

ABSTRAK

PENGARUH *GREEN HUMAN RESOURCE MANAGEMENT* DAN *EMPLOYEE COMMITMENT* TERHADAP *EMPLOYEE GREEN BEHAVIOR* DENGAN *GREEN ORGANIZATIONAL CULTURE* SEBAGAI VARIABEL INTERVENING

(Studi Pada PT Pertamina Patra Niaga Sales Area Retail Lampung)

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Penelitian ini bertujuan untuk mengetahui pengaruh *green human resource management* dan *employee commitment* terhadap *employee green behavior* dengan *green organizational culture* sebagai variabel intervening pada PT Pertamina Patra Niaga Sales Area Retail Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatif untuk menjelaskan hubungan kausal antarvariabel. Populasi penelitian adalah seluruh karyawan PT Pertamina Patra Niaga Sales Area Retail Lampung dengan jumlah sampel sebanyak 52 responden yang ditentukan melalui teknik *sampling* jenuh. Data diperoleh melalui kuesioner berskala likert dan dianalisis menggunakan metode *structural equation modeling - partial least square* (SEM-PLS) dengan bantuan perangkat lunak SmartPLS versi 4. Hasil penelitian menunjukkan bahwa *green human resource management* berpengaruh positif dan signifikan terhadap *green organizational culture* dengan tingkat pengaruh sedang, di mana pengaruh langsungnya lebih besar dibandingkan pengaruh tidak langsung terhadap *employee green behavior*, sehingga mediasi yang terjadi bersifat parsial. *Green human resource management* juga berpengaruh positif dan signifikan terhadap *employee green behavior* dengan pengaruh tidak langsung melalui *green organizational culture* yang lebih besar dibandingkan pengaruh langsungnya, sehingga mediasi yang terjadi bersifat parsial kuat. Selanjutnya, *employee commitment* berpengaruh positif dan signifikan terhadap *green organizational culture* dengan tingkat pengaruh sedang dan mediasi parsial, namun tidak memiliki pengaruh langsung terhadap *employee green behavior*; pengaruhnya menjadi signifikan hanya ketika dimediasi oleh *green organizational culture*, sehingga mediasi yang terjadi bersifat penuh *full mediation*. Selain itu, *green organizational culture* berpengaruh positif dan signifikan terhadap *employee green behavior* serta memperkuat hubungan antara kebijakan lingkungan dan komitmen karyawan terhadap perilaku hijau di tempat kerja. Dengan demikian, penerapan *green human resource management* dan peningkatan *employee commitment* sebagai sistem organisasi berperan dalam membangun *green organizational culture*, yang pada akhirnya memengaruhi terbentuknya *employee green behavior* di PT Pertamina Patra Niaga Sales Area Retail Lampung.

Kata kunci: *Green human resource management, employee commitment, green organizational culture, employee green behavior, keberlanjutan lingkungan.*

ABSTRACT

THE EFFECT OF GREEN HUMAN RESOURCE MANAGEMENT AND EMPLOYEE COMMITMENT ON EMPLOYEE GREEN BEHAVIOR THROUGH GREEN ORGANIZATIONAL CULTURE AS AN INTERVENING VARIABLE

(A Study at PT Pertamina Patra Niaga Sales Area Retail Lampung)

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This study aims to examine the effect of green human resource management and employee commitment on employee green behavior, with green organizational culture as an intervening variable at PT Pertamina Patra Niaga Sales Area Retail Lampung. This study employs a quantitative approach with an explanatory research design to explain the causal relationships among the variables. The population in this study consists of all employees of PT Pertamina Patra Niaga Sales Area Retail Lampung, with a total sample of 52 respondents selected using a saturated sampling technique. Data were collected through a Likert-scale questionnaire and analyzed using the Structural Equation Modeling–Partial Least Square (SEM-PLS) method with the assistance of SmartPLS version 4 software. The results indicate that green human resource management has a positive and significant effect on Green organizational culture with a moderate level of influence, where the direct effect is greater than the indirect effect on employee green behavior, showing a partial mediation. Green human resource management also has a positive and significant effect on employee green behavior, with the indirect effect through Green organizational culture being greater than the direct effect, indicating a strong partial mediation. Furthermore, employee commitment has a positive and significant effect on Green organizational culture with a moderate influence and partial mediation, but it does not have a direct effect on employee green behavior; its effect becomes significant only when mediated by green organizational culture, showing a full mediation. In addition, Green organizational culture has a positive and significant effect on employee green behavior and strengthens the relationship between environmental policies and employee commitment toward pro-environmental behavior in the workplace. Accordingly, green human resource management practices and employee commitment as organizational systems contribute to the development of green organizational culture, which subsequently shapes employee green behavior at PT Pertamina Patra Niaga Sales Area Retail Lampung.

Keywords: Green human resource management, employee commitment, green organizational culture, employee green behavior, environmental sustainability.