

Meningkatkan perilaku donasi pelestarian lingkungan pada high networth individuals melalui pembentukan conservation leaders community = To increase donation behavior toward the environmental preservation among the high networth individuals through the establishment of the conservation leaders community / Dini Indrawati Septiani

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Abstrak

ABSTRAK

Penelitian ini dilakukan dengan menggunakan program intervensi melalui pembentukan Conservation Leaders Community yang bertujuan untuk meningkatkan perilaku donasi pelestarian lingkungan pada High Networth Individuals (HNWI) di Indonesia. Conservation Leaders Community dibagi menjadi tiga kategori: 1. Heritage Club >500 juta
2., Fostering Community 250 juta s/d 500 juta
3. Guardian of Nature 10 juta s/d 250 juta. Donasi berhasil diterima sebesar IDR 710.000 juta. Analisa teknik statistik wilcoxon signed ranked test menunjukkan adanya perubahan yang signifikan skor komitmen setelah datang ke forum intervensi, $Z(7) = -1,000c$, $p = 0,317$ dan motivasi $Z(7) = -1.414b$, $p = 0.157$.

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ABSTRACT

The research was conducted by using an intervention program through the establishment of the Conservation Leaders Community aimed at increasing the donation behavior toward environmental preservation among the High Networth Individuals (HNWI) in Indonesia. The Conservation Leaders Community were divided into three categories:
1. the Heritage Club >500 million rupiahs
2. The Fostering Community 250 million rupiahs to 500 million rupiahs
3. The Guardian of Nature 10 million rupiahs to 250 million rupiahs. The total donations of IDR 710,000 million were successfully collected. Analysis of statistical techniques wilcoxon signed ranked test showed a significant change, the commitment score after coming to Conservation Leaders Community, $Z(7) = -1,000c$, $p = 0.317$ and motivation $Z(7) = -1.414b$, $p = 0.157$