

## **ABSTRACT**

The purpose of this study was to analyze and explain the effect of green transformational leadership and organizational culture on environmental care employee behavior through employee empowerment as an intervening variable (a study at PT. Industri Jamu dan Farmasi Sido Muncul). The population in this study were all permanent employees who worked at the first line management level at PT. Sido Muncul Tbk's herbal and pharmaceutical industries, totaling 192 employees. The sampling technique used was accidental sampling. The distribution of questionnaires as many as 150 questionnaires and all of them can be used. Data processing and analysis using SEM AMOS. The results of this study indicate that green transformational leadership has a significant positive effect on environmental care employee behavior, organizational culture has a significant positive effect on environmental care employee behavior, green transformational leadership has a significant positive effect on employee empowerment, organizational culture has a significant positive effect on employee empowerment and employee empowerment has a significant positive effect. positive and significant towards the employee's environmental care behavior. These findings are discussed based on previous evidence, and the implications can be used for companies.

**Keywords:** green transformational leadership, organizational culture, employee empowerment, environmental care employee behavior.