

ABSTRAK

Indonesia termasuk ke dalam negara yang terdampak perubahan iklim, dimana hal ini juga disebabkan kurangnya kepedulian terhadap lingkungan. Dengan pengelolaan Sumber Daya Manusia yang baik seperti praktik *Green Human Resources Management* di suatu perusahaan dapat membantu mengatasi permasalahan perubahan iklim. Hal ini sejalan dengan *trend* Generasi Z yang cenderung suka kegiatan terbuka dan melek teknologi ini sudah mulai banyak memasuki angkatan kerja di Indonesia. Penelitian ini bertujuan untuk menganalisis pengaruh GHRM terhadap *Job Pursuit Intention* (JPI) Generasi Z dalam mendukung *Sustainable Development Goals* (SDGs). Penelitian menggunakan pendekatan kuantitatif dengan metode *Structural Equation Modeling–Partial Least Square s* (SEM-PLS), dengan data yang diperoleh dari 97 responden alumni Universitas Trunodjoyo Madura tahun 2024 yang telah bekerja. Variabel GHRM diukur melalui empat dimensi, yaitu rekrutmen dan seleksi ramah lingkungan, pelatihan dan pengembangan ramah lingkungan, penilaian kinerja ramah lingkungan, dan kompensasi dan penghargaan ramah lingkungan. Hasil penelitian menunjukkan bahwa GHRM berpengaruh positif dan signifikan terhadap JPI dengan koefisien sebesar 0,598 dan nilai *R-square* sebesar 0,357, yang menunjukkan bahwa semakin baik penerapan GHRM, maka semakin tinggi minat Generasi Z untuk melamar pekerjaan.

Kata kunci: *Green Human Resource Management*, *Job Pursuit Intention*, Generasi Z, SDGs

ABSTRACT

Indonesia is included among the countries affected by climate change, which is also caused by a lack of environmental awareness. With good Human Resource management such as Green Human Resources Management practices in a company, it can help address climate change issues. This aligns with the trend of Generation Z, who tend to enjoy open activities and are tech-savvy, and they have begun to enter the workforce in Indonesia. This study aims to analyze the influence of GHRM on the Job Pursuit Intention (JPI) of Generation Z in supporting the Sustainable Development Goals (SDGs). The study uses a quantitative approach with the Structural Equation Modeling–Partial Least Square s (SEM-PLS) method, with data obtained from 97 respondents who are alumni of Trunodjoyo Madura University in 2024 and are already working. The GHRM variable is measured through four dimensions, namely environmentally friendly recruitment and selection, environmentally friendly training and development, environmentally friendly performance appraisal, and environmentally friendly compensation and rewards. The results show that GHRM has a positive and significant effect on JPI with a coefficient of 0.598 and an R-square value of 0.357, indicating that the better the implementation of GHRM, the higher the interest of Generation Z to apply for jobs.

Keywords: Green Human Resource Management, Job Pursuit Intention, Generation Z, SDGs