

ABSTRACT

Environmental preservation is important and must be considered along with the development of technology and industry in the world, so that many industries are preserving the environment starting from saving resources, social activities, and campaigns about environmental preservation in internal and external companies. The purpose of this study was to determine the effect of green human resource management and eco-friendly behavior on environmental performance on employees at Merusaka Hotel Nusa Dua both partially and simultaneously.

This research uses quantitative methods with a descriptive approach with primary data sources through distributing questionnaires, interviews, and observations to employees of Merusaka Hotel Nusa Dua and secondary data sources obtained from previous research, journals, books, and internal company data. The sampling technique used was simple random sampling with a total sampling of 172 employees of Merusaka Hotel Nusa Dua with multiple linear analysis techniques.

The results showed that the majority of employees at Merusaka Hotel Nusa Dua carried out their environmental performance well. With the results of green human resource management employees by 79%, eco-friendly behavior by 75.29%, and most environmental performance has a good assessment of 75.27%. The conclusion is that green human resource management, eco-friendly behavior, and environmental performance have a large positive and significant influence.

Key Words: Green Human Resource Management, Eco-friendly Behavior, Environmental Performance