

## INTISARI

Industri konstruksi di Indonesia memiliki kontribusi yang signifikan terhadap perekonomian. Meskipun memberikan dampak positif terhadap pembangunan ekonomi, sektor konstruksi juga menghadirkan tantangan besar terhadap keberlanjutan. Oleh karena itu, prinsip konstruksi berkelanjutan yang mengintegrasikan aspek ekonomi, sosial, dan lingkungan menjadi fokus global. Penelitian ini membangun model yang terdiri dari beberapa faktor untuk menjelaskan adopsi prinsip-prinsip keberlanjutan pada perusahaan konstruksi di Indonesia.

Penelitian ini mengintegrasikan model *Unified Theory of Acceptance and Use of Technology (UTAUT)* dengan *Theory Planned Behavior (TPB)* sebagai model dasar penelitian dan menambahkan variabel lain berupa *Sustainability Awareness* untuk menjelaskan model. Data yang digunakan dikumpulkan dengan metode *purposive sampling* menggunakan kuesioner yang disebar secara langsung dan tidak langsung. Terdapat 132 data yang terdiri dari 76 perusahaan yang menyatakan sudah mengadopsi prinsip konstruksi berkelanjutan dan 56 perusahaan yang menyatakan belum mengadopsi prinsip konstruksi berkelanjutan yang dianalisis menggunakan metode *Partial Least Square Structural Equation Model (PLS-SEM)*.

Hasil Penelitian menunjukkan adanya hubungan signifikan yang positif antara variabel *Performance Expectancy*, *Effort Expectancy*, *Regulatory Framework*, dan *Sustainability Awareness* terhadap *Sustainability Attitude*, *Facilitating Condition* dan *Sustainability Attitude* terhadap *Behavior Intention*, dan *Sustainability Attitude*, *Facilitating Condition*, dan *Behavior Intention* terhadap *Use Behavior* pada perusahaan yang sudah mengadopsi prinsip konstruksi berkelanjutan. Sementara pada perusahaan yang belum mengadopsi prinsip konstruksi berkelanjutan, terdapat hubungan signifikan yang positif antara variabel *Performance Expectancy* dan *Effort Expectancy* terhadap *Sustainability Attitude* dan *Facilitating Condition* terhadap *Behavior Intention*. Berdasarkan perhitungan *Goodness of Fit (GoF)*, diperoleh nilai GoF sebesar 0,373 untuk model perusahaan yang sudah mengadopsi prinsip konstruksi berkelanjutan, yang menunjukkan kecocokan model yang tinggi, dan nilai GoF sebesar 0,181 untuk model perusahaan yang belum mengadopsi, yang menunjukkan kecocokan model yang rendah. Hasil penelitian ini diharapkan dapat menambah pengetahuan dan meningkatkan pemahaman tentang faktor signifikan yang mempengaruhi adopsi prinsip-prinsip keberlanjutan pada perusahaan konstruksi di Indonesia.

**Kata Kunci:** Adopsi Konstruksi Berkelanjutan, Industri Konstruksi, TPB, UTAUT, PLS-SEM

## ABSTRACT

The construction industry in Indonesia has a significant contribution to the economy. Although it has a positive impact on economic development, the construction sector also presents significant challenges to the environment. Therefore, the principles of sustainable construction which integrate economic, social, and environmental aspects have become a global focus. This research builds a model consisting of several factors to explain the adoption of sustainability principles in construction companies in Indonesia.

This study integrates the Unified Theory of Acceptance and Use of Technology (UTAUT) model with the Theory of Planned Behavior (TPB) as the foundational research model and adds other variables to explain the model, including Sustainability Awareness. The data used was collected through purposive sampling using questionnaires distributed both directly and indirectly. There are 132 data points, consisting of 76 companies that have adopted sustainable construction principles and 56 companies that have not adopted sustainable construction principles, which were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method.

The research results show a significant positive relationship between the variables of Performance Expectancy, Effort Expectancy, Regulatory Framework, and Sustainability Awareness with Sustainability Attitude, Facilitating Condition, and Sustainability Attitude with Behavior Intention, as well as Sustainability Attitude, Facilitating Condition, and Behavior Intention with Use Behavior in companies that have adopted sustainable construction principles. Meanwhile, in companies that have not adopted sustainable construction principles, there is a significant positive relationship between the variables of Performance Expectancy and Effort Expectancy with Sustainability Attitude and Facilitating Condition with Behavior Intention. Based on the calculation of Goodness of Fit (GoF), a GoF value of 0.373 was obtained for the model of companies that have adopted sustainable construction principles, indicating a high model fit, and a GoF value of 0.181 for the model of companies that have not adopted, indicating a low model fit. The results of this research are expected to contribute to the knowledge and enhance the understanding of the significant factors influencing the adoption of sustainability principles in construction companies in Indonesia.

**Keywords:** Sustainable Construction Adoption, Construction Industry, TPB, UTAUT, PLS-SEM