

ABSTRACT

Indonesia has environmental problems from year to year and this is still one of the main problems that must be faced. awareness of the environment also triggers many companies to use environmentally friendly concepts as one of their company management policies. The purpose of writing this study is to examine and analyze the effect of Green Human Resource Management variables (Green Recruitment, Green Training, Green Performance Appraisal and Green Compensation and Reward) on Business Sustainability through Competitive Advantage in UMKM DKI Jakarta. The sample of this study were 212 respondents using accidental sampling technique using the hair formula calculation due to the unknown number of population. The research method used is quantitative with SEM-PLS. Based on the analysis in this study, the results show that: Green Recruitment has a significant effect on Business Sustainability; Green Training has a positive and significant effect on Business Sustainability; Green Performance Assessment has a positive and significant effect on Business Sustainability; Green Compensation and Reward have no significant effect on Business Sustainability; Competitive Advantage has a significant effect on Business Sustainability; Green Recruitment has no significant effect on Competitive Advantage; Green Training has a positive and significant effect on Competitive Advantage; Green Performance Assessment has a positive and significant effect on Competitive Advantage; Green Compensation and Reward has a positive and significant effect on Competitive Advantage; Competitive Advantage does not mediate the effect of Green Recruitment on Business Sustainability; Mediating Competitive Advantage the effect of Green Training on Business Sustainability; Mediating Competitive Advantage effect of Green Performance Assessment on Business Sustainability; Mediating Competitive Advantage the effect of Green Compensation and Reward on Business Sustainability.

Keywords: Green Human Resource Management, Green Recruitment, Green Training, Green Performance Appraisal, Green Compensation and Reward, Competitive Advantage, Business Sustainability.

ABSTRAK

Indonesia memiliki masalah lingkungan hidup dari tahun-ketahun dan hal tersebut masih menjadi salah satu masalah utama yang harus dihadapi. Kesadaran akan lingkungan hidup juga memicu banyak perusahaan untuk menggunakan konsep ramah lingkungan sebagai salah satu kebijakan manajemen perusahaannya. Tujuan dari penulisan artikel ini adalah untuk meneliti dan menganalisis pengaruh variabel Green Human Resource Management (*Green Recruitment*, *Green Training*, *Green Performance Appraisal* dan *Green Compensation and Reward*) terhadap *Business Sustainability* melalui *Competitive Advantage* pada UMKM DKI Jakarta. Sampel dari penelitian ini adalah 212 responden dengan menggunakan teknik accidental sampling dengan menggunakan perhitungan rumus hair dikarenakan jumlah populasi yang tidak diketahui jumlahnya. Metode penelitian yang digunakan adalah kuantitatif dengan SEM-PLS. Berdasarkan analisis pada penelitian ini diperoleh hasil bahwa : *Green Recruitment* berpengaruh signifikan terhadap *Business Sustainability*; *Green Training* berpengaruh positif dan signifikan terhadap *Business Sustainability*; *Green Performance Appraisal* berpengaruh positif dan signifikan terhadap *Business Sustainability*; *Green Compensation and Reward* tidak berpengaruh signifikan terhadap *Business Sustainability*; *Competitive Advantage* berpengaruh signifikan terhadap *Business Sustainability*; *Green Recruitment* tidak berpengaruh signifikan terhadap *Competitive Advantage*; *Green Training* berpengaruh positif dan signifikan terhadap *Competitive Advantage*; *Green Performance Appraisal* berpengaruh positif dan signifikan terhadap *Competitive Advantage*; *Green Compensation and Reward* berpengaruh positif dan signifikan terhadap *Competitive Advantage*; *Competitive Advantage* tidak memediasi pengaruh *Green Recruitment* terhadap *Business Sustainability*; *Competitive Advantage* memediasi pengaruh *Green Training* terhadap *Business Sustainability*; *Competitive Advantage* memediasi pengaruh *Green Performance Appraisal* terhadap *Business Sustainability*; *Competitive Advantage* memediasi pengaruh *Green Compensation and Reward* terhadap *Business Sustainability*.

Kata kunci: Green Human Resource Management, *Green Recruitment*, *Green Training*, *Green Performance Appraisal*, *Green Compensation and Reward*, *Competitive Advantage*, *Business Sustainability*.