


**PENGARUH GREEN HUMAN RESOURCE MANAGEMENT TERHADAP
SUSTAINABILITY PERFORMANCE MELALUI GREEN
TRANSFORMATIONAL LEADERSHIP PADA KARYAWAN GENERASI Z
DI YOGYAKARTA**

Dulpan Adi Saragih

Abstrak

Penelitian ini bertujuan menganalisis pengaruh *Green Human Resource Management (GHRM)* terhadap *Sustainability Performance (SP)* melalui *Green Transformational Leadership (GTL)* sebagai variabel mediasi pada karyawan Generasi Z di Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 responden yang dipilih melalui teknik *non-probability purposive sampling*. Data dikumpulkan melalui kuesioner daring yang telah diuji validitas dan reliabilitasnya, kemudian dianalisis menggunakan *Partial Least Squares–Structural Equation Modeling (PLS-SEM)* melalui *SmartPLS 4.0*. Hasil analisis menunjukkan bahwa seluruh indikator pada *outer model* memenuhi kriteria validitas konvergen dan reliabilitas konstruk dengan *loading factor* di atas 0,70, *Average Variance Extracted (AVE)* melebihi 0,50, serta *Composite Reliability* dan *Cronbach's Alpha* di atas 0,70. Pada *inner model*, diperoleh nilai R^2 sebesar 0,88 untuk GTL dan 0,91 untuk SP, yang menunjukkan bahwa model memiliki kemampuan prediktif yang kuat. Uji hipotesis membuktikan bahwa GHRM berpengaruh positif dan signifikan terhadap GTL dan SP, dan GTL berperan sebagai mediator signifikan dalam hubungan antara keduanya. Penelitian ini memberikan kontribusi penting bagi pengembangan *Green Human Resource Management* dalam perusahaan yang berfokus pada keberlanjutan.

Kata Kunci: *Green Human Resource Management, Green Transformational Leadership, Sustainability Performance*

12/11/25


**THE INFLUENCE OF GREEN HUMAN RESOURCE MANAGEMENT ON
SUSTAINABILITY PERFORMANCE THROUGH GREEN
TRANSFORMATIONAL LEADERSHIP AMONG GENERATION Z
EMPLOYEES IN YOGYAKARTA**

Dulpan Adi Saragih

Abstract

This study aims to analyze the effect of Green Human Resource Management (GHRM) on Sustainability Performance (SP) through Green Transformational Leadership (GTL) as a mediating variable among Generation Z employees in Yogyakarta. The research employed a quantitative approach using a survey method involving 100 respondents selected through non-probability purposive sampling. Data were collected through online questionnaires that had been tested for validity and reliability, and subsequently analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results indicate that all indicators in the outer model met the criteria for convergent validity and construct reliability, with loading factors above 0.70, Average Variance Extracted (AVE) exceeding 0.50, and Composite Reliability and Cronbach's Alpha values above 0.70. In the inner model, the R^2 values of 0.88 for GTL and 0.91 for SP demonstrate the model's strong predictive power. Hypothesis testing revealed that GHRM has a positive and significant effect on both GTL and SP, and that GTL serves as a significant mediator in the relationship between GHRM and SP. This study makes an important contribution to the development of Green Human Resource Management practices within organizations that focus on sustainability.

Keywords: *Green Human Resource Management, Green Transformational Leadership, Sustainability Performance*