ABSTRACT

This research is motivated by the digital transformation in today's modern world resulting in the emergence of online-based business practices. This results in competition for companies to integrate the use of technology into the company's functional work processes. With the integration of technology in industry, it is indicated that it will be able to reduce the production of carbon emissions so that the implementation of sustainable development goals (SDG's) can be realized, one of which is the practice of sustainability management. However, previous research states that digital leadership and knowledge management factors can influence this process for companies. Therefore, this research aims to analyze the influence of digital leadership and knowledge management on sustainability management in banking companies spread across the West Java region. The research method used in this research is a quantitative research method with multiple linear regression analysis assisted by the IBM SPSS application. The research sample was taken using probability sampling techniques with respondents. The research data used is primary data collected through distributing questionnaires and secondary data obtained from literature study references and previous research data. The research results show that the results of the analysis in the T test and F test show that the significance value of the digital leadership (X_1) and knowledge management (X_2) variables is 0.000 or <0.05 so it can be concluded that the digital leadership (X_1) variable is simultaneous. and knowledge management (X_2) has a positive and significant influence on the sustainability management variable (Y).

Keywords: digital leadership, knowledge management, sustainability management