

PENGARUH *ENVIRONMENTAL ORIENTATION* DAN *GREEN HUMAN RESOURCE MANAGEMENT* TERHADAP *GREEN COMPETITIVE ADVANTAGE* YANG DIMEDIASI OLEH *GREEN INNOVATION*

Studi Kasus Pada Industri Perhotelan Di Kota Padang

TESIS



Diajukan Oleh

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2020522038

**PROGRAM STUDI S2 MAGISTER MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS ANDALAS
PADANG
2024**

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Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen
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Studi Kasus Pada Industri Perhotelan Di Kota Padang

Tesis Oleh Alvin Zamzami

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *environmental orientation* dan *green human resource management* terhadap *green competitive advantage* yang dimediasi oleh *green innovation* studi kasus pada industri perhotelan di kota padang. Jenis penelitian yang digunakan dalam penelitian ini adalah *explanatory research*, dengan metode penelitiannya adalah *survey explanatory* yang mengedepankan metode kuantitatif. Populasinya adalah pemilik, karyawan dengan level manajer, direktur atau CEO atau posisi manajerial yang bersifat strategis pada industri perhotelan di kota padang. Berdasarkan data jumlah Akomodasi Perhotelan (Unit) Periode 2022 di Kota Padang, jumlah hotelnya sebanyak 122 hotel. Teknik pengambilan sampel menggunakan metode Non Probability Sampling dengan teknik Saturation Sampling (Sampel Jenuh), dimana setiap hotel akan diteliti masing-masing 2 orang. Metode analisis data menggunakan *Structural Equation Modelling - Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa *environmental orientation* berpengaruh positif dan signifikan terhadap *green innovation*. *Environmental orientation* tidak berpengaruh signifikan terhadap *green competitive advantage*. *Environmental orientation* berpengaruh positif dan signifikan terhadap *green competitive advantage* yang dimediasi oleh *green innovation*. *Green human resource management* berpengaruh positif dan signifikan terhadap *green innovation*. *Green human resource management* berpengaruh positif dan signifikan terhadap *green competitive advantage*. *Green human resource management* berpengaruh positif dan signifikan terhadap *green competitive advantage* yang dimediasi oleh *green innovation*. *Green innovation* berpengaruh positif dan signifikan terhadap *green competitive advantage*.

Kata Kunci: *Environmental Orientation; Green Human Resource Management; Green Innovation; Green Competitive Advantage*

**THE INFLUENCE OF ENVIRONMENTAL ORIENTATION AND
GREEN HUMAN RESOURCE MANAGEMENT ON GREEN
COMPETITIVE ADVANTAGE MEDIATED BY GREEN
INNOVATION**

Case Study of the Hotel Industry in Padang City

Thesis By Alvin Zamzami

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ABSTRACT

This research aims to analyze the influence of environmental orientation and green human resource management on green competitive advantage mediated by green innovation, case study of the hotel industry in Padang City. The type of research used in this research is explanatory research, with the research method being an explanatory survey which prioritizes quantitative methods. The population is owners, employees at manager, director or CEO level or strategic managerial positions in the hotel industry in Padang City. Based on data on the number of Hospitality Accommodation (Units) for the 2022 period in Padang City, the number of hotels is 122 hotels. The sampling technique uses Non Probability Sampling method with Saturation Sampling technique, where each hotel will be studied by 2 people each. The data analysis method uses Structural Equation Modeling - Partial Least Square (SEM-PLS). The research results show that *environmental orientation* has a positive and significant effect on green innovation. Environmental orientation does not have a significant effect on green competitive advantage. *Environmental orientation* has a positive and significant effect on green competitive advantage which is mediated by green innovation. Green human resource management has a positive and significant effect on green innovation. Green human resource management has a significant positive effect on green competitive advantage. *Green human resource management* has a positive and significant effect on green competitive advantage which is mediated by green innovation. Green innovation has a significant positive effect on green competitive advantage

Keywords: *Environmental Orientation*; Green Human Resource Management; Green Innovation; *Green Competitive Advantage*