

ABSTRAK

Tiara Wulan Ramadhani, 2026. Peran *Green Human Resource Management* Dalam Membangun *Employee Environmental Commitment* Pada Pabrik Gula Rejo Agung Kota Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Karuniawati Hasanah, S.E.,M.M., Pembimbing (II) Robby Sandhi Dessyarti, S.E.,M.M.

Penelitian ini bertujuan menganalisis pengaruh *Green Human Resource Management* (GHRM) terhadap *Employee Environmental Commitment* (EEC), baik secara langsung maupun melalui *Proactive Pro-environmental Behavior* (PPB) dan *Task-Related Pro-environmental Behavior* (TPB) pada karyawan Pabrik Gula Rejo Agung Kota Madiun. Penelitian kuantitatif ini melibatkan 101 responden dan dianalisis menggunakan outer model dan inner model dengan aplikasi statistik SEM PLS. Hasil penelitian menunjukkan bahwa GHRM tidak berpengaruh langsung terhadap EEC, tetapi berpengaruh signifikan terhadap PPB. GHRM melalui *green recruitment and selection* serta *green training and development* juga berpengaruh terhadap TPB, sedangkan *green pay and reward* tidak berpengaruh terhadap TPB. Selain itu, PPB mampu memediasi hubungan GHRM dan EEC, sementara TPB hanya memediasi pengaruh *green recruitment and selection* serta *green training and development* terhadap EEC.

Kata Kunci: *GHRM, Green Pay And Reward, Green Recruitment And Selection, Dan Green Training And Development, Employee Environmental Commitment, Proactive pro-environmental behaviour, Task-related pro-environmental behaviour*

ABSTRACT

Tiara Wulan Ramadhani, 2026. *The Role of Green Human Resource Management in Building Employee Environmental Commitment at the Rejo Agung Sugar Factory, Madiun City. Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dr. Karuniawati Hasanah, S.E., M.M., Supervisor (II) Robby Sandhi Dessyarti, S.E., M.M.*

This study aims to analyze the effect of Green Human Resource Management (GHRM) on Employee Environmental Commitment (EEC), both directly and through Proactive Pro-environmental Behavior (PPB) and Task-Related Pro-environmental Behavior (TPB) on employees of the Rejo Agung Sugar Factory in Madiun City. This quantitative study involved 101 respondents and was analyzed using outer and inner models with SEM PLS statistical applications. The results showed that GHRM did not have a direct effect on EEC, but had a significant effect on PPB. GHRM through green recruitment and selection and green training and development also had an effect on TPB, while green pay and reward had no effect on TPB. In addition, PPB was able to mediate the relationship between GHRM and EEC, while TPB only mediated the effect of green recruitment and selection and green training and development on EEC.

Keywords: *GHRM, Green Pay and Reward, Green Recruitment and Selection, Green Training and Development, Employee Environmental Commitment, Proactive pro-environmental behavior, Task-related pro-environmental behavior*