

ABSTRAK

Nama : Meutia Sari
Program Studi : Manajemen
Judul : Pengaruh *Green Transformational Leadership*, *Green Organization Culture* dan *Green Self-Efficacy* Terhadap *Green Performance* Pada PT. Pupuk Iskandar Muda Aceh Utara

Perubahan iklim dan meningkatnya tuntutan keberlanjutan lingkungan menuntut perusahaan, khususnya industri pupuk, untuk mengintegrasikan praktik ramah lingkungan ke dalam seluruh aktivitas operasionalnya. PT. Pupuk Iskandar Muda Aceh Utara sebagai salah satu produsen pupuk terbesar di Indonesia memiliki tanggung jawab besar dalam meningkatkan *Green Performance* perusahaan. Pencapaian kinerja hijau tidak hanya dipengaruhi oleh kebijakan dan teknologi, tetapi juga oleh faktor internal organisasi, terutama kepemimpinan, budaya organisasi, dan keyakinan individu karyawan. Penelitian ini bertujuan untuk menganalisis pengaruh *Green Transformational Leadership*, *Green Organizational Culture*, dan *Green Self-Efficacy* terhadap *Green Performance* pada karyawan PT. Pupuk Iskandar Muda Aceh Utara. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data primer diperoleh melalui penyebaran kuesioner kepada 87 karyawan yang dipilih menggunakan teknik *proportional sampling* dari total populasi 644 karyawan. Teknik analisis data yang digunakan adalah regresi linier berganda dengan bantuan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa *Green Transformational Leadership* berpengaruh positif dan signifikan terhadap *Green Performance*, *Green Organizational Culture* berpengaruh positif dan signifikan terhadap *Green Performance*, serta *Green Self-Efficacy* berpengaruh positif dan signifikan terhadap *Green Performance*. Secara simultan, ketiga variabel independen tersebut berpengaruh signifikan terhadap *Green Performance* karyawan PT. Pupuk Iskandar Muda Aceh Utara. Hasil penelitian ini mengindikasikan bahwa peningkatan *Green Performance* perusahaan dapat dicapai melalui penguatan kepemimpinan transformasional hijau, pembentukan budaya organisasi yang mendukung nilai-nilai keberlanjutan, serta peningkatan keyakinan dan kompetensi karyawan dalam menerapkan perilaku ramah lingkungan. Penelitian ini diharapkan dapat menjadi bahan pertimbangan strategis bagi manajemen perusahaan dalam merumuskan kebijakan keberlanjutan serta menjadi referensi bagi penelitian selanjutnya di bidang manajemen berkelanjutan.

Kata kunci : *Green Transformational Leadership*, *Green Organizational Culture*, *Green Self-Efficacy*, *Green Performance*.

ABSTRACT

Name : Meutia Sari
Study Program : Management
Title : The Effect Green Transformational Leadership, Green Organization Culture and Green Self-Efficacy on Green Performance at the PT. Pupuk Iskandar Muda Aceh Utara

Climate change and increasing demands for environmental sustainability require companies, particularly in the fertilizer industry, to integrate environmentally friendly practices into their operational activities. PT. Pupuk Iskandar Muda Aceh Utara, as one of Indonesia's major fertilizer producers, bears significant responsibility for improving the company's Green Performance. Achieving green performance is influenced not only by policies and technology, but also by internal organizational factors, particularly leadership, organizational culture, and employees' self-belief. This study aims to analyze the effects of Green Transformational Leadership, Green Organizational Culture, and Green Self-Efficacy on Green Performance among employees of PT. Pupuk Iskandar Muda Aceh Utara. This research employs a quantitative approach using a survey method. Primary data were collected through questionnaires distributed to 87 employees selected using proportional sampling from a total population of 644 employees. The data were analyzed using multiple linear regression analysis with the assistance of SPSS software. The results indicate that Green Transformational Leadership has a positive and significant effect on Green Performance, Green Organizational Culture has a positive and significant effect on Green Performance, and Green Self-Efficacy has a positive and significant effect on Green Performance. Simultaneously, all independent variables significantly influence Green Performance at PT. Pupuk Iskandar Muda Aceh Utara. These findings suggest that improving the company's Green Performance can be achieved by strengthening green transformational leadership, fostering an organizational culture that supports sustainability values, and enhancing employees' confidence and capabilities in implementing environmentally friendly behaviors. This study is expected to serve as a strategic reference for company management in formulating sustainability policies and as a reference for future research in the field of sustainable management.

Keywords: Green Transformational Leadership, Green Organizational Culture, Green Self-Efficacy, Green Performance.