

LAPORAN SKRIPSI

PENGARUH *GREEN TRANSFORMATIONAL LEADERSHIP* TERHADAP *EMPLOYEE GREEN BEHAVIOR* MELALUI MEDIASI *VALUE CONGRUENCE* KARYAWAN STAFF QUEST HOTEL SEMARANG



Dosen Pembimbing:

Dra. Bernadeta Irmawati, MS

Nama Mahasiswa:

Oh, Vinza Limantara
21.D1.0116

**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIKA SOEGIJAPRANATA SEMARANG**

2025

LAPORAN SKRIPSI

PENGARUH *GREEN TRANSFORMATIONAL LEADERSHIP* TERHADAP *EMPLOYEE GREEN BEHAVIOR* MELALUI MEDIASI *VALUE CONGRUENCE* KARYAWAN STAFF QUEST HOTEL SEMARANG

**Diajukan dalam Rangka Memenuhi Salah Satu
Syarat Memperoleh Gelar Sarjana Manajemen (S.M.) di
Fakultas Ekonomi dan Bisnis Universitas Katolik Soegijapranata**



Dosen Pembimbing:

Dra. Bernadeta Irmawati, MS

Nama Mahasiswa:

Oh, Vinza Limantara
21.D1.0116

**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIKA SOEGIJAPRANATA SEMARANG
2025**

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *Green Transformational Leadership* (GTL) terhadap *Employee Green Behavior* (EGB) melalui mediasi *Value Congruence* (VC). Penelitian ini dilatarbelakangi oleh pentingnya perilaku ramah lingkungan di dunia kerja dalam mendukung tujuan keberlanjutan perusahaan. Metode penelitian menggunakan pendekatan kuantitatif dengan penyebaran kuesioner kepada 31 karyawan staff Quest Hotel Semarang dan teknik analisis data menggunakan *Partial Least Squares* (PLS). Hasil penelitian menunjukkan bahwa *Green Transformational Leadership* (GTL) berpengaruh positif dan signifikan terhadap *Employee Green Behavior* (EGB), serta terhadap *Value Congruence* (VC). Namun, *Value Congruence* (VC) tidak berpengaruh positif dan signifikan terhadap *Employee Green Behavior* (EGB), serta *Value Congruence* (VC) tidak memediasi hubungan antara *Green Transformational Leadership* (GTL) dan *Employee Green Behavior* (EGB). Penelitian ini memberikan kontribusi baik secara teoritis untuk pengembangan literatur terkait kepemimpinan dan perilaku ramah lingkungan, maupun secara praktis bagi perusahaan dalam upaya meningkatkan perilaku ramah lingkungan karyawan.

Kata Kunci: *Green Transformational Leadership*, *Value Congruence*, *Employee Green Behavior*, *Quest Hotel Semarang*.

ABSTRACT

The purpose of this study is to analyze the influence of *Green Transformational Leadership* (GTL) on *Employee Green Behavior* (EGB) through the mediating role of *Value Congruence* (VC). This research is motivated by the importance of environmentally friendly behavior in the workplace to support corporate sustainability goals. A quantitative approach was employed, with questionnaires distributed to 31 staff employees of Quest Hotel Semarang, and data analysis was conducted using *Partial Least Squares* (PLS). The results show that *Green Transformational Leadership* (GTL) has a positive and significant effect on both *Employee Green Behavior* (EGB) and *Value Congruence* (VC). However, *Value Congruence* (VC) does not have a positive and significant effect on *Employee Green Behavior* (EGB) and does not mediate the relationship between *Green Transformational Leadership* (GTL) and *Employee Green Behavior* (EGB). This study contributes theoretically to the development of literature on leadership and environmentally friendly behavior, and practically to companies in their efforts to enhance employees' pro-environmental behavior.

Keywords: *Green Transformational Leadership*, *Value Congruence*, *Employee Green Behavior*, *Quest Hotel Semarang*.