

**PENGARUH *GREEN HUMAN RESOURCE MANAGEMENT* TERHADAP  
KINERJA KARYAWAN GENERASI Z DI WILAYAH DAERAH  
ISTIMEWA YOGYAKARTA**

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**Abstrak**

Penelitian ini bertujuan untuk mengkaji pengaruh *Green Human Resource Management* (GHRM) terhadap kinerja karyawan Generasi Z di wilayah Daerah Istimewa Yogyakarta. Menggunakan pendekatan kuantitatif, data dikumpulkan melalui kuesioner online yang diisi oleh 97 responden. Instrumen penelitian telah diuji validitas dan reliabilitasnya, kemudian dianalisis menggunakan uji asumsi klasik (normalitas, linearitas, dan heteroskedastisitas), regresi linier sederhana dan uji hipotesis. Hasil analisis menunjukkan bahwa GHRM berpengaruh positif dan signifikan terhadap kinerja karyawan. Artinya, semakin tinggi penerapan praktik ramah lingkungan dalam pengelolaan SDM, semakin meningkat pula kinerja Generasi Z yang bekerja di perusahaan wilayah DIY. Dengan demikian, GHRM terbukti menjadi strategi efektif dalam meningkatkan kinerja SDM di era generasi muda yang semakin sadar terhadap isu lingkungan dan keberlanjutan.

**Kata Kunci:** *Green Human Resource Management, Kinerja Karyawan*

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**THE INFLUENCE OF GREEN HUMAN RESOURCE MANAGEMENT ON  
GENERATION Z EMPLOYEE PERFORMANCE IN THE SPECIAL  
REGION OF YOGYAKARTA**

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***Abstract***

*This study aims to examine the influence of Green Human Resource Management (GHRM) on the performance of Generation Z employees in the Special Region of Yogyakarta. Using a quantitative approach, data were collected through an online questionnaire completed by 97 respondents. The research instrument was tested for validity and reliability, then analyzed using classical assumption tests (normality, linearity, and heteroscedasticity), simple linear regression, and hypothesis testing. The results of the analysis indicate that GHRM has a positive and significant effect on employee performance. This means that the higher the implementation of environmentally friendly practices in HR management, the higher the performance of Generation Z working in companies in the Special Region of Yogyakarta. Thus, GHRM has proven to be an effective strategy in improving HR performance in an era where the younger generation is increasingly aware of environmental and sustainability issues.*

***Keywords:*** *Green Human Resource Management, Employee Performance*