PENGARUH PENERAPAN *GREEN HUMAN RESOURCE MANAGEMENT* DALAM MENINGKATKAN *SUSTAINABLE PERFORMANCE* PADA INDUSTRI MANUFAKTUR BESAR DAN SEDANG DI WILAYAH DIY

Cahya Gita Aprilia

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *green human resource management* dalam meningkatkan *sustainable performance* pada industri besar sedang di Wilayah DIY. Penelitian ini menggunakan teknik pengambilan sampel *purposive sampling* dengan jumlah responden sebanyak 107 responden. Teknik pengumpulan data menggunakan kuesioner melalui *google form* yang telah diuji validitas dan reliabilitasnya. Uji yang digunakan dalam penelitian ini adalah analisis deskriptif, uji instrumen yang meliputi uji validitas dan reliabilitas, uji asumsi klasik yang meliputi uji normalitas, uji linearitas, dan heteroskedastisitas dan uji hipotesis yang meliputi uji *t test* dan uji *independent sample t-test*, dan koefisien determinasi. Hasil penelitian ini menunjukan bahwa *green human resource management* berpengaruh positif terhadap *sustainable performance*, dan tidak ada perbedaan pada penerapan *green human resource management* antara industri manufaktur besar dan sedang.

Kata Kunci: *Green Human Resource Managemet, Sustainable Performance*

THE INFLUENCE OF IMPLEMENTATION GREEN HUMAN RESOURCE MANAGEMENT IN IMPROVING SUSTAINABLE PERFORMANCE IN MEDIUM AND LARGE MANUFACTURING INDUSTRIES IN SPECIAL REGION OF YOGYAKARTA

Cahya Gita Aprilia

Abstract

This study is aimed to analyze the influence of green human resource management in improving sustainable performance in large and medium industries in Special Region of Yogyakarta. This study used purposive sampling technique with total of 107 respondents. The data collection techniques utilized questionnaires via google forms that have been tested for validity and reliability. The tests used in this study were descriptive analysis, instrument tests which include validity and reliability tests, classical assumption tests which included normality tests, linearity, and heteroscedasticity. Hypothesis tests were conducted by t test and independent sample t-tests, coefficient of determination. The results of this study indicate that green human resource management has positive effect on sustainable performance, and there is no difference in the application of green human resource management between large and medium manufacturing industries.

Keywords: Green Human Resource Managemet, Sustainable Performance