

## ABSTRAK

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### **PERAN MEDIASI *COMPANY REPUTATION* PADA *EMPLOYER BRANDING* DAN *GREEN HUMAN RESOURCES MANAGEMENT* (GHRM) TERHADAP *EMPLOYEE COMMITMENT* PT XYZ**

(xiv + 103 halaman: 11 gambar; 22 tabel; 21 lampiran)

Penelitian ini dilaksanakan dengan tujuan agar dapat mengambil pemahaman tentang variabel *employer branding*, *green human resources management*, *company reputation*, serta *employee commitment* pada perusahaan manufaktur. Telah ditemukan masalah terkait dengan *employee commitment* di salah satu perusahaan manufaktur di Kota Tangerang sehingga penelitian ini dilaksanakan dengan pendekatan kuantitatif dan menggunakan *non-probability sampling* dengan teknik *sampling* jenuh. Penelitian dijalankan kepada seluruh target populasi karyawan tetap non-manajerial sebanyak 150 orang di perusahaan manufaktur tersebut. Data yang telah terkumpul diolah dengan pengukuran *outer model* dan *inner model* dengan bantuan aplikasi SmartPLS 4. Hasil dari penelitian ini menyimpulkan bahwa *employer branding* berpengaruh positif terhadap *company reputation*, *employer branding* berpengaruh positif terhadap *employee commitment*, *green human resources management* berpengaruh positif terhadap *company reputation*, *company reputation* berpengaruh positif terhadap *employee commitment*, *green human resources management* berpengaruh positif terhadap *employee commitment*, *company reputation* memediasi *employer branding* terhadap *employee commitment*, dan *company reputation* memediasi *green human resources management* terhadap *employee commitment* di PT XYZ yang bergerak di bidang manufaktur.

Kata Kunci: *Employer Branding*, *Green Human Resources Management* (GHRM), *Company Reputation*, *Employee Commitment*

Referensi: 59 (1990-2023)

## **ABSTRACT**

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### **THE MEDIATION ROLE OF COMPANY REPUTATION ON EMPLOYER BRANDING AND GREEN HUMAN RESOURCES MANAGEMENT (GHRM) TOWARDS EMPLOYEE COMMITMENT IN PT XYZ**

(xiv + 103 pages: 11 figures; 22 tables; 21 attachments)

This research was carried out with the aim of gaining an understanding of the variables of employer branding, green human resources management, company reputation and employee commitment in manufacturing companies. Problems related to employee commitment have been found in one of the manufacturing companies in Tangerang City, so this research was carried out using a quantitative approach and using non-probability sampling with a saturated sampling technique. The research was carried out on the entire target population of 150 permanent non-managerial employees in the manufacturing company. The data that has been collected is processed by measuring the outer model and inner model with the help of the SmartPLS 4 application. The results of this research conclude that employer branding has a positive effect on company reputation, employer branding has a positive effect on employee commitment, green human resources management has a positive effect on company reputation, company reputation has a positive effect on employee commitment, green human resources management has a positive effect on employee commitment, company reputation mediates employer branding on employee commitment, and company reputation mediates green human resources management on employee commitment at PT XYZ which operates in the manufacturing sector.

**Keywords:** Employer Branding, Green Human Resources Management (GHRM), Company Reputation, Employee Commitment

**References:** 59 (1990-2023)