


# **PENGARUH *GREEN HUMAN RESOURCES MANAGEMENT* DAN *GREEN INNOVATION* TERHADAP *BUSINESS SUSTAINABILITY* PADA *COFFEE SHOP* DI YOGYAKARTA**

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## **Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *green human resources management* dan *green innovation* terhadap *business sustainability* pada *coffee shop* di Yogyakarta. Pendekatan *green human resource management* mencakup praktik rekrutmen, pelatihan, penilaian kinerja, serta kompensasi yang berorientasi pada pelestarian lingkungan. Sementara itu, inovasi hijau difokuskan pada pengembangan produk, proses, dan model bisnis yang ramah lingkungan. Teknik yang digunakan dalam pengambilan sampel adalah metode *purposive sampling* dengan jumlah 100 responden. Pengambilan data primer dilakukan dengan metode penyebaran kuesioner secara daring yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan analisis sem-pls dengan bantuan program Sem-Pls 4. Hasil penelitian menunjukkan bahwa *green human resources management* tidak memberikan pengaruhnya terhadap *business sustainability*. Sementara *green innovation* memiliki pengaruh positif signifikan terhadap *business sustainability*. Implementasi peningkatan *green innovation* terbukti meningkatkan efisiensi operasional dan memperkuat citra perusahaan sebagai bisnis yang peduli lingkungan. Penelitian ini menekankan pentingnya integrasi antara manajemen sumber daya manusia dan inovasi ramah lingkungan dalam mencapai keberlanjutan bisnis yang lebih baik.

**Kata Kunci:** *Green Human Resources Management, Green Innovation, Business Sustainability*

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**THE INFLUENCE OF GREEN HUMAN RESOURCES MANAGEMENT  
AND GREEN INNOVATION ON BUSINESS SUSTAINABILITY IN  
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***Abstract***

*This study aims to analyze the impact of green human resources management and green innovation on business sustainability within coffee shops located in Yogyakarta. The green human resources management framework encompasses recruitment, training, performance evaluation, and compensation practices that are aligned with environmental conservation objectives. Conversely, green innovation pertains to the development of environmentally sustainable products, processes, and business models. The research employs a purposive sampling technique, yielding a total of 100 respondents. Primary data were collected through an online questionnaire, which underwent validity and reliability testing. The analysis utilized Structural Equation Modeling-Partial Least Squares (SEM-PLS) conducted with the SEM-PLS 4 software. The findings reveal that green human resources management does not significantly influence business sustainability. In contrast, green innovation demonstrates a significant positive effect on business sustainability. The implementation of enhanced green innovation has been shown to improve operational efficiency and bolster the company's reputation as an environmentally responsible entity. This study underscores the necessity of integrating human resource management practices with environmentally sustainable innovation to achieve improved business sustainability outcomes.*

***Keyword:*** *Green Human Resources Management, Green Innovation, Business Sustainability*