


**PENGARUH *GREEN HUMAN RESOURCE MANAGEMENT* TERHADAP
GREEN COMPETITIVE ADVANTAGE DENGAN *ORGANIZATIONAL
CITIZENSHIP BEHAVIOR FOR ENVIRONMENT* PADA KARYAWAN
BANK BUMN DI MAGELANG**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *green human resource management* terhadap *green competitive advantage* dengan *organizational citizenship behavior for environment* sebagai variabel intervening pada karyawan bank BUMN di Magelang. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *simple random sampling*, dengan jumlah responden sebanyak 120 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, linearitas, heteroskedastisitas, dan uji hipotesis yang meliputi uji t, analisis jalur, dan koefisien determinasi dengan bantuan program *IBM SPSS Statistic* versi 26. 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 '24


THE INFLUENCE OF GREEN HUMAN RESOURCE MANAGEMENT ON GREEN COMPETITIVE ADVANTAGE WITH ORGANIZATIONAL CITIZENSHIP BEHAVIOR FOR ENVIRONMENT AS INTERVENING VARIABLE ON STATE-OWNED BANK EMPLOYEES IN MAGELANG

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Abstract

This reasearch aimed to analyze the influence of green human resource management on green competitive advantage with organizational citizenship behavior for environment as intervening variable on state-owned bank employees in Magelang. The sampling technique in this study was simple random sampling, with 120 employees as respondents. Primary data in this research were collected by questionnaire method through google form. The questionnaies have 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 result of the study shows 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, and organizational citizenship behavior for environment partially mediates the effect between green human resource management on green competitive adavantage.

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