


**PENGARUH *GREEN HUMAN RESOURCE MANAGEMENT* TERHADAP
COMPETITIVE ADVANTAGE DENGAN *GREEN INNOVATION* SEBAGAI
VARIABEL INTERVENING PADA INDUSTRI GARMEN DI KABUPATEN
KLATEN**

Ninis Cahyaningrum

Abstrak

Penelitian ini bertujuan menganalisis pengaruh *green human resource management* terhadap *competitive advantage* dengan *green innovation* sebagai variabel intervening pada industri garmen di Kabupaten Klaten. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *simple random sampling*, dengan jumlah responden sebanyak 115 karyawan. Data primer dalam penelitian ini dikumpulkan menggunakan metode kuesioner melalui *google form* yang telah di uji validitas dan reliabilitasnya. Analisis data dalam penelitian ini menggunakan uji analisis deskriptif, uji instrumen yang meliputi uji validitas dan reliabilitas, uji asumsi klasik yang meliputi uji normalitas, linieritas, heteroskedastisitas dan uji hipotesis yang meliputi uji t, koefisien determinasi, dan analisis jalur dengan bantuan program *IBM SPSS Statistic* versi 26. Hasil penelitian menunjukkan bahwa *green human resource management* berpengaruh positif dan signifikan terhadap *competitive advantage*, *green human resource management* berpengaruh positif dan signifikan terhadap *green innovation*, *green innovation* berpengaruh positif dan signifikan terhadap *competitive advantage*, dan *green innovation* berpengaruh secara parsial memediasi hubungan antara *green human resource management* terhadap *competitive advantage*.

Kata Kunci: *Green Human Resource Management, Competitive Advantage, Green Innovation*

08/108


***THE INFLUENCE OF GREEN HUMAN RESOURCE MANAGEMENT ON
COMPETITIVE ADVANTAGE WITH GREEN INNOVATION AS
INTERVENING VARIABLE AMONG GARMENT INDUSTRY IN
KABUPATEN KLATEN***

Ninis Cahyaningrum

Abstract

This study aims to analyze the influence of green human resource management on competitive advantage with green innovation as intervening variable among garment industry in Kabupaten Klaten. The sampling technique in this study was simple random sampling, with 115 garment industry employees as respondents. Primary data in this research were collected by questionnaire method through google forms that had been tested for validity and reliability. Data analysis in this study were descriptive statistic analysis, classical assumption tests including normality, linearity, and heteroscedasticity test using IBM SPSS Statistic version 26. The results of the study show that green human resource management has positive and significant effect on competitive advantage, green human resource management has positive and significant effect on green innovation, green innovation has positive and significant effect on competitive advantage, green innovation partially mediates the effect between green human resource management on competitive advantage.

Keywords: *Green Human Resource Management, Competitive Advantage, Green Innovation*