


PENGARUH *GREEN HUMAN RESOURCE MANAGEMENT* DAN *GREEN ORGANIZATIONAL CULTURE* TERHADAP *GREEN INNOVATION* PADA INDUSTRI GARMEN DI KABUPATEN SRAGEN

Nabilla Mesya Prasetyaningsih

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *green human resource management* dan *green organizational culture* terhadap *green innovation* pada industri garmen di Kabupaten Sragen. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 100 karyawan *office* dan berstatus tetap pada industri garmen di Sragen. Pengumpulan data primer dilakukan dengan metode kuisioner yang telah diuji validitas dan reliabilitas. Penelitian ini diolah dengan software olah data *IBM SPSS Statistic* versi 24. Jenis penelitian yang digunakan adalah penelitian kuantitatif. Menggunakan analisis regresi linear berganda. Hasil analisis data menunjukkan bahwa secara parsial *green human resource management* berpengaruh signifikan terhadap *green innovation*. *Green organizational culture* berpengaruh signifikan terhadap *green innovation*. Perusahaan diharapkan dapat menerapkan *green human resource management* agar dapat meningkatkan *green innovation* dalam meminimalisir dampak yang ditimbulkan oleh limbah sisa produksi. Penerapan *green organizational culture* juga dibutuhkan agar perusahaan dapat konsisten dalam menjaga lingkungan sehingga perusahaan dapat mengembangkan solusi-solusi yang inovatif dan meningkatkan *green innovation* bagi perusahaan.

Kata Kunci: *Green Human Resource Management, Green Organizational Culture, Green Innovation*

23/10/24


THE INFLUENCE OF GREEN HUMAN RESOURCE MANAGEMENT AND GREEN ORGANIZATIONAL CULTURE ON GREEN INNOVATION IN THE GARMENT INDUSTRY IN SRAGEN DISTRICT

Nabilla Mesya Prasetyaningsih

Abstract

This study aims to examine the impact of green human resource management and green organizational culture on green innovation within the garment industry in Sragen Regency. The sampling method employed is purposive sampling, involving 100 office and permanent employees from the garment sector in Sragen. Primary data were collected through a questionnaire that has undergone validity and reliability testing. The data were analyzed using IBM SPSS Statistics software, version 24. This research adopts a quantitative approach, utilizing multiple linear regression analysis. The findings indicate that green human resource management significantly influences green innovation when considered in isolation. Additionally, green organizational culture also exerts a significant effect on green innovation. It is recommended that companies implement green human resource management practices to enhance green innovation and mitigate the adverse effects of production waste. Furthermore, the establishment of a green organizational culture is essential for companies to maintain consistency in environmental protection, thereby fostering the development of innovative solutions and promoting green innovation within the organization.

Keywords: *Green Human Resource Management, Green Organizational Culture, Green Innovation*