PENGARUH *GREEN HUMAN RESOURCES MANAGEMENT* TERHADAP *COMPETITIVE ADVANTAGE* MELALUI *GREEN INNOVATION* SEBAGAI VARIABEL INTERVENING PADA PERUSAHAAN TEKSTIL DI KABUPATEN SRAGEN

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *green human resources management* terhadap *competitive advantage* melalui *green innovation* pada perusahaan tekstil di Kabupaten Sragen. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *simple random sampling* dengan jumlah responden sebanyak karyawan. Data primer dalam penelitian ini dikumpulkan menggunakan metode kuesioner melalui *google form* yang telah diuji validitas dan reliabilitasnya. Analisis data dalam penelitian ini menggunakan uji analisis deskriptif, uji instrumen yang meliput uji validitas dan reliabilitas, uji asumsi klasik yang meliputi uji normalitas, linearitas, heterokedastisitas, 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 resources management* berpengaruh positif dan signifikan terhadap *competitive advantage*, *green human resources 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 resources management* terhadap *competitive advantage.*

Kata Kunci: *Green Human Resources Management, Competitive Advantage, dan Green Innovation*

THE INFLUENCE OF GREEN HUMAN RESOURCES MANAGEMENT ON COMPETITIVE ADVANTAGE WITH GREEN INNOVATION AS INTERVENING VARIABLE AMONG TEXTILE INDUSTRY IN KABUPATEN SRAGEN

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Abstract

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

Keywords*: Green Human Resources Management, Competitive Advantage, and Green Innovation*