

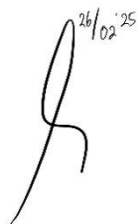
**PENGARUH *GREEN HUMAN RESOURCE MANAGEMENT* TERHADAP
GREEN SERVICE BEHAVIOR YANG DIMEDIASI OLEH *CORPORATE
SOCIAL RESPONSIBILITY* PADA PT HINDOLI (*A CARGILL COMPANY*)**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *green human resource management* terhadap *green service behavior* yang dimediasi oleh *corporate social responsibility* pada PT. Hindoli (*A Cargill Company*). Penelitian ini melibatkan seluruh karyawan dari 3 estate. Penelitian menggunakan indikator variabel *green service behavior*, yaitu *extra-role green service* dan *intra-role green service*. Metode yang digunakan dalam pengambilan sampel adalah *nonprobability sampling* sejumlah 127 responden. Pengumpulan data primer dengan metode kuesioner. Penelitian ini menggunakan uji validitas, reliabilitas, normalitas, heteroskedastisitas, linieritas, analisis regresi linier sederhana, uji t, uji koefisien determinasi, analisis jalur, dan koefisien jalur. Hasil penelitian didapatkan bahwa: (1) *Green human resource management* berpengaruh positif signifikan terhadap *extra-role green service*. (2) *Green human resource management* berpengaruh positif signifikan terhadap *intra-role green service*. (3) *Green human resource management* berpengaruh positif signifikan terhadap *corporate social responsibility*. (4) *Corporate social responsibility* tidak berpengaruh positif signifikan terhadap *extra-role green service*. (5) *Corporate social responsibility* berpengaruh positif signifikan terhadap *intra-role green service*. (6) *Green human resource management* dan *corporate social responsibility* berpengaruh secara simultan terhadap *extra-role green service*. (7) *Green human resource management* dan *corporate social responsibility* berpengaruh secara simultan terhadap *intra-role green service*.

Kata Kunci: *Green Human Resource Management, Green Service Behavior, Corporate Social Responsibility*

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THE INFLUENCE OF GREEN HUMAN RESOURCE MANAGEMENT ON GREEN SERVICE BEHAVIOR MEDIATED BY CORPORATE SOCIAL RESPONSIBILITY AT PT HINDOLI (A CARGILL COMPANY)

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Abstract

This research aims to analyze the influence of green human resource management on green service behavior, which is mediated by corporate social responsibility at PT. Hindoli (A Cargill Company). The research population comprises all employees from three estates. The study employs indicators of green service behavior, including extra-role green service and intra-role green service. The sampling method was nonprobability, with a sample size of 127 respondents. The primary data were collected using a structured questionnaire. The study incorporated various analytical tools, including validity and reliability tests, normality and heteroscedasticity tests, linearity and simple linear regression analysis, t-tests, coefficient of determination tests, path analysis, and path coefficient tests. The research showed that (1) Green human resource management significantly positively affects extra-role green service. (2) Green human resource management significantly positively affects intra-role green service. (3) Green human resource management significantly positively affects corporate social responsibility. (4) Corporate social responsibility does not have a significant positive effect on extra-role green service. (5) Corporate social responsibility significantly positively affects intra-role green service. (6) Green human resource management and corporate social responsibility influence extra-role green service. (7) Green human resource management and corporate social responsibility simultaneously influence intra-role green service.

Keywords: *Green Human Resource Management, Green Service Behavior, Corporate Social Responsibility*