

**PENGARUH *GREEN HUMAN RESOURCE MANAGEMENT* DAN *GREEN TRANSFORMATIONAL LEADERSHIP* TERHADAP *GREEN EMPLOYEE BEHAVIOR* DENGAN *GREEN ORGANIZATIONAL CULTURE* SEBAGAI VARIABEL MEDIASI PADA KARYAWAN *COFFEE SHOP* DI DAERAH ISTIMEWA YOGYAKARTA**

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *Green Human Resource Management* dan *Green Transformational Leadership* terhadap *Green Employee Behavior*, dengan *Green Organizational Culture* sebagai variabel mediasi, pada karyawan *coffee shop* di Daerah Istimewa Yogyakarta. Latar belakang studi ini didasari oleh kebutuhan mendesak untuk menerapkan praktik berkelanjutan dalam industri jasa, khususnya pada *coffee shop* yang berkembang pesat namun masih kurang memperhatikan aspek lingkungan. Metode yang digunakan adalah pendekatan kuantitatif. Sampel penelitian diambil secara *purposive sampling* dari karyawan *coffee shop* di wilayah Yogyakarta. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan Partial Least Square Structural Equation Modeling (PLS-SEM) 4.0. Hasil penelitian menunjukkan bahwa *Green Human Resource Management* tidak berpengaruh terhadap *Green Employee Behavior*, namun berpengaruh signifikan terhadap *Green Organizational Culture* yang selanjutnya memediasi pengaruhnya terhadap *Green Employee Behavior*. Sementara itu, *Green Transformational Leadership* berpengaruh langsung dan signifikan terhadap *Green Employee Behavior*, serta juga secara tidak langsung melalui *Green Organizational Culture*. Hal ini menunjukkan bahwa *Green Organizational Culture* terbukti menjadi variabel mediasi yang signifikan dalam hubungan antara *Green Human Resource Management* dan *Green Transformational Leadership* terhadap *Green Employee Behavior*.

**Kata Kunci:** *Green Human Resource Management, Green Transformational Leadership, Green Employee Behavior, Green Organizational Culture*

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**THE EFFECT OF GREEN HUMAN RESOURCE MANAGEMENT AND GREEN TRANSFORMATIONAL LEADERSHIP ON GREEN EMPLOYEE BEHAVIOR WITH GREEN ORGANIZATIONAL CULTURE AS A MEDIATION VARIABLE ON COFFEE SHOP EMPLOYEES IN THE SPECIAL REGION OF YOGYAKARTA**

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**Abstract**

*The research aimed to investigate the impact of Green Human Resource Management and Green Transformational Leadership on Green Employee Behavior, with Green Organizational Culture serving as a mediating variable, among coffee shop employees in the Special Region of Yogyakarta. The background of this research is rooted in the urgent need to implement sustainable practices within the service industry, particularly in coffee shops, which have experienced rapid growth yet still neglect environmental considerations. This study employed a quantitative approach, utilizing purposive sampling to select participants from coffee shop employees in Yogyakarta. Data were collected through questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) version 4.0. The results indicated that Green Human Resource Management did not have a direct effect on Green Employee Behavior; however, it significantly influenced Green Organizational Culture, which subsequently mediated its effect on Green Employee Behavior. In contrast, Green Transformational Leadership exhibited both direct and indirect significant influences on Green Employee Behavior through its impact on Green Organizational Culture. These findings suggest that Green Organizational Culture plays a crucial mediating role in the relationship between Green Human Resource Management and Green Transformational Leadership, specifically in terms of Green Employee Behavior.*

**Keywords:** *Green Human Resource Management, Green Transformational Leadership, Green Employee Behavior, Green Organizational Culture.*