dominant indicator in measuring the variable Competitive advantage.

Table 6. Measurement Model for Sustainability Business Variabel (Y2)

Group 1 (Universitas Mercubuana)			
Indicator	Estimate	SE	CR
Y2.1	0.595	0.084	7.04*
Y2.2	0.644	0.156	4.12*
Y2.3	0.668	0.005	142.16*
Y2.4	0.735	0.055	13.28*
Y2.5	0.519	0.004	141.37*
Y2.6	0.606	0.071	8.52*
Y2.7	0.769	0.020	38.85*
Y2.8	0.821	0.041	20.24*
Y2.9	0.793	0.031	25.48*
Group 2 (Universitas Bakrie)			
Y2.1	0.712	0.034	20.64*
Y2.2	0.792	0.020	38.95*
Y2.3	0.823	0.063	13.11*
Y2.4	0.824	0.047	17.69*
Y2.5	0.805	0.002	337.45*
Y2.6	0.794	0.003	315.67*
Y2.7	0.833	0.070	11.96*
Y2.8	0.876	0.057	15.47*
Y2.9	0.861	0.018	49.03*

Source: Primary data processed, 2019

The measurement model shows the following:

1. The loading value of the University indicator to do Promotional Innovation to maintain the sustainability of new student recruitment (Y2.1) is 0.595 for group 1 and 0.712 for group 2. This means that the diversity of Variable Sustainability Business can be explained by the University indicator of Promoting Innovation to maintain the sustainability of recruitment new students (Y2.1) amounted to 59.5% for group 1 and 71.2% for group 2. In other words, the contribution of the University's indicators did a Promotional Innovation to maintain the sustainability of new student recruitment (Y2.1) in measuring the Sustainability Variable variable Business 59.5% for group 1 and 71.2% for group 2.

2. Value loading indicator the existence of university involvement to participate in advancing the economy in Indonesia (Y2.2) is 0.644 for group 1 and 0.792 for group 2. This means that the diversity of Variable Sustainability Business can be explained by the indicator of university involvement to participate in promote the economy in Indonesia (Y2.2) by 64.4% for group 1 and 79.2% for group 2. In other words, the contribution of indicators The involvement of universities to participate in advancing the economy in Indonesia (Y2.2) in measuring Variable Business Sustainability variables of 64.4% for group 1 and 79.2% for group 2.

3. Value loading indicator the role of universities in the development of the economic sector in the environment around the campus (Y2.3) of 0.668 for group 1 and 0.823 for group 2. This means that the diversity of Business Sustainability Variables can be explained by indicators the role of universities in the development of the economic sector in the environment around campus (Y2.3) by 66.8% for group 1 and 82.3% for group 2. In other words, the contribution of indicators the role of universities in the development of the economic sector in the environment around campus (Y2.3) in measuring Business Sustainability Variable variables are 66.8% for group 1 and 82.3% for group 2.

4. The loading value of the university indicator has a Policy for environmental care activities (Y2.4) of 0.735 for group 1 and 0.824 for group 2. This means that the diversity of the Sustainability Business Variables can be explained by the indicators of the university having a Policy for environmental care activities (Y2.4) equal to 73.5% for group 1 and 82.4% for group 2. In other words, the contribution of university indicators has a policy for environmental care activities (Y2.4) in measuring the variable Business Sustainability Variable of 73.5% for group 1 and 82.4% for group 2.

5. The indicator loading value of the University has international standardized facilities and infrastructure in terms of Healthy, Safe and Environment (HSE) (Y2.5) of 0.519 for group 1 and 0.805 for group 2. This means that the diversity of the Sustainability Business Variables can be explained by the indicators The University has international standardized facilities and infrastructure in terms of Healthy, Safe and Environment (HSE) (Y2.5) of 51.9% for group 1 and 80.5% for group 2. In other words, the contribution of University indicators has means and international standardized infrastructure in terms of Healthy, Safe and Environment (HSE) (Y2.5) in measuring the Variable Sustainability Business variable of 51.9% for group 1 and 80.5% for group 2.

6. The loading value of the indicators of the University's Concern for the prevention and management of natural disasters (Y2.6) is 0.606 for group 1 and 0.794 for group 2. This means that the diversity of the Sustainability Business Variables can be explained by the indicator of the University's Concern for the prevention and management of natural disasters (Y2.6) by 60.6% for group 1 and 79.4% for group 2. In other words, the contribution of the university's Concern Indicator to the prevention and management of natural disasters (Y2.6) in measuring the Sustainability Business Variable variable is 60, 6% for group 1 and 79.4% for group 2.

7. Value loading indicator the role of universities for scholarship programs for underprivileged children and for teaching staff in schools (teachers) (Y2.7) is 0.769 for group 1 and 0.833 for group 2. This means the diversity of the Sustainability Variable Variable Business can be explained by indicators the role of universities for scholarship programs for underprivileged children and for teaching staff in schools

(teachers) (Y2.7) is 76.9% for group 1 and 83.3% for group 2. In other words, the contribution of indicators the role of universities for scholarship programs for underprivileged children and for teaching staff in schools (teachers) (Y2.7) in measuring the Variable Sustainability Business variable of 76.9% for groups 1 and 83,3% for group 2.

