

UNIVERSITAS INTERNASIONAL BATAM

Faculty of Economics

Management Study Program

Even Semester 2019/2020

**ANALYSIS OF CORPORATE SOCIAL RESPONSIBILITY THROUGH
GREEN HUMAN RESOURCES MANAGEMENT WITH SUSTAINABLE
ENVIROMENT AS MEDIATING VARIABLE FOR COMPANY IN
BATAM**

Yulliana

NPM: 1641004

ABSTRACT

This research was conducted to analyze the influence of the Corporate Social Responsibility variable on Green Human Resources Management with the Sustainable Environment as a mediation variant. With this research, the company can determine the importance of the role of these three variables in the company.

The method used for the study was a survey method, namely distributing questionnaires to 125 respondents. Respondents who are used as samples of this study are employees who work in companies that have CSR programs in Batam City such as PT. Pertamina Niaga, PT. Telkomsel, Bank Permata and PT. Bank Negara Indonesia with purposive sampling technique, namely a technique for determining samples by using special filtering until it is declared fit to be used as processing material. Data processing will be processed using SmartPLS3 which can conclude the significance of the relationship between variables.

The results of the study show that there is a mutual relationship between the relationship between Coporate Social Responsibility, Sustainable Environment and Green Human Resources Management so that the three variables cannot be eliminated, one of which is if you want to run a CSR program in the company.

Keywords: *Corporate Social Responsibility, Green Human Resources, Sustainable Environment*