

ABSTRAK

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Penelitian ini mengkaji dampak *Green Human Resource Management* dan *Green Innovation* terhadap terbentuknya *Green Organizational Culture* pada PT Pupuk Iskandar Muda, Lhokseumawe. Studi ini menggunakan pendekatan kuantitatif dengan analisis regresi linier berganda. Data diperoleh dari 90 responden yang dipilih berdasarkan rumus slovin. Hasil menunjukkan bahwa kedua variabel independen berpengaruh secara positif dan signifikan terhadap *Green Organizational Culture*. *Green Human Resource Management* memberikan fondasi bagi nilai-nilai lingkungan melalui seleksi, pelatihan, penilaian, penghargaan, dan pelibatan karyawan. Sementara itu, *Green Innovation* memperkuat budaya hijau melalui transformasi proses dan produk yang berkelanjutan. Penelitian ini menekankan pentingnya sinergi antara strategi sumber daya manusia dan inovasi berwawasan lingkungan dalam membangun perusahaan yang berkelanjutan.

Kata kunci : *Green Human Resource Management, Green Innovation, Green Organizational culture, PT. Pupuk Iskandar Muda (PIM).*

ABSTRACT

Name : Ulya Liana
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Tittle : The Influence of Green Human Resource Management and Green Innovation on Green Organizational Culture at PT Pupuk Iskandar Muda, Lhokseumawe

This study examines the impact of Green Human Resource Management and Green Innovation on the formation of Green Organizational Culture at PT Pupuk Iskandar Muda, Lhokseumawe. This study uses a quantitative approach with multiple linear regression analysis. Data was obtained from 90 respondents selected based on the slovin formula. The results show that both independent variables have a positive and significant effect on Green Organizational Culture. Green Human Resource Management provides a foundation for environmental values through selection, training, appraisal, rewards, and employee engagement. Meanwhile, Green Innovation strengthens green culture through sustainable transformation of processes and products. This research emphasizes the importance of synergy between human resource strategy and environmentally sound innovation in building a sustainable company.

Keywords : *Green Human Resource Management, Green Innovation, Green Organizational culture, PT. Pupuk Iskandar Muda (PIM).*