8. Value loading indicator the existence of cooperation activities with partners in the form of social activities (Y2.8) of 0.821 for group 1 and 0.876 for group 2. This means that the diversity of the Sustainability Business Variables can be explained by the indicator of the existence of cooperation activities with partners in the form of social activities (Y2 .8) by 82.1% for group 1 and 87.6% for group 2. In other words, the contribution of indicators The existence of cooperation activities with partners in the form of social activities (Y2.8) in measuring the variable Business Sustainability Variable was 82.1% for group 1 and 87.6% for group 2.

9. Value loading indicator the existence of alumni involvement for programs that produce a broad impact for the public (Y2.9) of 0.793 for group 1 and 0.861 for group 2. This means that the diversity of the Sustainability Business Variables can be explained by the indicator of the existence of alumni involvement for the program programs that produce a broad impact for the public (Y2.9) of 79.3% for group 1 and 86.1% for group 2. In other words, the contribution of indicators the existence of alumni involvement for programs that produce a broad impact for the public (Y2.9) in measuring the Business Sustainability Variable variable of 79.3% for group 1 and 86.1% for group 2.

The measurement model of the Sustainability Business Variable also informs us that the existence of the Collaborative Activities with partners in the form of social activities (Y2.8) has the greatest loading value which is equal to both group 1 and group 2. This means that the existence of Collaborative Activities with partners in the form of social activities (Y2.8) is the most dominant indicator in measuring Business Sustainability Variables.

3. Hypothesis testing

In the structural model, nine hypotheses of relationship between variables are tested (direct effect). The results of testing the relationship between research variables in full are presented in Table 7 and Table 8:

Table 7. Research Hypothesis Testing Results (Direct Influence)

Hypothesis	Direct Effect	Coefisien path	Standard Error	Critical Ratio	Description
H1	Green Business-> Competitive Advantage di Universitas Mercu buana (Group 1)	0.553	0.071	7.78*	Significant
H2	Competitive Advantage -> Sustainibility Business di Universitas Mercu buana (Group 1)	0.161	0.073	2.19*	Significant
H3	Green Business-> Sustainibility Business di Universitas Mercu buana (Group 1)	0.570	0.036	15.97*	Significant
H5	Green Business-> Competitive Advantage di Universitas Bakrie (Group 1)	0.545	0.006	90.3*	Significant
H6	Competitive Advantage -> Sustainability Business di Universitas Bakrie (Group 1)	0.634	0.081	7.83*	Significant
H7	Green Business-> Sustainibility Business di Universitas Bakrie (Group 1)	0.305	0.068	4.45*	Significant
CR* = significant at .05 level					

Source: Primary data processed, 2019

In addition to testing the direct effect, multivariate modeling is also known as an indirect effect. Indirect effect is the product of 2 (two) direct effects. An indirect effect is declared significant if the two direct effects that shape it are significant, if one or both of them are not significant then the effect is not necessarily insignificant. Table 8 are show the results of indirect effects:

Table 8. Testing Results - Hypothesis Research (Indirect Effects)

Hypothesis	Relationship	Coefisien	Description	Conclusion
H4	Green Business-> Competitive Advantage -> Sustainibility Business in Universitas Mercu Buana (Group 1)	0,089	Green Business-> Competitive Advantage (Sig.), Competitive Advantage -> Sustainibility Business (Sig.)	Significant
H8	Green Business-> Competitive Advantage -> Sustainibility Business in University Mercu Buana (Group 2)	0,34553	Green Business-> Competitive Advantage (Sig.), Competitive Advantage -> Sustainibility Business (Sig.)	Significant

Source: Primary data processed, 2019

Table 7 results of the analysis show that all relationships between variables on direct influence show significant. Based on Table 8, the results of

testing the indirect effect of the structural model are elaborated and significant results are obtained. Figure 4 for Group 2 (Bakrie University).

V. DISCUSSION

1. Green business influences Competitive advantage at Mercu Buana University that the coefficient is positive indicating that the higher the Green Business, the higher the Competitive Advantage at Mercu buana University. This means that Mercu buana university needs to increase awareness of environmental preservation. Because the environment is one of the most important natural resources for humans and other living things. So that efforts are needed to preserve the environment by maintaining cleanliness, because it is part of faith and important in maintaining the health of the surrounding environment. Minimal awareness becomes the cause of waste in the community and of course it also has an impact on nature.

2. Competitive advantage influences business sustainability at Mercu Buana University. There is sufficient empirical evidence that the coefficient is positive indicating that the higher the Competitive Advantage, the higher the Sustainability Business at Mercu Buana University. In the future, universities need to improve innovation in providing services to students, or to stakeholders. Public service innovation is said to be a breakthrough initiative from public agencies / institutions in an effort to improve the quality of public services. The principle of novelty is distinguished from innovation in technology which is a uniquely different from the others.

