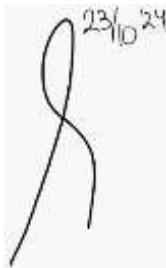# PENGARUH *CORPORATE SOCIAL RESPONSIBILITY* DAN *GREEN HUMAN RESOURCES MANAGEMENT* TERHADAP KINERJA LINGKUNGAN PERUSAHAAN PADA KARYAWAN CV INDO SOLUTION INVIRO YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk meneliti pengaruh *corporate social responsibility* dan *green human resources management* terhadap kinerja lingkungan perusahaan pada karyawan CV Indo Solution Inviro Yogyakarta. Metode yang digunakan dalam pengambilan sampel adalah sampling jenuh dengan jumlah 55 responden, serta data dikumpulkan melalui kuesioner yang di sebarkan ke karyawan CV Indo Solution Inviro. Analisis data dilakukan dengan tahapan uji validitas, reliabilitas, uji asumsi klasik, dan uji hipotesis. Analisis dalam penelitian ini menggunakan analisis regresi linier berganda. Hasil analisis data menunjukkan bahwa variabel *corporate social responsibility* berpengaruh positif tetapi tidak signifikan terhadap kinerja lingkungan perusahaan, hal ini dibuktikan dengan nilai signifikansi sebesar 0,599 > 0,05 yang artinya bahwa *corporate social responsibility* berpengaruh positif tetapi tidak signifikan terhadap kinerja lingkungan perusahaan. Kemudian variabel *green human resources management* berpengaruh positif dan signifikan terhadap kinerja lingkungan perusahaan, dengan nilai signifikasi 0,000 < 0,05 yang artinya bahwa *green human resources management* berpengaruh positif dan signifikan terhadap kinerja lingkungan perusahaan.

Kata Kunci: *Corporate Social Responsibility, Green Human Resources Management dan Kinerja Lingkungan Perusahaan*

THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY AND GREEN HUMAN RESOURCES MANAGEMENT ON COMPANY ENVIRONMENTAL PERFORMANCE ON CV INDO SOLUTION INVIRO YOGYAKARTA EMPLOYEES

Fita Nur Azizah

Abstract

This research examines the influence of corporate social responsibility and green human resources management on the company's environmental performance on CV Indo Solution Inviro Yogyakarta. The method used in sampling was saturated sampling with a total of 55 respondents, and data was collected through questionnaires distributed to CV Indo Solution Inviro. Data analysis was carried out using the stages of validity, reliability, classical assumption, and hypothesis testing. This research uses multiple linear regression analysis. The results of data analysis show that the corporate social responsibility variable has a positive but not significant effect on the company's environmental performance; this is proven by a significance value of 0.599 > 0.05, which means that corporate social responsibility has a positive but not significant effect on the company's environmental performance. Then, the green human resources management variable has a positive and significant effect on the company's environmental performance, with a significance value of 0.000 <0.05, which means that green human resources management has a positive and significant effect on the company's environmental performance.

Keywords: *Corporate Social Responsibility, Green Human Resources Management and Company Environmental Performance*