

INTISARI

Semakin besarnya kepedulian terhadap isu lingkungan telah mendorong perusahaan untuk menunjukkan praktik bisnis berkelanjutan. Dalam sektor perhotelan isu ditindaklanjuti melalui praktik hijau. Namun praktik hijau ini bisa memicu persepsi *greenwashing* ketika motif dibalik praktik ini tidak diungkapkan secara transparan. Berangkat dari teori pelanggaran harapan dan teori identitas, penelitian ini bertujuan untuk menguji pengaruh persepsi *greenwashing* terhadap reputasi perusahaan, baik secara langsung maupun tidak langsung. Proses pengumpulan data dengan kuesioner survei menghasilkan 216 sampel yang siap dianalisis lebih lanjut menggunakan Process Macro model 4 dan 8. Hasil penelitian menunjukkan bahwa persepsi *greenwashing* berpengaruh negatif terhadap reputasi perusahaan dan memicu kemunafikan perusahaan persepsian. Kemunafikan perusahaan persepsian memediasi hubungan persepsi *greenwashing* dan reputasi perusahaan. Sementara itu, identitas diri hijau sebagai representasi dari individu yang memiliki kepedulian terhadap isu lingkungan tidak terbukti berpengaruh untuk menjelaskan hubungan tidak langsung antara persepsi *greenwashing* dan reputasi perusahaan melalui kemunafikan perusahaan persepsian. Temuan dalam studi ini memberikan implikasi teoretis dan praktis serta saran untuk penelitian mendatang.

Kata kunci: persepsi *greenwashing*, reputasi perusahaan, kemunafikan perusahaan persepsian, identitas diri hijau, teori pelanggaran harapan.

ABSTRACT

The increasing concern about environmental issues urged companies to apply sustainable business practices. Green practices became solution to address the environmental issues in the hospitality sector. Green practices could trigger perceived greenwashing among consumers due to the lack of transparency of motives behind these practices. Built upon expectancy violation and identity theory, this study aims to investigate the effect of perceived greenwashing on corporate reputation, both directly and indirectly. This study was conducted in Indonesia employed quantitative survey. Using samples from 216 respondents, Hayes Macro Process model 4 and 8 are performed to test the hypotheses. Findings suggest that perceived greenwashing triggers perceived corporate hypocrisy and negatively affects corporate reputation. In addition, perceived corporate hypocrisy mediates the relationship between perceived greenwashing and corporate reputation. However, green self-identity was not found to affect the indirect relationship between perceived greenwashing and corporate reputation through perceived corporate hypocrisy. The findings in this study provide theoretical and practical implications and suggestions for future research.

Keywords: *perceived greenwashing, corporate reputation, perceived corporate hypocrisy, green self identity, expectancy violation theory*