3. Green Business affects the sustainability of business at Mercu Buana University. From the test results produce the influence of Green Business on Sustainability Business at Mercu Buana university very significantly influence. However, it is necessary to increase HSE advice and infrastructure (UMB).

4. Green Business influences Business Sustainability through Competitive Advantages at Mercu Buana University. From the results of the analysis that universities need to maintain a variety of research that focuses on environmental research. The University needs to improve the quality of service and need to increase cooperation with Mercu Buana university partners. As is known that the success of educational services is determined in providing quality services to the users of education services in this case students. In order for students to get what is expected, the university must be able to synergize the expectations of students with the vision, mission and goals of the organization. The synergy of student expectations and the interests of tertiary institutions will be achieved if the academic services carried out prioritize aspects of quality, adequate facilities, and professional management.

5. Green Business influences Competitive Advantage at Bakrie University having a significant positive effect so that Bakrie University needs to improve community service. The role of community service provides solutions based on academic studies of needs, challenges, or problems faced by the community, both directly and indirectly.

6. Competitive Advantage influences Business Sustainability at Bakri University. Bakrie University needs to increase the suitability of service costs. Improving these services is an effort to prevent poor quality or failure to meet customer needs or costs incurred due to poor quality products / services of Education service facilities.

7. Green Business significantly affects Business Sustainability at Bakrie University. Bakri University needs to increase innovation and promotion to recruit new students. One of the efforts of the university needs to be to increase the promotion of cooperative relations with various institutions that are abroad or have obtained ISO and promise job graduates.

8. Green Business significantly affects Business Sustainability through Competitive Advantage at Bakrie University. In an effort to maintain services, Bakri University needs to conduct research that focuses on the environment, improving service quality and increasing collaboration with partners so that business sustainability is achieved later.

VI. CONCLUSION

1. Green Business has a positive and significant effect on Competitive Advantage at Mercubuana University. The coefficient

marked positive indicates that the higher the Green Business the higher the Competitive Advantage at the mercu buana university.

2. Competitive Advantage has a positive and significant effect on Business Sustainability at Mercubuana University. The coefficient marked positive indicates that the higher the Competitive Advantage, the higher the Sustainability Business at Mercu buana University.

3. Green Business has a positive and significant effect on Business Sustainability at Mercu buana University. The coefficient marked positive indicates that the higher the Green Business the higher the Sustainability Business at Mercu buana University.

4. Green Business has a positive and significant effect on Business Sustainability through Competitive Advantage at Mercu buana University. The coefficient marked positive indicates that the higher the Green Business, the higher the Sustainability Business will be through increasing the Competitive Advantage path at Mercu buana University. The Competitive Advantage variable is a partial mediating variable in the relationship between Green Business and Business Sustainability. Mediation partly means that the Green Business Variable and the Competitive Advance Variable together explain the diversity of the Sustainability Business Variable in the relationship between Green Business and Sustainability Business.

5. Green Business significantly affects Competitive Advantage at Bakrie University. The coefficient marked positive indicates that the higher the Green Business the higher the Competitive Advantage at Bakrie University.

6. Competitive Advantage significantly affects Business Sustainability at Bakrie University. The coefficient marked positive indicates that the higher the Competitive Advantage, the higher the Sustainability Business at Bakrie University.

7. Green Business significantly affects Business Sustainability at Bakrie University. The coefficient marked positive indicates that the higher the Green Business the higher the Sustainability Business at Bakri University

8. Green Business significantly affects Business Sustainability through Competitive Advantage at Bakrie University. The coefficient marked positive indicates that the higher the Green Business the higher the Sustainability Business will be through increasing the Competitive Advantage path at Bakri University. The Competitive Advantage variable is a perfect mediating variable in the relationship between Green Business and Business Sustainability. Perfect mediation means that the Green Business Variable does not explain the diversity of Business Sustainability Variables, but the Competitive Advantage Variable which explains the diversity of Business Sustainability Variables in the relationship between Green Business and Business Sustainability.

VII. RECOMMENDATION

1. The results of this study can be input for Mercu Buana University and Bakrie University in growing market share oriented to improving environmental quality, increasing the production of graduates who understand that it will be environmentally friendly so that it can increase good value in the eyes of the community. In realizing a green and clean university there are challenges that can be said are not easy to solve, ranging from technical issues to the business concept of managing the university itself. The University environment, both Bakrie University or Mercu Buana University which operates must apply the concept of a green office or a green office designed to collaborate with the surrounding environment so that the office is more friendly in interacting with the surrounding environment. Mercu Buana University and Bakrie University with the concept of environmentally friendly universities should be more vigorous in promoting and disseminating information about the concept of green universities that are environmentally friendly by showing benefits for students and society and the resulting impact on the environment.

2. Researchers hope for further research to dig deeper related variables that affect

Sustainability Business and Employee Green Behavior.

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