THE EFFECT OF ORGANISATIONAL INTERNAL FACTORS AND TECHNOLOGY ORIENTATION ON ENVIRONMENTAL SUSTAINABILITY PERFORMANCE OF MALAYSIAN CONSTRUCTION FIRMS

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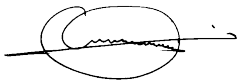

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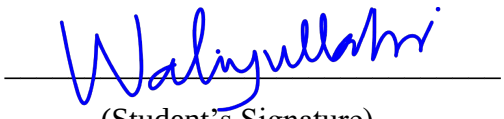

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ABSTRAK

Organisasi pembinaan di seluruh dunia kini menghadapi tekanan untuk meminimumkan penggunaan sumber dan memberi perhatian kepada faktor alam sekitar dalam pengkendalian projek. Di dalam industri pembinaan Malaysia, unsur-unsur asas faktor dalaman organisasi (seperti sikap pengurusan, tanggungjawab sosial, dan budaya syarikat), orientasi teknologi, dan tekanan paksaan tidak dikaji dengan teliti sebagai prasyarat bagi syarikat pembinaan untuk mencapai kelestarian alam sekitar. Kajian ini bertujuan untuk mengisi jurang ini dengan menerapkan pandangan berdasarkan sumber luar jangka, teori institusi dan pembelajaran untuk menyelidiki kesan faktor dalaman organisasi dan orientasi teknologi terhadap prestasi kelestarian persekitaran syarikat pembinaan. Kajian ini juga mempertimbangkan peranan intervensi tekanan paksaan. Sebanyak 185 firma pembinaan dari sebelas negeri di semenanjung Malaysia (termasuk Wilayah Ibu Kota Persekutuan Kuala Limpur) mengambil bahagian dalam tinjauan dalam talian. Penyaringan data menggunakan SPSS (versi 26), algoritma *Partial Least Squares Structural Equation Modeling (PLS-SEM)* dan teknik bootstrap digunakan untuk menguji jalan hipotesis dalam kajian ini. Bukti empirikal menyokong kesan langsung dan tidak langsung yang dihipotesiskan dari sikap pengurusan, tanggungjawab sosial, budaya syarikat, dan orientasi teknologi terhadap prestasi kelestarian alam sekitar. Selain itu, terdapat kesan positif yang lebih kuat dari budaya syarikat terhadap kelestarian alam sekitar. Hubungan ini menunjukkan bahawa apabila firma pembinaan mengintegrasikan budaya persekitaran, prestasi mereka seterusnya akan meningkat. Penemuan ini sesuai dengan *contingency resource-based view theory*, yang menyatakan bahawa budaya syarikat adalah sumber kelebihan daya saing berterusan, dan syarikat dengan budaya yang kuat dipandang sebagai contoh pengurusan yang cemerlang. Bukan itu sahaja, hasil kajian ini juga membuktikan bahawa tekanan paksaan adalah mediator positif dan pemangkin yang memainkan peranan pelengkap antara sikap pengurusan, budaya syarikat, tanggungjawab sosial, orientasi teknologi, dan prestasi kelestarian alam sekitar. Ini menunjukkan kesan tekanan pemerintah dalam memastikan peraturan dan undang-undang dipatuhi dalam pelaksanaan projek. Oleh itu, untuk memastikan kelestarian alam sekitar dalam penyampaian projek pembinaan, lebih banyak penekanan disarankan untuk meningkatkan sikap pengurus atasan, tanggungjawab sosial, dan budaya syarikat terhadap persekitaran semula jadi. Pada masa yang sama, agensi kerajaan perlu diperkuat dalam memastikan peraturan pembinaan dipatuhi dengan ketat.

ABSTRACT

Construction organisations worldwide are under pressure to minimise resource consumption and prioritise the call for environmentally responsive projects. Within the Malaysian construction industry, the fundamental elements of organisational internal factors (such as managerial attitudes, social responsibility, and company culture), technological orientation, and coercive pressures have not been thoroughly researched as preconditions for construction firms to attain environmental sustainability. This study seeks to fill this gap by applying the contingency resource-based view, institutional, and learning theories to investigate the effects of organisational internal factors and technology orientation on construction firms' environmental sustainability performance. The study also considered the intervening role of coercive pressure. A total of 185 construction firms from the eleven states in the peninsula Malaysia (the Federal Capital Territory of Kuala Lumpur inclusive) participated in the online survey. After the data screening using SPSS (version 26), the Partial Least Squares Structural Equation Modeling (PLS-SEM) algorithm and bootstrap techniques were utilised to test the hypothesised paths in this study. The empirical evidence supported the hypothesised direct and indirect effects of managerial attitudes, social responsibility, and company culture on environmental sustainability performance. Also, there is a strong positive effect of company culture on environmental sustainability. This relationship suggests that when construction firms integrate environmental culture, their environmental sustainability performance increases. This finding conforms with the contingency resource-based view theory, which submits that a firm's culture is a viable source of continual competitive advantage and that firms with robust cultures are viewed as exemplars of excellent management. Similarly, this study's findings also established that coercive pressure is a positive mediator and a catalyst that plays a complementary role between managerial attitudes, company culture, social responsibility, technology orientation, and environmental sustainability performance. This shows the impact of government pressure in ensuring that rules and regulations are followed in project delivery. Hence, to ensure environmental sustainability in construction project delivery, more emphasis is recommended to improve top managers' attitudes, social responsibility, and company culture towards the natural environment. Simultaneously, government agencies need to be strengthened to ensure that construction regulations are strictly adhered to.

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