

ABSTRACT

This study aims to analyze the effects of Green Human Resource Management (GHRM) and Green Transformational Leadership (GTL) on Environmental Performance (EP), with Green Innovation (GI) as a mediating variable at Asta Group. This study is motivated by the importance of improving corporate environmental performance in response to increasing demands for business sustainability, as well as the need to understand the roles of environmentally oriented human resource management, green transformational leadership, and green innovation in supporting the achievement of environmental performance.

This study employs a quantitative approach using a survey method. Primary data were collected through questionnaires distributed to 70 employees of Asta Group, who were selected using a census sampling technique. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4 software.

The results show that Green Human Resource Management has a positive and significant effect on Environmental Performance, Green Transformational Leadership has a positive and significant effect on Environmental Performance, Green Human Resource Management has a positive and significant effect on Green Innovation, Green Transformational Leadership has a positive and significant effect on Green Innovation, and Green Innovation has a positive and significant effect on Environmental Performance. Furthermore, Green Innovation is found to partially mediate the effects of Green Human Resource Management and Green Transformational Leadership on Environmental Performance. These findings indicate that improving the environmental performance of Asta Group can be supported by strengthening environmentally oriented human resource management practices, implementing sustainability-oriented leadership, and continuously developing green innovation.

Keywords: *Green Human Resource Management, Green Transformational Leadership, Green Innovation, Environmental Performance, SEM-PLS.*