

ABSTRACT

Brand Citizenship Behavior (BCB) refers to employee behaviors aimed at enhancing the external perception of a company's brand. According to Social Identity Theory (SIT), the implementation of Green Human Resource Management (GHRM) practices can encourage individuals to internalize organizational values that align with their personal identities. This study aims to analyze the effect of GHRM practices on BCB through the mediating role of Organizational Pride (OP).

The population of this study consists of managerial employees from the Subholding Gas Group, with a total sample of 300 respondents selected using a non-probability sampling method and purposive sampling technique. The analytical method employed in this research is Partial Least Squares (PLS), using SmartPLS version 4 software.

The results indicate that GHRM practices have a positive and significant effect on BCB, GHRM practices have a positive and significant effect on OP, and OP has a positive and significant effect on BCB. Furthermore, OP is found to mediate the relationship between GHRM practices and BCB. However, the mediating effect of OP is weaker than the direct effect of GHRM practices on BCB.

Keywords: *Green human resource management practices, brand citizenship behavior, organizational pride.*

