

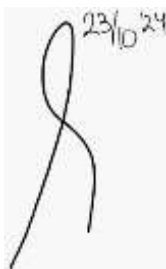
**PENGARUH *GREEN HUMAN RESOURCE MANAGEMENT* TERHADAP
EMPLOYEE GREEN BEHAVIOR DENGAN *GREEN KNOWLEDGE SHARING*
SEBAGAI VARIABEL MEDIASI PADA KARYAWAN
COFFEE SHOP DI WILAYAH SLEMAN**

Resti Prihardini

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *green human resource management* terhadap *employee green behavior* dengan *green knowledge sharing* sebagai variabel mediasi pada karyawan *coffee shop* di wilayah Sleman. Metode yang digunakan dalam pengambilan sampel adalah teknik simpel random sampling sejumlah 105 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan metode analisis jalur. Hasil analisis data menunjukkan terdapat pengaruh langsung dan pengaruh tidak langsung. *Green human resource management* berpengaruh secara langsung dan signifikan terhadap *employee green behavior*. Serta *green human resource management* berpengaruh secara tidak langsung dan signifikan terhadap *employee green behavior* melalui *green knowledge sharing*. Hasil dalam penelitian ini membuktikan bahwa *green human resource management*, *employee green behavior* dan *green knowledge sharing* memberikan pengaruh yang baik kepada perusahaan, karyawan, dan lingkungan. Dengan menerapkan *green human resource management*, perusahaan tidak hanya berkontribusi pada pelestarian lingkungan, tetapi juga meningkatkan kinerja bisnis secara keseluruhan dan citra perusahaan yang baik.

Kata Kunci: *Green Human Resource Managment, Employee Green Behavior, Green Knowledge Sharing*



Handwritten signature and date: 23/10/24

***THE INFLUENCE OF GREEN HUMAN RESOURCE MANAGEMENT ON
EMPLOYEE GREEN BEHAVIOR WITH GREEN KNOWLEDGE SHARING
AS A MEDIATING VARIABLE ON COFFEE SHOP EMPLOYEES IN THE
SLEMAN AREA***

Resti Prihardini

Abstract

This research aims to analyze the influence of green human resource management (GHRM) on employee green behavior, with green knowledge sharing serving as a mediating variable among coffee shop employees in the Sleman region. The sampling method employed was simple random sampling, involving 105 respondents. Primary data were collected through a questionnaire that underwent validity and reliability testing. The analysis utilized path analysis methodology. The findings indicate both direct and indirect influences; specifically, GHRM has a direct and significant effect on employee green behavior, as well as an indirect and significant effect through green knowledge sharing. The results demonstrate that GHRM, employee green behavior, and green knowledge sharing positively influence the organization, its employees, and the environment. By implementing GHRM practices, companies not only contribute to environmental sustainability but also enhance overall business performance and foster a positive corporate image.

Keywords: *Green Human Resource Managment, Employee Green Behavior, Green Knowledge Sharing*