

**PENGARUH *GREEN INNOVATION* DALAM
MEMEDIASI *GREEN HUMAN RESOURCES*
MANAGEMENT DAN *ENVIRONMENTAL*
PERFORMANCE PADA UMKM DI KOTA PADANG**

TUGAS AKHIR



**PROGRAM STUDI S1 DEPARTEMEN TEKNIK
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GREEN HUMAN RESOURCES MANAGEMENT DAN
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*Diajukan sebagai Salah Satu Syarat Menyelesaikan Program Studi S1
Departemen Teknik Industri Fakultas Teknik Universitas Andalas*



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ABSTRAK

Penelitian ini menginvestigasi hubungan antara green human resources management, green innovation, environmental performance, dan environmental strategy pada UMKM di kota Padang. Kesadaran terhadap isu lingkungan semakin meningkat di berbagai sektor, termasuk UMKM, mendorong penerapan praktik ramah lingkungan. Penelitian bertujuan menganalisis pengaruh green human resources management terhadap environmental performance dan green innovation, pengaruh green innovation terhadap environmental performance, serta menguji peran mediasi green innovation dan moderasi environmental strategy. Metode penelitian menggunakan pendekatan kuantitatif dengan Structural Equation Modelling (SEM)-Partial Least Squares (PLS) melalui software SmartPLS. Data dikumpulkan dari 70 pemilik UMKM di kota Padang. Hasil penelitian menunjukkan bahwa green human resources management berpengaruh signifikan positif terhadap green innovation dan environmental performance. Green innovation tidak berpengaruh signifikan terhadap environmental performance, serta tidak memediasi hubungan antara green human resources management dan environmental performance. Environmental strategy juga tidak memoderasi pengaruh green innovation terhadap environmental performance. Temuan ini mengindikasikan UMKM di kota Padang masih berada pada tahap awal mengadopsi praktik ramah lingkungan, di mana praktik GHRM telah mendorong inovasi ramah lingkungan namun belum memberikan dampak signifikan terhadap kinerja lingkungan secara keseluruhan.

Kata kunci : *Green Innovation, Green Human Resources Management, Environmental Performance, Environmental Strategy, UMKM*

ABSTRACT

This research investigates the relationship between green human resources management, green innovation, environmental performance, and environmental strategy in MSMEs in Padang city. Awareness of environmental issues is increasing across various sectors, including MSMEs, encouraging the implementation of environmentally friendly practices. The research aims to analyze the influence of green human resources management on environmental performance and green innovation, the impact of green innovation on environmental performance, and to test the mediating role of green innovation and the moderating role of environmental strategy. The research method uses a quantitative approach with Structural Equation Modeling (SEM)-Partial Least Squares (PLS) through SmartPLS software. Data was collected from 70 MSME owners in Padang city. The results show that green human resources management has a significant positive effect on green innovation and environmental performance. Green innovation does not significantly affect environmental performance and does not mediate the relationship between green human resources management and environmental performance. Environmental strategy also does not moderate the influence of green innovation on environmental performance. These findings indicate that MSMEs in Padang city are still in the early stages of adopting environmentally friendly practices, where GHRM practices have encouraged green innovation but have not yet had a significant impact on overall environmental performance.

Keyword : Green Innovation, Green Human Resources Management, Environmental Performance, Environmental Strategy, MSMEs