

THE INFLUENCE OF GREEN TRAINING, GREEN RECRUITMENT AND GREEN TRANSFORMATIONAL LEADERSHIP ON SUSTAINABLE CORPORATE PERFORMANCE AT PT KIMA MAKASSAR

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Abstract

The aim of this research is to evaluate the influence of Green Training, Green Recruitment, and Green Transformational Leadership on Sustainable Corporate Performance separately and simultaneously. In this research, a quantitative approach was used, and the sample was 100 people who worked at PT KIMA Makassar. The research results show that Green Training (X1) partially has a positive and significant impact on Sustainable Corporate Performance. The calculated t value is 3.165, lower than the t table value of 1.984, and the significance value is 0.003, less than 0.05. Apart from that, Green Training also has a positive and significant impact on Sustainable Corporate Performance, with a calculated t value of 4.181, which exceeds the t table of 1.984, and a significance value of 0.000 below 0.05. On the other hand, Green Transformational Leadership also has a positive impact on Sustainable Corporate Performance, with a calculated t value of 7.019, which exceeds the t table of 1.984, and a significance value of 0.000 below 0.05. Apart from that, a simultaneous test was carried out on the influence of Green Training (X1), Green Recruitment (X2), and Green Transformational Leadership (X3) on Sustainable Corporate Performance. The results show a calculated f of 78.706, which exceeds the f table of 2.70, and a significance value of 0.000 is less than 0.05.

Keywords: *Green Training, Green Recruitment, Green Transformational Leadership, Sustainable Corporate Performance.*

1. INTRODUCTION

In an era of globalization dominated by environmental challenges, sustainability has become a necessity for companies to ensure the continuity of their operations while maintaining ecological and social balance. PT Kima Makassar, as a business entity operating in the midst of society and the environment, is faced with demands to adopt environmentally responsible business practices.

Corporate sustainability is not only an ethical obligation, but also a determining factor in creating long-term competitive advantage. In this context, this research will discuss the positive impact that the application of green training and green transformational leadership can have on the sustainability of PT. Kima Makassar's corporate performance.

By understanding the relationship between sustainable training and sustainable transformational leadership, companies can develop more effective strategies to achieve their sustainability goals. It is hoped that the results of this research will provide valuable insight for the management of PT. Kima Makassar and similar companies in optimizing their sustainability performance.

Through this research, we can bridge knowledge gaps and provide an empirical foundation for designing policies and practices that support sustainability at the corporate level. Thus, this research makes a positive contribution to our understanding of the important role of green training and green transformational leadership in driving corporate sustainability.

2. LITERATURE REVIEW

Sustainable Corporate Performance (SCP)

According to (Aryani, 2019) said that Sustainable Corporate Performance is a method of management and leadership chosen by a company in order to produce financial benefits and social, economic and environmental effects. The company's sustainability concept also describes three pillars of sustainability, namely: economic, social and environmental. Where these three pillars function as an interconnected hidden system, and companies can also create sustainability reports that explain more about the company's governance structure.

Green Human Resource Management (GHRM)

According to Tang et al. (2018) states that green human resource management is a business or enterprise which includes all aspects of the selection, selection, appointment, development and training of managers who carry out human resource management tasks in an environmental context.

According to research conducted by Tang et al. (2018) there are five dimensions of green human resource management, namely:

1. Green recruitment and selection: is components of employee acceptance using e-form technology without using paper and acceptance.
2. Green training: providing insight and skills to employees through a combination of human and technological elements.
3. Green performance management: is a work system based on environmental values determined and implemented by the company.
4. Green pay and rewards: in the form of incentives, salaries, or other incentives that encourage employees to contribute to environmental preservation
5. Green involvement: is a way for employees to get involved by providing opportunities to contribute to environmental management and preservation as well as reducing pollution.

Green Training and Green Recruitment/Selection

Green Training (Green education) can empower employees by helping them to discover environmental problems and also find the best solutions (Jerónimo et al., 2020). By using green training programs, employees can gain a better understanding of the importance of environmental protection and become more interested in environmental control or prevention processes, such as collecting waste data and finding sources of pollution (Nawangsari & Sutawidjaya, 2018). If employees are given the right organizational opportunities, abilities, and motivation, they will perform better. The ability-motivation-opportunity theory can also cause this to happen. Green employee choices and acceptance include:

1. Select candidates for environmentally friendly positions using green standards;
2. Using eco-friendly employer branding to attract eco-friendly employees; And
3. Companies employ environmentally conscious employees (Tang et al., 2018).

Green Transformational Leadership

Transformational leaders use green principles to influence the behavior of their followers and can also encourage them to overcome various problems by paying attention to things that are good and sustainable for their organization's environment, which helps the organization grow by solving problems in a more innovative way. By building good relationships with my subordinates and enhancing their green values, I also convey my concerns about environmental issues (Yanti and Nawangsari 2019).

3. RESEARCH METHOD

Sugiyono (2019; 126) says population is a generalized area consisting of objects or subjects with certain quantities and features that are chosen by researchers to study and then conclude. This research involved 100 employees of PT KIMA Makassar, which was considered a saturated sample. This research is a quantitative method with a descriptive approach. Sugiyono (2019:16-17) states that quantitative research methods are based on the philosophy of positivism and are used to study certain populations or samples. This method collects data using research instruments and analyzes the data quantitatively or artistically with the aim of testing predetermined hypotheses. This research uses a descriptive approach, which is based on the data obtained with the aim of describing or illustrating the subject under study. Many approaches can be used in descriptive research, such as surveys, observations, interviews and case studies (Sugiyono 2019).

