

ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh *Praktik Green Human Resource Management*, *Green Leadership*, dan Budaya Organisasi Hijau terhadap Keberhasilan Program Kebersihan Wisata pada Dinas Pariwisata Provinsi Kepulauan Riau. Penelitian ini menggunakan pendekatan kuantitatif dengan metode eksplanatori. Populasi penelitian berjumlah 76 pegawai Dinas Pariwisata Provinsi Kepulauan Riau yang seluruhnya dijadikan sampel menggunakan teknik sampling jenuh. Pengumpulan data dilakukan melalui penyebaran kuesioner, kemudian dianalisis menggunakan regresi linear berganda dengan bantuan IBM SPSS Statistics 27. Hasil penelitian menunjukkan bahwa secara parsial *Praktik Green Human Resource Management*, *Green Leadership*, dan Budaya Organisasi Hijau berpengaruh positif dan signifikan terhadap Keberhasilan Program Kebersihan Wisata. Secara simultan, ketiga variabel tersebut juga berpengaruh positif dan signifikan terhadap Keberhasilan Program Kebersihan Wisata dengan nilai koefisien determinasi (R^2) sebesar 44,7%, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian. Selain itu, *Green Leadership* merupakan variabel yang memiliki pengaruh paling dominan terhadap Keberhasilan Program Kebersihan Wisata. Hasil penelitian ini menunjukkan bahwa penerapan praktik *green human resource management* yang berorientasi pada lingkungan, *green leadership* yang mendukung keberlanjutan, serta budaya organisasi hijau yang baik dapat meningkatkan keberhasilan Program Kebersihan Wisata di Dinas Pariwisata Provinsi Kepulauan Riau.

Kata Kunci: *Green Human Resource Management*, *Green Leadership*, Budaya Organisasi Hijau, Keberhasilan Program Kebersihan Wisata.

ABSTRACT

This study aims to analyze the influence of Green Human Resource Management Practices, Green Leadership, and Green Organizational Culture on the Success of the Tourism Cleanliness Program at the Riau Islands Province Tourism Office. This study uses a quantitative approach with an explanatory method. The study population consisted of 76 employees of the Riau Islands Province Tourism Office, all of whom were sampled using a saturated sampling technique. Data collection was carried out through questionnaires, then analyzed using multiple linear regression with the help of IBM SPSS Statistics 27. The results of the study indicate that partially Green Human Resource Management Practices, Green Leadership, and Green Organizational Culture have a positive and significant effect on the Success of the Tourism Cleanliness Program. Simultaneously, these three variables also have a positive and significant effect on the Success of the Tourism Cleanliness Program with an Adjusted R Square value of 44.7%, while the rest is influenced by other factors outside the study. In addition, Green Leadership is the variable that has the most dominant influence on the Success of the Tourism Cleanliness Program. The results of this study indicate that the implementation of environmentally oriented human resource management practices, green leadership that supports sustainability, and a good green organizational culture can increase the success of the Tourism Cleanliness Program at the Riau Islands Province Tourism Office.

Keywords: *Green Human Resource Management, Green Leadership, Green Organizational Culture, Success of the Tourism Cleanliness Program.*