

**PENGARUH *GREEN HUMAN RESOURCE MANAGEMENT* TERHADAP
GREEN COMPETITIVE ADVANTAGE DENGAN *ORGANIZATIONAL
CITIZENSHIP BEHAVIOR FOR ENVIRONMENT* SEBAGAI VARIABEL
INTERVENING PADA *START UP* DI DAERAH ISTIMEWA
YOGYAKARTA**


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Abstrak

Penelitian ini bertujuan menganalisis pengaruh *green human resource management* terhadap *green competitive advantage* dengan *organizational citizenship behavior for environment* sebagai variabel intervening pada karyawan *start up* di Daerah Istimewa Yogyakarta. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *simple random sampling*, dengan jumlah responden sebanyak 96 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 25. Hasil penelitian menunjukkan bahwa *green human resource management* berpengaruh positif dan signifikan terhadap *green competitive advantage*, *green human resource management* berpengaruh positif dan signifikan terhadap *organizational citizenship behavior for environment*, *organizational citizenship behavior for environment* berpengaruh positif dan signifikan terhadap *green competitive advantage*, dan *organizational citizenship behavior for environment* berpengaruh secara parsial memediasi hubungan antara *green human resource management* terhadap *green competitive advantage*.

Kata Kunci: *Green Human Resource Management, Green Competitive Advantage, Organizational Citizenship Behavior for Environment*

08/08
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THE INFLUENCE OF GREEN HUMAN RESOURCE MANAGEMENT ON GREEN COMPETITIVE ADVANTAGE WITH ORGANIZATIONAL CITIZENSHIP BEHAVIOR FOR ENVIRONMENT AS INTERVENING VARIABLE AMONG START UP EMPLOYEES IN DAERAH ISTIMEWA YOGYAKARTA

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Abstract

This study aims to analyze the influence of green human resource management on green competitive advantage with organizational citizenship behavior for environment as intervening variable among start up employees in Daerah Istimewa Yogyakarta. The sampling technique in this study was simple random sampling, with 96 start up 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, linierity, and heteroscedasticity test using IBM SPSS Statistic version 25. The results of the study show that green human resource management has positive and significant effect on green competitive advantage, green human resource management has positive and significant effect on organizational citizenship behavior for environment, organizational citizenship behavior for environment has positive and significant effect on green competitive advantage, and organizational citizenship behavior for environment partially mediated the effect between green human resource management on green competitive advantage.

Keywords: *Green Human Resource Management, Green Competitive Advantage, Organizational Citizenship Behavior for Environment*