For data analysis techniques in this research, tests with SPSS software were used, namely, validity test, reliability test, multiple linear regression analysis test, coefficient of determination test, and to test the hypothesis the t test (partial test) and F test (simultaneous test) were used.

The sampling technique used in this research is non probability sampling. In this research, non-probability sampling was used. According to Sugiyono (2019), non-probability sampling is a sampling method that provides an unequal opportunity for each member of the population to be taken as a sample because the sample is selected based on certain criteria.

3. RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Beta Errors	Beta
Constant_(a)	1,770	1,558	
Green Training (X1)	0.323	0.099	0.397
Green Recruitment (X2)	0.423	0.103	0.524
Transformational GreenLeadership (X3)	0.764	0.109	0.628

Source: *Processed Data Results, 2023*

The table above shows the results of multiple linear regression tests, which can be explained by the following regression equation.

$$Y = 1.770 + 0.323 X1 + 0.423 X2 + 0.764 X3 + e$$

Model	Q	Sig.	Information
Constanta (a)	0.494	0.642	
GreenTraining (X1)	3,165	0.003	Positive and significant
Green Recruitment (X2)	4,181	0,000	Positive and significant
Green Transformational Leadership (X3)	7,019	0,000	Positive and significant

Source: *Processed Data Results, 2023*

Green Training (X1) on the Influence of Sustainability Corporate Performance (Y)

The Green Training variable (X1) partially has a positive and significant effect on the influence of Sustainability Corporate Performance (Y). Because H1 is rejected, it can be concluded that the Green Training variable (X2) in this study has a positive and significant influence. The result is a calculated value of 3.165 which is greater than T_{table} 1.984 and the sig value. of 0.003 is greater than the significance level of 0.05.

Green Recruitment (X2) on the Influence of Sustainability Corporate Performance (Y)

Partially, the Green Recruitment variable (X2) produces a calculated value of 4.181 which is greater than T_{table} 1.984 and the sig value. 0.000 which is less than the significance level of 0.05. Because H2 is rejected, it can be concluded that the Green Recruitment variable (X2) in this study has a positive and significant effect on the influence of Sustainability Corporate Performance (Y).

Green Transformational Leadership (X3) on the Influence of Sustainability Corporate

Performance (Y)

Partially, the Green Transformational Leadership (X3) variable produces a calculated value of 7.019, which is greater than Ttable 1.984, and a sig. of 0.000, which is less than the significance level of 0.05. Because H3 is rejected, it can be concluded that the Green Transformational Leadership (X3) variable in this research significantly and positively influences Sustainability Corporate Performance (Y).

Discussion

Green Training (X1) produces a calculated t value that is greater than the t table value and the significant value is smaller, which means there is a positive and significant influence on sustainable corporate performance (Y). So, hypothesis 1 is accepted. In order to achieve environmental goals, it is important for employees to be motivated to learn environmental protection skills and pay attention to environmental issues. This type of training and development is known as green training and development. In the research of Novita Dewi Purnama and Lenny C. Nawangsari (2019) it is also appropriate that GHRM practices with the assessment aspects of Green Recruitment, Green Training, Green Performance Appraisal and Compensation and Reward are in accordance with this and all four have a positive influence on Sustainable Business.

Green Recruitment (X2) has a t count that is greater than the t table, and the significant value is also smaller. This means that there is a positive and significant influence on sustainable corporate performance (Y), which means H2 can be accepted. The process of creating a pool of candidates with the potential and talents sought by organizations, especially knowledge and abilities related to green implementation, is known as "green recruitment". Interesting information was also found in previous research, such as that conducted by Luca Marrucci, Tiberio Daddi, and Fabio Iraldo (2021) which showed that the results of Green Human Resource Management positively influenced all organizational performance.

Green Transformational Leadership (X3) is acceptable because it has a positive and significant effect on sustainable corporate performance (Y), where the calculated t is greater than the t table and the significant value is smaller. When a transformational leader embodies environmentally friendly values, his followers will follow suit. He will inspire his followers to overcome challenges by focusing more on things that improve the workplace atmosphere, considering sustainable organizational growth, and generating creative solutions to environmental problems. The findings from previous research from Yanti and Nawangsari (2019), that the results of this research show that Green Transformational Leadership has a positive and significant effect on Sustainable Corporate Performance.

The sig and f values for Green Transformational Leadership (X3), Green Recruitment (X2), and Green Training (X1) are greater than f table. Because the significant

value is smaller, which means that variables X1, X2, and X3 have a positive and significant effect on Sustainable Corporate Performance (Y), then H4 is accepted.

4. CONCLUSION

Based on research, it can be concluded that the three variables (Green Training X1) and Green Recruitment (X2) have a positive and significant influence on Sustainable Corporate Performance (Y), and Green Transformational Leadership (X3) has a positive and significant influence on Sustainable Corporate Performance (Y). Therefore, discipline can be a good work culture for employees. Companies can use their official websites to improve the company's image in the eyes of the public and stakeholders by conveying informative and educational information.

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