

Pengaruh Green Human Resource Management terhadap Employee Green Behavior melalui Organizational Identification sebagai Mediasi: Studi pada Karyawan Gen Z Perusahaan Fast Moving Consumer Goods di Jabodetabek = The Influence of Green Human Resource Management on Employee Green Behavior Through Organizational Identification as a Mediator: A Study of Generation Z Employees in Fast Moving Consumer Goods Companies in Greater Jakarta

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Abstrak

Meningkatnya kesadaran masyarakat akan pentingnya menjaga lingkungan membuat banyak pelaku bisnis mengubah operasi perusahaannya menjadi lebih berkelanjutan. Penelitian ini menganalisis pengaruh Green Human Resource Management terhadap Employee Green Behavior dengan Organizational Identification sebagai variabel mediasi pada karyawan Generasi Z di perusahaan FMCG di Jabodetabek, menggunakan data dari 201 responden yang dianalisis dengan metode Partial Least Squares-Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa Green Human Resource Management berpengaruh positif signifikan terhadap Employee Green Behavior, baik secara langsung maupun melalui mediasi Organizational Identification, meskipun efek mediasinya lebih rendah jika dibandingkan dengan hubungan langsung. Selain itu, efek mediasi pada hubungan Green Human Resource Management terhadap Voluntary Green Behavior lebih kecil dibandingkan dengan Task-Related Green Behavior.

.....The increasing awareness of the importance of environmental sustainability has led many businesses to transform their operations to become more sustainable. This study analyses the influence of Green Human Resource Management on Employee Green Behavior, with Organizational Identification as a mediating variable, focusing on Generation Z employees in FMCG companies in the Jabodetabek area. The data, collected from 201 respondents, was analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The findings indicate that Green Human Resource Management has a significant positive impact on Employee Green Behavior, both directly and through Organizational Identification as a mediator, although the mediation effect is weaker compared to the direct relationship. Furthermore, the mediation effect of Green Human Resource Management on Voluntary Green Behavior is weaker than its effect on Task-Related Green Behavior