

ABSTRAK

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Judul : Pengaruh Green Leadership, Green Human Resource Management dan Green Organizational Culture Terhadap Green Performance Pada PT. ASIAN AGRI Kabupaten Labuhanbatu

Penelitian ini bertujuan untuk menganalisis pengaruh Green Leadership, Green Human Resource Management, dan Green Organizational Culture terhadap Green Performance pada PT. Asian Agri Kabupaten Labuhanbatu. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui kuesioner yang disebarakan kepada 86 responden karyawan dan dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa Green Leadership, Green Human Resource Management, dan Green Organizational Culture secara parsial maupun simultan berpengaruh positif dan signifikan terhadap Green Performance. Temuan ini menunjukkan bahwa kepemimpinan yang berorientasi lingkungan, pengelolaan sumber daya manusia berbasis hijau, serta budaya organisasi yang mendukung keberlanjutan memiliki peran penting dalam meningkatkan kinerja lingkungan perusahaan. Penelitian ini diharapkan dapat menjadi bahan pertimbangan bagi perusahaan dalam merumuskan strategi keberlanjutan guna meningkatkan green performance secara berkelanjutan.

Kata Kunci: Green Leadership, Green Human Resource Management, Green Organizational Culture, Green Performance.

ABSTRACT

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Study Program : Management
Title : *The Influence of Green Leadership, Green Human Resource Management, and Green Organizational Culture on Green Performance at PT. ASIAN AGRI, Labuhanbatu Regency*

This study aims to analyze the effect of Green Leadership, Green Human Resource Management, and Green Organizational Culture on Green Performance at PT. Asian Agri, Labuhanbatu Regency. This research employs a quantitative approach using a survey method. Data were collected through questionnaires distributed to 86 employee respondents and analyzed using multiple linear regression. The results indicate that Green Leadership, Green Human Resource Management, and Green Organizational Culture have a positive and significant effect on Green Performance, both partially and simultaneously. These findings suggest that environmentally oriented leadership, green-based human resource management, and a sustainability-supportive organizational culture play an important role in improving corporate environmental performance. This study is expected to serve as a reference for companies in formulating sustainability strategies to enhance green performance in a sustainable manner.

Keywords: Green Leadership, Green Human Resource Management, Green Organizational Culture, Green Performance

