# *ABSTRACT*

*The background of this study is grounded in the importance of leadership and environmentally oriented human resource practices in supporting organizational sustainability at PT Industri Jamu dan Farmasi Sido Muncul Tbk. This research aims to analyze the influence of Green Transformational Leadership on Pro-Environmental Behavior, with Green Human Resource Management serving as a mediating variable. The study employs a quantitative approach with an explanatory research design. Data were collected through questionnaires distributed to 157 supervisor-level respondents using the simple random sampling technique. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the SmartPLS 4 software.*

*The results indicate that Green Transformational Leadership has a positive but not significant effect on Pro-Environmental Behavior. Meanwhile, Green Human Resource Management is proven to fully mediate the relationship between Green Transformational Leadership and Pro-Environmental Behavior. This finding implies that green leadership values will only influence pro-environmental behavior when implemented through sustainable human resource management practices, such as green recruitment, green training, green performance evaluation, and environmentally based reward systems.*

*Theoretically, this study reinforces the Ability–Motivation–Opportunity (AMO) theory and expands the understanding of Green Human Resource Management as a strategic mechanism that channels the influence of green leadership on employee behavior. Practically, the findings provide recommendations for companies to strengthen the integration between leadership and human resource policies to foster a sustainable and environmentally oriented organizational culture.*

*Keywords: Green Transformational Leadership, Green Human Resource Management, Pro-Environmental Behavior.*