THE INFLUENCE OF GREEN TRANSFORMATIONAL LEADERSHIP AND GREEN ORGANIZATIONAL CULTURE ON EMPLOYEE SUSTAINABLE INNOVATION MEDIATED BY ORGANIZATIONAL COMMITMENT

A CASE STUDY OF PT GALIC ARTABAHARI

THESIS

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MAGISTER OF MANAGEMENT
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UNIVERSITAS MERCU BUANA
2026

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THESIS

Submitted as one of the requirements for completing the Master of Management program

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Program	:	Master of Management
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PREFACE

Praise and gratitude to God Almighty for His blessings and guidance, enabling the author to successfully complete this thesis, entitled "The Influence of Green Transformational Leadership and Green Organizational Culture on Employee Sustainable Innovation Mediated by Organizational Commitment: A Case Study of PT Galic Artabahari" within the planned timeframe.

This thesis was prepared as one of the requirements for a Master of Management degree from the Postgraduate Program at Mercu Buana University. The author hopes that this work not only fulfills academic requirements but also contributes to his thinking and serves as a useful reference, particularly for broadening the horizons and developing the science of human resource management, as well as improving employee job satisfaction in organizational settings. The process of compiling this thesis was certainly not easy. Many challenges, limitations of time, energy, thought, and emotion had to be faced. However, thanks to the prayers, support, and guidance of various parties, all obstacles were overcome until this thesis was finally completed. Therefore, on this occasion, the author would like to express his sincere gratitude and appreciation to:

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7. The author's parents, who provided invaluable support and sacrifice, as well as their material assistance and prayers, have strengthened the author in navigating life and enabling to complete this research on time.

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ABSTRACT

This study aims to analyze the influence of Green Transformational Leadership and Green Organizational Culture on Employee Sustainable Innovation, with Organizational Commitment as a mediating variable. The research was conducted at PT Galic Artabahari, a company operating in the carrageenan manufacturing industry. The population consisted of all employees with a minimum working period of one year, totaling 132 employees. Since the population size was manageable, all 132 employees were selected as the research sample using a census sampling technique. This study employed a quantitative research approach, and the data were analyzed using Structural Equation Modeling Partial Least Squares (SEM-PLS) with SmartPLS software. The results indicate that Green Transformational Leadership has a positive and significant effect on Organizational Commitment and Employee Sustainable Innovation. Green Organizational Culture also has a positive and significant effect on Organizational Commitment and Employee Sustainable Innovation. Furthermore, Organizational Commitment has a positive and significant effect on Employee Sustainable Innovation. The mediation analysis demonstrates that Organizational Commitment partially mediates the relationship between Green Transformational Leadership and Employee Sustainable Innovation, as well as the relationship between Green Organizational Culture and Employee Sustainable Innovation. These findings suggest that strengthening environmentally oriented leadership, fostering a sustainability based organizational culture, and enhancing employees' organizational commitment are essential strategies for improving Employee Sustainable Innovation and supporting long term organizational sustainability.

Keywords: Green Transformational Leadership, Green Organizational Culture, Organizational Commitment, Employee Sustainable Innovation.

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