

ABSTRAK

**PENGARUH *GREEN HUMAN RESOURCE MANAGEMENT*
TERHADAP *JOB PURSUIT INTENTION* DENGAN *CORPORATE SOCIAL
RESPONSIBILITY* SEBAGAI MEDIASI**

Jesica Pradana Koesnadi
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2025

Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara langsung *Green Human Resources Management* terhadap *Job Pursuit Intention*, 2) pengaruh secara langsung *Green Human Resources Management* terhadap *Corporate Social Responsibility*, 3) pengaruh secara langsung *Corporate Social Responsibility* terhadap *Job Pursuit Intention*, dan 4) pengaruh *Green Human Resources Management* terhadap *Job Pursuit Intention* dengan *Corporate Social Responsibility* sebagai variabel mediasi. Sampel dalam penelitian ini adalah para pencari kerja Generasi Z di Kota Yogyakarta yang telah memenuhi kriteria yaitu: 1) lahir pada tahun 1997-2012, 2) memiliki kesadaran akan lingkungan, dan 3) berdomisili di Kota Yogyakarta, dengan jumlah 100 responden. Data diperoleh melalui penyebaran kuesioner secara online menggunakan *Google Forms*. Teknik analisis data dilakukan dengan pendekatan *Partial Least Square* menggunakan aplikasi *SmartPLS 4.0*. Hasil penelitian menunjukkan bahwa: (1) *Green Human Resources Management* berpengaruh secara langsung terhadap *Job Pursuit Intention*, (2) *Green Human Resources Management* berpengaruh secara langsung terhadap *Corporate Social Responsibility*, (3) *Corporate Social Responsibility* berpengaruh langsung terhadap *Job Pursuit Intention*, dan 4) *Corporate Social Responsibility* memediasi secara sebagian pengaruh *Green Human Resources Management* terhadap *Job Pursuit Intention*.

Kata kunci: *Green Human Resources Management*, *Job Pursuit Intention*, *Corporate Social Responsibility*

ABSTRACT

**INFLUENCE OF GREEN HUMAN RESOURCE MANAGEMENT
TOWARDS JOB PURSUIT INTENTION WITH CORPORATE SOCIAL
RESPONSIBILITY AS MEDIATION**

Jesica Pradana Koesnadi
Management Study Program, Economics Faculty
Sanata Dharma University
Yogyakarta
2025

This study aims to find out: 1) the direct influence of *Green Human Resources Management* on *Job Pursuit Intention*, 2) the direct influence of *Green Human Resources Management* on *Corporate Social Responsibility*, 3) the direct influence of *Corporate Social Responsibility* on *Job Pursuit Intention*, and 4) the influence of *Green Human Resources Management* on *Job Pursuit Intention* with *Corporate Social Responsibility* as a mediation variable. The sample in this study is Generation Z job seekers in Yogyakarta City who have met the criteria, namely: 1) born in 1997-2012, 2) have environmental awareness, and 3) domiciled in Yogyakarta City, with a total of 100 respondents. Data was obtained through the distribution of questionnaires online using Google Forms. The data analysis technique was carried out using the Partial Least Square approach using the *SmartPLS 4.0* application. The results of the study show that: (1) *Green Human Resources Management* has a direct effect on *Job Pursuit Intention*, (2) *Green Human Resources Management* has a direct effect on *Corporate Social Responsibility*, (3) *Corporate Social Responsibility* has a direct effect on *Job Pursuit Intention*, and 4) *Corporate Social Responsibility* partially mediates the influence of *Green Human Resources Management* on *Job Pursuit Intention*.

Keywords: *Green Human Resources Management*, *Job Pursuit Intention*, *Corporate Social Responsibility*